THERE'S A "NEW LOOK" IN SKATES

WINCHESTER
HOTEL NEW YORKER
MARCH 10-19
ROOMS 636-637
WIN A TV SET! DAILY DOOR PRIZES!

TOY FAIR the

SEE THE WINCHESTER
TOT-TAILORED LINE—STYLED FOR HIGH
TOT APPEAL FROM HEEL TO TOE

Winchester has done it again! First the Winchester Tot-Tailored line, and now a brand-new approach to full-size roller skates—the new Winchester Super Speed Skates. Here are Winchester 1958 skates with the look of tomorrow! Skates that set a new standard in looks, styling, performance and durability.

Come on up and see them yourself! See the new sales promotion and in-store material. Talk to us about the big, new advertising program. In two minutes or less, you'll see that Winchester has something really hot this year and it's going to do a big job in helping build your wheeled-goods profits.

NO. 10 TRAINER
First beginner's skate equipped with rubber wheels. Vinyl plastic toe straps, chime tone bell. Especially engineered and designed to fit small shoes. Low center of gravity. Quality construction throughout.

NO. 20 ADVANCED TRAINER
Perfect first ball bearing skate – eight full-size ball bearings in each wheel. Red Vinyl toe strap. Chime tone bell. Rigid construction. Low center of gravity.

NO. 30 JUNIOR
First American-made skate with detachable toe clamp interchangeable with toe straps! Rigid, quality construction. Ball bearing wheels.

Immediate delivery on all models from warehouses in East Alton, Ill., New Haven, Conn., and San Francisco, Calif. Write today for details on our dating plan.

SEE THE *WINCHESTER* DISPLAY—THE MOST FAMOUS GRAND NAME IN SKATES..THE LAST WORD IN SKATE STYLING

AND *WINCHESTER* HAS IT!

TRADEMARK

BUYERS come in and see tot-to-teen skate line...

No. 40
LEADER

No. 50
STANDARD

No. 60
DELUXE

Exclusive new Winchester Rubber and 20 Ball Bearing wheel. Fastest, longest lasting wheel made. Channel-bar construction.

SEE THE WINCHESTER SUPER SPEED SKATES—STYLED THE MODERN WAY TO MAKE SALES ON SIGHT

Check these features...they make the new Winchester Super Speed Roller Skates the skating buy of the Toy Fair.

• Complete new styling • Extra-heavy steel • Extra-large "winged" toe clamps • Leather straps • Red Vinyl ankle pads lined with Vinylfoam • Electronically welded foot and heel plates, strong horizontal girders • 20 double ball bearing Winchester Wonder Safety Wheels • Free wheeling • Full oscillating trunks • Nickel-lume finish.

No. 40 LEADER
Full girder 3 piece construction and 20 ball bearing wheels make her go as good as she looks. Elastic-stop nuts on axle extension bolts.

No. 50 STANDARD
Red dust caps on wheels, plus red ankle pad, give extra color, extra appeal. Like the #40 and #60, they're shaped to the skater's foot with high metal backs built integral with heel plate.

No. 60 DELUXE SKATE
The only skate made with Winchester's new rubber and double ball bearing wheel – faster, quieter and longer lasting than any all-metal wheel made. Extra maneuverability, extra speed. Red Vinyl ankle pads lined with Vinylfoam.

SEE the new all-metal Winchester in-store display unit.

ASK about free Winchester Booklets and other promotional material.

WINCHESTER-WESTERN DIVISION • OLIN MATHIESON CHEMICAL CORPORATION • NEW HAVEN 4, CONN.

New... Profitable

3-D PLASTIC PIXIE-VIEWER

and 6 Color Slides

"KEEPS YOUNG HANDS AND EYES BUSY"

Retail **98¢**

SELF MERCHANDISING

"PEEK-THRU" *Package*

enables customer to see 3-D picture *without* opening box.

Cellophane Windows On Package Protect Merchandise

CUSTOM DESIGNED FOR

EASY DISPLAYING • HANDLING ORDERING

	Description	Each
PV-2 VIEWER AND SLIDES	SUPER ASSORTMENT 12 Assorted Fairy Tales, Cowboys, Indians, Animals and Children's Stories.	*$12.00
	—1 Doz. Packed in Four Color Displays— (Saves Counter Space)	
SL-2 6 SLIDE SETS ONLY	SUPER ASSORTMENT 12 Assorted Children's Titles.	* $6.00

*Less Standard Discounts

FACTORY PACKAGES THE "BEST SELLERS" AND NEW TITLES AUTOMATICALLY

STOCK ONLY 2 NUMBERS

Stori-Views

3312 Lindell Blvd. • Saint Louis 3, Missouri

KEY LINE *day in and day out!*

my merry DOLLY'S OVER-NIGHT CLOSET
Twelve original ideas make one terrific number. Tiny checkers and board, Look Magazine, Samsonite case, hat box, to mention a few. 6½ x 8 x 1⅜".
No. C-7 Retail 1.00

Introducing....

my merry DOLLY'S BATH CLOSET
With miniature rattan clothes hamper, and waste basket, canisters of bath salts and bubble bath, tiny boxes of Lux, Dutch Cleanser . . . in all, more than 20 individual items. Just adorable! 7 x 9¼ x 1⅜"!
No. C-9 Retail 1.98

my merry DOLLY'S HOSTESS CLOSET
A knockout! Giant closet with over 20 different items. Unique miniature carton of Pepsi Cola, Playtime playing cards, Sketch Kooler, flower vase with flowers! Love that toy! Big 7x9¼x3¼".
No. C-8 Retail 1.98

MERRY MANUFACTURING CO.
952 East St., Cincinnati 3, Ohio

a great new name in toys

my merry DOLLY'S PARTY CLOSET
What a value! What a toy! Tiny Pepsi bottles, Scotkins, tumblers, ice tray, plates, spoons and straws. It's got everything!
No. C-5 Retail 59c

my merry DOLLY'S GUEST CLOSET
It's a cutie with a Samsonite suitcase that opens and closes, pillow, hot water bottle. Seven items in all.
No. C-6 Retail 59c

FOR 1958

Five new members of the top selling Merry "closet" series, retailing from 59 cents to 1.98, each well calculated to add turnover, volume and profit to your toy sales...and there's more to come

See for yourself, Room 533, Hotel New Yorker, American Toy Fair, or contact your Merry sales representative whose name is listed below.

Guaranteed by Good Housekeeping

EAST
Ernest Nathan
200 Fifth Ave., New York

MIDWEST
Paul Oberlin, Jr.
209 S. State Street, Chicago

OHIO, KY., W. VA.
Edwin R. Friedlander
7453 N. Washtenaw, Chicago

SOUTH
Al Seymour
P. O. Box 5185
Surf Side Branch
Miami Beach, Fla.
Irv Appleson
663-B Moreage Dr., N.E.
Atlanta, Ga.

MINN., N. D., S. D., NEBR., IOWA
Richard B. Garoutte
7526 Upton Ave., S., Minneapolis

MISSOURI, KAN.
Stokes Enterprises
4979 Westwood Ter.,
Kansas City, Mo.

OKLA., TEX., ARK., LA.
William B. Stowers
500 S. Ervay St., Dallas

MOUNTAIN STATES
Mountain State Sales
330 Mining Exchange Bldg.,
Denver

WEST COAST, HAWAII
Frank A. McMillan
1355 Market St., San Francisco

CANADA
Macpherson-Menzies Ltd.
27 Wellington St., W., Toronto

PUERTO RICO
Rafael E. Paonessa & Co., Inc.
1815 F. Juncos Ave., Santurce

CUBA
John Urgell
Cross Agencies of Cuba
Cordenas 208, Havana

ANOTHER GREAT FIRST FROM MARGON

MARGON takes pride in introducing *another* exciting innovation in dolls' eyes . . . beautiful *rolling* eyes for *vinyl* heads. Not only do these lustrous eyes move up and down . . . they roll *from side to side* to give your dolls that look of pure enchantment. These fascinating eyes will add a stimulating new selling dimension to your doll sales.

You Can Be Sure
When You Specify
MARGON Moving Dolls' Eyes

Margon
CORPORATION

140 Thomas Street, Newark, N. J. Direct N. Y. Phone: WHitehall 3-2797.

melmac
break-resistant
plastic dinnerware

Distinctive styling . . . newest shapes . . . vibrant fade-proof colors. And guaranteed against breakage, chipping, cracking. Requires no pampering with mechanical dishwashers . . . stays bright and beautiful for years and years.

Good Housekeeping Approved.

Decorated-and-Solid Color Dinnerware Saves You Money!

A new concept in melamine dinnerware—Oak Leaf pattern molded into translucent White and contrasted with solid color Coral pieces. Modern Trend is a streamlined pattern molded-in with contrasting solid color pieces of Turquoise. Both patterns cannot wear or chip off! Safe in boiling water, guaranteed for full 2 years against break, chips, cracks!

16-PIECE STARTER SET. 4 decorated saucers and 4 decorated 10-in. dinner plates. 4 cups and 4 bread-and-butter dishes in solid color. Oak Leaf has Coral solid color pieces, while Trend has Turquoise.
27-64066-997 Oak Leaf 16-Piece Set. Wt. 6 lbs. . . . . Retail **17.95**
27-64033-997 Trend 16-Piece Set. Wt. 6 lbs. . . . . Retail **17.95**

47-PIECE DINNER SET FOR EIGHT. 8 decorated saucers, 8 decorated 10-in. dinner plates and 1 decorated 15¼-in. serving platter. 8 bread-and-butter plates, 8 soup-cereal bowls, 1 creamer, 1 sugar bowl with lid, 1 vegetable bowl and 1 pair of jumbo servers in solid color. Oak Leaf has Coral, while Trend has Turquoise color pieces.
27-64074-3330 Oak Leaf 47-Piece Set. Wt. 15 lbs. . . . . Retail **59.95**
27-64041-3330 Trend 47-Piece Set. Wt. 15 lbs. . . . . Retail **59.95**

OPEN STOCK ON SOLID COLOR PIECES. Specify color-code letter: (A—Coral For Oak Leaf), (B—Turquoise For Trend). Minimum order $10.00 at retail value.

27-65358-54	Cup	Retail **90c**
27-65392-54	Bread-and-Butter Plate	Retail **90c**
27-65626-73	Coupe Soup/Cereal Bowl	Retail **1.25**
27-65634-81	Log/Soup/Cereal Bowl	Retail **1.25**
27-65642-75	Salad/Utility Bowl	Retail **1.25**
27-65639-54	Dessert Dish	Retail **90c**
27-65667-255	Vegetable Bowl	Retail **4.25**
27-65675-270	Divided Vegetable Bowl	Retail **4.50**
27-65683-90	Creamer	Retail **1.50**
27-65691-120	Sugar Bowl with Lid	Retail **2.00**
27-65725-60	12-oz. Tumbler	Retail **1.00**
27-65733-147	Pair Jumbo Servers (Fork and Spoon)	Retail **2.45**
27-65741-297	Large 11-in. diameter Salad Bowl	Retail **4.95**

OPEN STOCK ON DECORATED PIECES. Available in a choice of two elegant patterns . . . Oak Leaf . . . Trend . . . to suit your individual taste.

27-65907-90	Oak Leaf Pattern Saucer	Retail **1.50**
27-65931-90	Trend Pattern Saucer	Retail **1.50**
27-65899-177	Oak Leaf Pattern 10-in. Dinner Plate	Retail **2.95**
27-65923-177	Trend Pattern 10-in. Dinner Plate	Retail **2.95**
27-65915-357	Oak Leaf Pattern 15¾-in. Platter	Retail **5.95**
27-65949-357	Trend Pattern 15¾-in. Platter	Retail **5.95**

Florence Decorated Sets . . . Every Piece is Decorated!

Captivating new patterns . . . rich and glowing in originality. The patterns, in strikingly different motifs and in different colors, are molded into translucent White dinnerware. Each motif, while contemporary in feeling, is adaptable to modern, traditional or period decors. Resists chipping—virtually unbreakable—not harmed by even the hottest water in automatic dishwasher.

TO ORDER the pattern you want, specify the pattern code-letter as follows: (A—Granada), (B—Regatta), (C—Chanticleer), (D—Poppy).

20-PC. STARTER SET. Service for four consists of: 4 each—cups, saucers, bread-and-butter plates, 10-in. dinner plates, 14-oz. soup bowls, 1 creamer, 1 sugar bowl and lid, 1 vegetable bowl, 1 platter.

45-PC. DINNER SET. Service for eight consists of: 8 each—cups, saucers, bread-and-butter plates, 10-in. dinner plates, 14-oz. soup bowls, 1 creamer, 1 sugar bowl and lid, 1 vegetable bowl, 1 platter.

GRANADA. Etched blocks in deep Yellow, Turquoise and Black . . . quiet dignity and charm with rich colors and an exquisite design.
827-65444A-1997 20-Pc. Set. Shpg. wt. 8¼ lbs. . . . . Retail **29.95**
827-65451A-4719 45-Pc. Set. Shpg. wt. 17 lbs. . . . . Retail **74.50**

REGATTA. Refreshing as a sea breeze with its sails in Turquoise . . . ultra modern in its smart, symbolic design.
827-65444B-1997 20-Pc. Set. Shpg. wt. 8¼ lbs. . . . . Retail **29.95**
827-65451B-4719 45-Pc. Set. Shpg. wt. 17 lbs. . . . . Retail **74.50**

CHANTICLEER. A whimsical, sprightly design in tones of Copper and deep Yellow that will cheer your every meal.
827-65444C-1997 20-Pc. Set. Shpg. wt. 8¾ lbs. . . . . Retail **29.95**
827-65451C-4719 45-Pc. Set. Shpg. wt. 17 lbs. . . . . Retail **74.50**

ORIENTAL POPPY. So colorful and captivating with its whisper of the Orient. Smart tones of Blue and Silver.
827-65444D-1997 20-Pc. Set. Shpg. wt. 8¼ lbs. . . . . Retail **29.95**
827-65451D-4719 45-Pc. Set. Shpg. wt. 17 lbs. . . . . Retail **74.50**

GRANADA, REGATTA, CHANTICLEER, POPPY OPEN STOCK PIECES. Allow 10 days for shipment FOB Florence, Mass. Minimum order $20.00 at retail value. Specify pattern code-letter when ordering: (A—Granada), (B—Regatta), (C—Chanticleer), (D—Poppy).

827-65337-200	Dinner Plate, 10 in.	Retail **3.00**
827-65345-107	Bread-and-Butter Plate, 6¼ in.	Retail **1.60**
827-65410-150	7¾-in. Salad Plate	Retail **2.25**
827-65352-87	Saucer	Retail **1.35**
827-65360-107	Cup, 9 oz.	Retail **1.60**
827-65378-100	Fruit Dish, 5 oz.	Retail **1.50**
827-65386-463	Large Oval Platter, 14¾ in.	Retail **6.95**
827-65394-330	Cream and Sugar Set	Retail **4.95**
827-65402-300	Open Vegetable Dish	Retail **4.50**
827-65428-117	14-oz. Soup Bowl	Retail **1.75**

"South Seas" . . . In Gay Fiesta Colors

This stunning dinnerware is designed for 'round the clock use . . . for everyday and "company" serving . . . the colors stay bright forever. Safe to wash by hand or automatic dishwasher. Extra high lustre-glaze seals in the modern, sophisticated marbleized effect . . . blends with every setting . . . highlights every decor. Each set in a colorful fiesta pack of Coral, Dove Gray, Gold and Turquoise.

16-PIECE STARTER SET. Includes four each of: cups, saucers, bread-and-butter plates and 10-in. dinner plates.
27-64272-463 16-pc set. Wt. 6 lbs. . . . . Retail **9.95**

OPEN STOCK PIECES. Increase your "South Seas" dinner set with these colorful pieces. Allow 10 days for shipment FOB Chicago, Ill. Minimum order $10.00 at retail value. Specify color-code letter when ordering: (A—Coral), (B—Dove Gray), (C—Gold), (D—Turquoise).

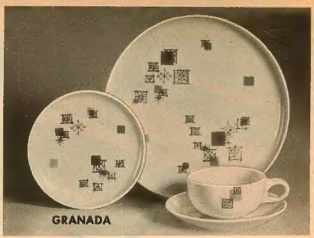
827-65758-36	Cups	Retail **55c**
827-65766-36	Saucers	Retail **55c**
827-65774-36	Bread-and-Butter Plates	Retail **55c**
827-65783-73	Plates	Retail **1.10**
827-65790-50	Soup or Cereal Bowls	Retail **75c**

34-PIECE SERVICE FOR SIX. Includes 6 each of cups, saucers, bread-and-butter plates, 10" dinner plates and soup cereal-bowls plus 1 each of creamer, sugar bowl with lid and vegetable bowl.
27-64280-1663 34-pc. set. Wt. 11 lbs. . . . . Retail **24.95**

55-PIECE SERVICE FOR EIGHT. Includes 8 each of cups, saucers, bread-and-butter plates, 10" dinner plates, soup-cereal plates, desserts plus 1 each of vegetable bowl, creamer, sugar bowl with lid, serving platter and jumbo serving spoon and fork.
27-64288-2663 55-pc. set. Wt. 17 lbs. . . . . Retail **39.95**

827-65808-50	Salad Plates	Retail **75c**
827-65816-36	Dessert Plates	Retail **55c**
827-65824-140	Vegetable Dishes	Retail **2.10**
827-65832-60	Creamers	Retail **90c**
827-65840-80	Sugar Bowls	Retail **1.20**
827-65857-150	Platters	Retail **2.25**
827-65865-40	Tumblers 12 oz.	Retail **60c**
827-65873-98	Servers	Retail **1.45**
827-65881-36	Tumblers 8 oz.	Retail **55c**

OAK LEAF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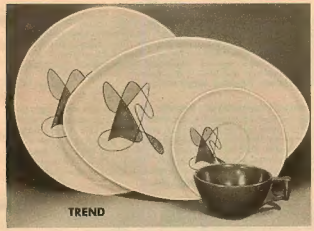
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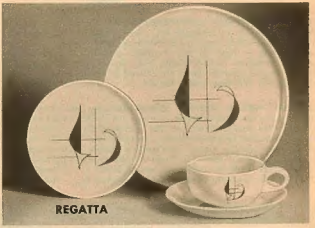
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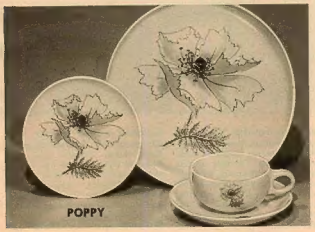
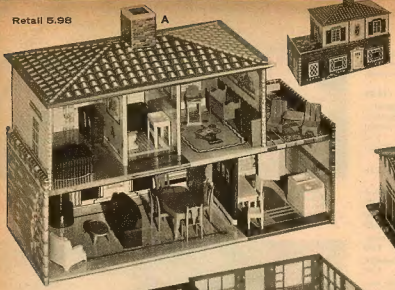
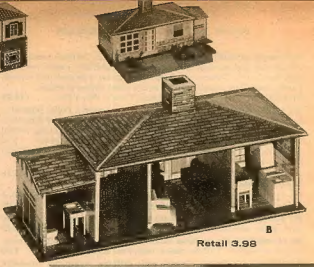
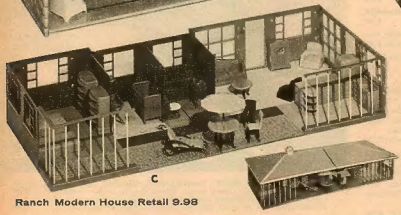

POPPY

CHANTICLEER

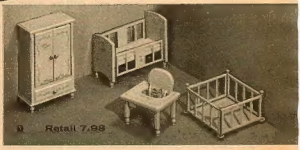
SOUTH SEAS

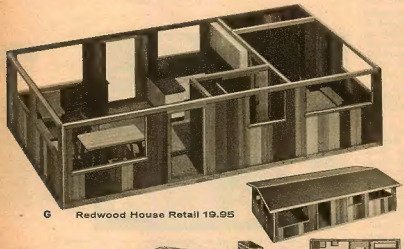


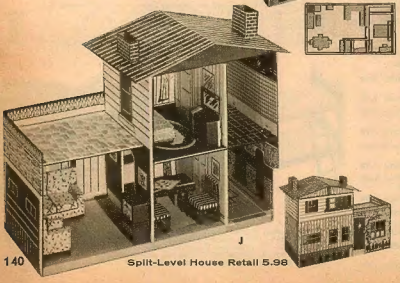




Ranch Modern House Retail 9.98







Split-Level House Retail 5.98

DOLL FURNITURE AND DOLL HOUSES

somewhere there's a dream house for every one . . . somewhere there are just the things to go inside that make a dream house "yours". Little girls, with their fairylands, their dolls, and their dreams feel the same way: here you can choose furnishings and houses to help make your little girl's dreams come true.

(A) METAL LITHOGRAPHED DOLL HOUSE. A six-room, two-story doll house consisting of a living room, dining room, kitchen, bedroom, nursery, bathroom, and terrace. Includes 25 pieces of scaled-to-size plastic furniture. All ground floor doors and windows open. Flower boxes under upstairs windows. Completely lithographed inside and out in four colors. 23¾ in. long, 9½ in. wide, 16⅜ in. high.
21-45290-399 Wt. 7 lbs. ..... Retail **5.98**

(B) DOLL HOUSE RANCH. A four-room, metal ranch-type doll house consisting of a kitchen, bedroom, living room and bathroom. Includes 16 pieces of scaled-to-size plastic furniture. Completely lithographed inside and out in four colors. With plastic fence. Length 25 in., width 9½ in., height 10½ in.
21-45308-265 Wt. 5 lbs. ..... Retail **3.98**

(C) RANCH-MODERN HOUSE. All lightweight Plastic, sophisticated, plain, modern. TV serial mounted on chimney. Completely furnished. Sun deck-terrace, dining room, living room, nursery, bedroom, kitchen, bathroom . . . Richly detailed. 2 part roof is removable. All doors open and close. 38 in. long x 18 in. wide x 10 in. high.
21-45316-665 Wt. 9 lbs. ..... Retail **9.98**
21-45324-332 As above, 5 rooms 18x14 in. Wt. 4 lbs. ..... Retail **4.98**

(D) 4-PIECE DOLL FURNITURE SET. A complete set of all-wood nursery furniture, each piece large enough to fit 8-in. baby doll. All finished in off-white and decorated in beautiful matching three-color design in pink and blue. Large wardrobe 10½ in. high and 6⅜ in. wide fitted with swinging doors, drawer, rod, and clothes hangers. Playpen measures 7½ in. x 7½ in., and table tender is 5⅝ in. long and 4¾ in. wide. Drop side crib is 7x9¾ in. Supplies all the furniture required for a complete "Baby Sister Day" from awaking to bedtime.
21-45506-532 Wt. 4 lbs. ..... Retail **7.98**

(E) 5-PC. BEDROOM SUITE. For up to 11-in. dolls. A beautiful 5-piece set consisting of dresser, bed, clothes rack and vanity with bench. All pieces are quality all-wood reproductions of real furniture and are large enough for real play value with large-size dolls. Blind dowel construction typical of best-quality actual furniture, is used in these pieces throughout. Bed has tailor-fit bedspread with bottom ruffles; vanity has matching pleated skirt. Dust-protection clothes bags are furnished with clothes hangers for clothes rack.
21-45514-665 Wt. 5 lbs. ..... Retail **9.98**

(F) DINING ROOM SET. A beautiful set of matched dining room furniture in maple finish wood, consisting of drop-leaf table, 2 ladder-back chairs, and a hutch cupboard. All pieces are authentic reproductions of custom-quality furniture and are suitable for dolls up to 11 in. in length. Designed for use with regular miniature dishes and cutlery. Four-piece set of Early American style miniature furniture suitable for a collector as well as a little girl.
21-45522-599 Wt. 4 lbs. ..... Retail **8.98**

(G) REDWOOD DOLL HOUSE. A California-style modern home. Scale furnishings of beautiful wood grain plastic in bedroom, living room and dining room. Built-in fixtures and appliances in bath and kitchen. Bedroom has sliding panel closet. House is made of beautiful genuine western Red Cedar. Removable roof. Lots of play in 1½x24x12 in. high house.
21-45332-1330 Shipping weight 16 lbs. ..... Retail **19.95**
21-45340-997 With bath and kitchen fixtures, no other furniture. Wt. 12 lbs. . . **14.95**

(H) EARLY AMERICAN FOUR-POSTER AND VANITY-CHAIR SET. Canopied four-poster bed with bedspread and bolster combination, ruffle-edged canopy and spread . . . inflated mattress. Vanity includes folding triple mirror with baroque-type top design, miniature beauty aids, ruffle-edged skirt to match bedspread. Fine lace-work borders on both. Tufted-type vanity chair with form-fit back. Bed is 10½ in. x 12 in.—vanity is 10 in. high—chair is 3½ in. high. All of sturdy finely detailed washable plastic.
21-45530-332 Wt. 2 lbs. ..... Retail **4.98**

(J) "SPLIT-LEVEL" HOUSE. A five-room house and furniture built of sturdy fibre-board and printed in realistic gay colors of modern exteriors . . . operative doors, a real sun deck, simulated landscaping, 2-car garage and like-real furniture. Will house 8-in. or 10-in. dolls. 34 in. long, 26½ in. high, 14-in. wide. A little dream house.
21-45357-399 Wt. 9 lbs. ..... Retail **5.98**

(K) OUTDOOR OR PATIO FURNITURE SET. For complete relaxation under the summer sun, here is the perfect patio set for 8-in. to 10-in. dolls. Included is a chaise lounge, a sleepy-hollow chair, a patio chair and an ice cream set for outdoor dining. All furniture of shining chrome finish metal with Red and White candy-stripe vinyl plastic upholstery. The umbrella is cotton. Chairs have rubber-tipped legs.
21-45548-599 Wt. 2 lbs. ..... Retail **8.98**

6-PC. METAL LAWN FURNITURE SET. Two-piece collapsible metal table with snap-in legs and White enamel top 6-in. in diameter, 5-in. high. Shade umbrella with six non-rust ribs—11-in. diameter—10-in. high. Four formed-wire chairs, 6 in. high covered with bamboo vinyl plastic in Chartreuse and melon. Scale fits 8-in. dolls.
21-45555-199 Wt. 1 lb. ..... Retail **2.98**

HAMMOCK. An authentic working reproduction of a real outdoor hammock reproduced in miniature and scaled to fit 8-in. dolls. All-metal frame coated with White plastic. Fast-color cloth suiting trimmed with dainty White cloth fringe—pillow to match. Suspended from frame by two metal hooks. Frame is 14 in. long, 4¾ in. wide, 3¼ in. high.
21-45563-132 Wt. 1 lb. ..... Retail **1.98**

DOLL FURNITURE SET. Matching set is all-metal lithographed in silver-mist mahogany wood design. Dresser has 3 drawers, 11x6x13½ in. Polished metal mirror. All-metal bed 16½x9x8 in. with book shelf complete with mattress, pillow, ruffled spread. Wardrobe has 2 doors, shelf, shoe platform plastic coat hangers, 9x6x13½ in. Wt. 6 lbs.
21-45589-599 For the 8-10 in. doll. . . . Retail **8.98**

DOLL TEA SET. Complete 50-piece tea service and "eats" set for four: colorful plastic plates, cups, saucers, knives, forks, spoons, napkins, colored table legs and box to form table approx. 12x12 in., 1 each roast chicken, sliced bread, two each cuts of pie, steaks, portions of carrots, portions of peas, ears of corn, buns. Salt-pepper, tablecloth.
21-45571-199 Wt. 4 lbs. ..... Retail **2.98**

SWEET SUE
High Style
Dolls
A
B
C
D
E

Betsy McCall's separate outfits
G
H
J
K
L
M
N
P
R
S
T
U
V

HI! . . . I'm Betsy McCall
I'm 8 in. tall
I walk
I kneel
I sit
I stand
I sleep
F
Exciting

OVER 66 PAGES OF EXCITING TOYS *for Every Age...*

Selected from Leading Manufacturers the World Over

A LITTLE GIRL'S DREAM IS A DOLL

A doll, somehow, is every little girl's talisman; a passport to happiness when she's lonely, a secret confidante when she's afraid, something to "take it out on" when she's mad . . . but most of all, a companion to "grow-up" with, learn with, and, in some cases even envy a little. Here's a collection of dolls real as life, dolls that will brighten the life of every "special" little girl

AMERICAN CHARACTER DOLLS

These American Character dolls represent the finest in quality. All are beautifully full figured and sculptured of flesh-like, resilient plastic. Have rooted, Saran hair that can be washed, combed and curled . . . sleeping eyes with lashes . . . turning heads . . . they walk, bend at waist and stand. Dolls "A" and "E" have jointed ankles . . . convert to ballerinas. Ballerina slippers and leotard included in model's case. Dolls "B", "C", "D" come with strapless bra and panties; nylon hose, high heel shoes.

(A) "SWEET SUE" in AMERICAN BEAUTY GOWN. Shimmering satin bodice has draped chiffon neckline with flowing scarf. Shirred chiffon skirt over whispering pink taffeta, stands out above hooped petticoat. Wears high heel shoes, pearl necklace and flower spray in hair

21-40135-1606 20-in. Tall. Flexible feet. Wt. 5 lbs.. Retail **22.95**
21-40127-1186 20-in. Tall. Flexible feet. Wt. 4 lbs. Retail **16.95**

(B) "SWEET SUE" on her Wedding Day. Looking like an angel in heavy, white satin gown with double-tiered nylon tulle skirt that bells atop taffeta, hooped petticoat. Scalloped veil floats from pearl bedecked satin cap. Earrings, necklace, bouquet. High heel shoes.

21-40119-1046 20-in. Tall. Wt. 4 lbs... . . . . Retail **14.95**
21-40101-836 14-in. Tall. Wt. 2 lbs.. . Retail **11.95**

(C) "SWEET SUE" in High Society. Alluring, iridescent taffeta is a glow of changing colors, has fitted bodice with delicately etched cap sleeves. Bell-shaped harem skirt is lined in nylon net. Matching hat . . . dangle earrings. Carries dressy bag. High heeled shoes.

21-40150-906 20-in. Tall. Wt. 4 lbs. **12.95**
21-40143-698 14-in. Tall. Wt. 2 lbs. **9.98**

(D) "SWEET SUE" in Evening Ensemble. Shimmering silver lamé bodice flows into bewitching, double-tiered, full gathered nylon tricot skirt. Hooped taffeta underskirt. Reversible lamé and satin evening wrap has hood. Evening bag, earrings, necklace High heel shoes.

21-40176-1256 20-in. Tall. Wt. 4 lbs.. **17.95**
21-40168-976 14-in. Tall. Wt. 2 lbs.. **13.95**

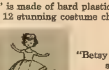
(E) "SWEET SUE" SUNDAY BEST. Hand painted nylon sheer with lace edged collar, puffed sleeves. Wide sash. Matching petticoat. Flowered straw hat. Model's case with hi-heel shoes, ballet slippers, leotard.

21-40200-1396 20" Flexible Feet. 5 lbs. **19.95**
21-40192-1046 20" Flexible Feet. 4 lbs. **14.95**
21-40184-836 14" Flexible Feet. 2 lbs. **11.95**

"BETSY McCALL" STEPS OUT OF McCALL'S MAGAZINE

Now, 8-in. "Betsy," is made of hard plastic with flesh-like finish. Wears nylon chemise—waiting to be dressed. Shown are 12 stunning costume changes and a genuine Mink Stole Set. (Dolls not included).

"Betsy McCall" stands



"Betsy McCall" sits

"Betsy McCall" walks

"Betsy McCall" kneels

(F) "BETSY McCALL". Wears dainty chemise of nylon and lace. Socks and shoes. Has rooted Saran hair and long-lashed sleeping eyes.

21-43327-157 8-in. Tall Wt. 1 lb. **3.25**

(G) TOWN & COUNTRY. Matching black and white check gingham dress, coat. Black velvet collar, red cotton lined coat. Black beret.

21-44227-175 8-Pc. Outfit. Wt. 1 lb. **2.50**

(H) BALLERINA. Red nylon tutu over red taffeta bodice with ruching at neckline. Red ballet slippers. Flowers in hair, at shoulder.

21-44343-105 Wt. 1 lb.. . . . . Retail **1.50**

(J) STOLE and MUFF. Genuine Ranch Mink.

21-44301-280 Wt. 1 lb. **4.00**

(K) COTILLION. Strapless nylon net, nylon tricot ruching. Slip, shoes, panties, hair spray.

21-44269-210 Dance outfit. Wt. 1 lb. **3.00**

(L) MOMMY'S HELPER. White cotton cobbler apron. Red/white toreador pants. Mop, cleanser.

21-44368-105 Helper's outfit. Wt. 1 lb. **1.50**

(M) CO-ED. Red cotton jumper with big, brass buttons, blue and white romper. Shoes, sox.

21-44327-140 Co-ed Outfit. Wt. 1 lb.. **2.00**

(N) APRIL SHOWERS. Patterned white taffeta raincoat. Visor cap and rain boots.

21-44350-105 3-pc. Outfit Wt. 1 lb. **1.50**

(P) SCHOOLGIRL. Blue pin-dot cotton dress with white trim. Panties, shoes, socks.

21-44376-105 Outfit. Wt. 1 lb.. . . . . **1.50**

(R) SUNDAY BEST. White nylon sheer dress. Taffeta slip. Hat, panties, shoes, sox.

21-44285-175 Wt. 1 lb.. . . . . Retail **2.50**

(S) BRIDE. White satin with tricot ruching. Veil, bouquet, slip, panties, shoes.

21-44251-210 Bride outfit. Wt. 1 lb. **3.00**

(T) BIRTHDAY PARTY. Pink flocked nylon. Velvet sash. Petticoat, panties. Straw hat.

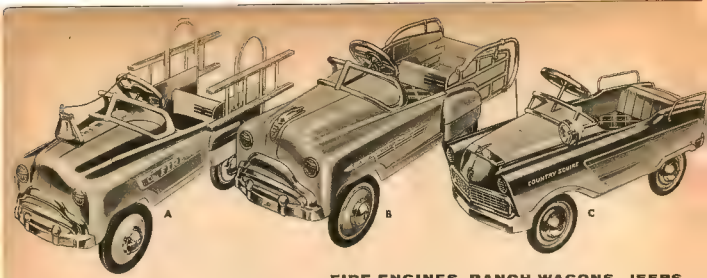
21-44319-140 Wt. 1 lb. . . . . Retail **2.00**

(U) BRUNCH TIME. White quilted robe. 2-pc. striped cotton pjs. Velvet slippers.

21-44335-140 Wt. 1 lb.. . . . . Retail **2.00**

(V) SUN 'N SAND. Red dot elasticized suit. Fringed hat, towel, bag, beach shoes.

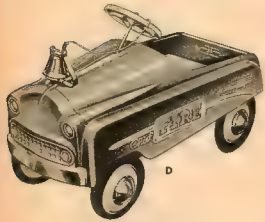
21-44293-175 Wt. 1 lb.. . . . . Retail **2.50**



FIRE ENGINES, RANCH WAGONS, JEEPS

(A) MURRAY FIRE TRUCK. Ready to rush little "volunteer firemen" to the rescue! Runs smoothly on 8 in. ball-bearing wheels with 1 in rubber tires—full ball-bearing pull strap driving mechanism. Big, brightly plated bell rings a loud warning for those in the way! 2 detachable wooden, varnished ladders. Tubular hand rails. Red and White baked enamel steel. Yellow trim, aluminum bumpers. Fabric-type seat pad. Wt. 37 lbs.
19-06007-1730 47x17 in. . . . **24.95**

(B) MURRAY RANCH WAGON. Ideal for the busy young "suburbanite!" Ball-bearing double disc 8 in. wheels with 1 in. solid rubber tires—easy-to-pedal ball-bearing pull strap drive mechanism. Roomy back "carry-all" space! Red plaid seat cover; Aluminum-color handrails, bumper, windshield Steel body enameled in Sand-tone and Bronze. Wt. 37 lbs.
19-06031-1730 47x17 in. . . **24.95**



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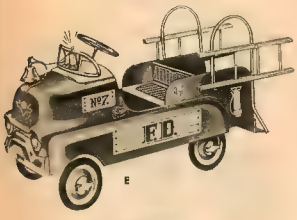
(C) MURRAY COUNTRY SQUIRE. Real automobile type spotlight is powered by 2 self-contained "C" batteries (not included)! "Radio antenna" stands 15 in. high to catch all "police reports." Rear trunk door is hinged! Ball-bearing drive and 8 in. wheels with 1 in. solid rubber tires. Steel body enameled in Turquoise, Blue and Mahogany, White trim. 39x17 in. Wt. 36 lbs.
19-06023-1997 . . . . . Retail **29.95**
10-59526-13 "C" battery **20c**



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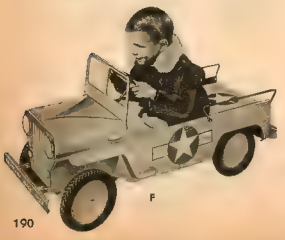
(D) MURRAY FIRE CHIEF CAR. "Ding—Ring!" Here comes the "fire chief" himself, in a bright Red car with a big shiny plated bell. He pedals along on 8 in. wheels, with 1½ in. solid rubber tires. Ball bearing drive causes no stall in time of "emergency." Steel body enameled in fire engine Red, White trim, silver grille. Wt. 27 lbs.
19-06015-1085 36x17 in. . . **15.95**

(E) AMF DELUXE HOOK AND LADDER TRUCK. Look at all this: real electric flasher light he can switch on and off 6 volt battery (not incl.). Bright plated bell that rings loud and clear! Large disc wheels with 8x1 in. solid rubber tires, plated hub caps. Embossed headlights; tough Black and White fiber seat pad. New massive "cab-over-engine" design! Heavy gauge steel finished in fire engine Red with Yellow and White trim. Silver painted grille, bumpers. Wt. 44 lbs.
19-06064-2330 45x18 in. . **34.95**
10-59500-65 6 v. battery . **98c**

(F) HAMILTON'S AIR FORCE JEEP. Best-seller has 2 seat levels, 3 pedal adjustments! Shorter turn radius makes steering easier. 8 in. wheels have semi-pneumatic 1¼ in. tires. Front and rear bumper; ball-bearing axle, pedal drive, and wheels. Steel body enameled in Red, White and official Air Force Blue. 16½x20½x 41¼ in. Wt. 36 lbs.
19-06155-1330 . Retail **19.95**

(G) STRUCTO SIT 'N' RIDE JEEP. He'll straddle it and steer it easily! Tail gate opens into a roomy hauling compartment. Steel wheels with rubber tires; safe rubber bumper. Steel body enamled in Air Force Blue and Red, White trim. 25½x 11x14½ in. Wt. 28 lbs.
19-06163-863. . . . . Retail **12.95**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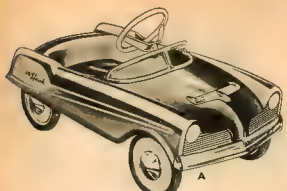

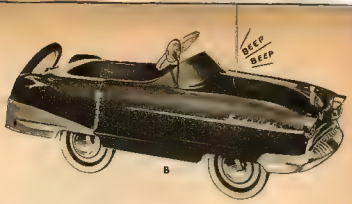

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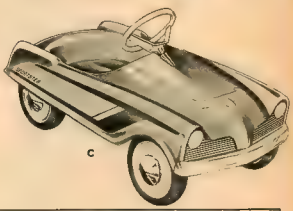


C

LUXURY CARS, TRACTORS, TRAILERS

(A) BLAZON JET HAWK. Styled like the most advanced "grown-up" cars on the market! Convex steering wheel; nickel-plated hub caps. Tail-light decorations, large "V" decal. Gold-color bumper and grille; chrome-plated trim. Ball-bearing pedal drive, 8 in. wheel with 1 in. semi-pneumatic rubber wheels. Steel body has Red enamel finish. Wt. 27 lbs.
19-06221-1590 38x17½ in. **.22.95**

(C) BLAZON SPORTSTER. A sleek sports car with the "foreign" look so popular today—scaled down for your favorite little motorist. Coaxes steering wheel. Pedal drive mechanism with adjustable ball-bearing pull straps. 8 in. wheel, ¾ in. extruded rubber tires. 2 tones of Blue enamel baked on all steel body. 38x17½ in. Wt. 25 lbs.
19-06239-1085 Retail **15.95**

(E) MURRAY DELUXE CHAIN-DRIVE TRACTOR. Rat-a-tat motor tone shift gives little "farmer" all the thrills of driving a real tractor! Adjustable steel, spring type seat. 1¾ in. semi-pneumatic tractor tires. Ball-bearing wheels and chain drive mechanism. Steel body finished in Vermilion and White baked enamel. 38½x22x27½ in. Wt. 35 lbs.
19-06106-1930. . . . . Retail **27.95**

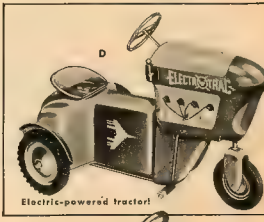
(G) MURRAY DUMP TRAC. Hooks on behind tractor or regular wagon. Dumping mechanism is easily operated from Black fabric type seat. Steel body enameled in Vermilion, White trim. 8 in. ball-bearing wheels, ⅞ in. solid rubber tires 33x16½ in. wide.
19-06114-700 Wt. 17 lbs. . . . **9.95**

(B) DELUXE KIDDILAC. Look—electric headlights, real horn, removable spare wheel and tire! Plus famous "fish-tails" and chrome trim. Ball-bearing chain drive, 1-pc. steel body, 8 in. wheels, 1¾ in. rubber tires. Black, white trim. Needs 6v. battery (not incl.). Wt. 50 lbs.
19-06197-2760 45x20 in **39.95**
10-59300-65 6v. battery **98c**
As above. Pedal drive without electric lights, horn. Wt. 48 lbs.
19-06189-1730 45x20 in **24.95**

(D) AMF ELECTRIC-POWERED TRACTOR. Goes 3 miles an hour, forward and reverse—on 1-seventh horse power motor (powered by 12v. auto battery—not incl.). Safety off-on switch. Runs only when switch is on, both pedals depressed. Simulated motor block, realistic spark plugs. Tractor-type semi-pneumatic tires. Steel enameled Red, White, Black. FOB N Y. Wt. 110 lbs.
19-06072-12400 41x22x28 in. . **179.95**
12v. battery. FOB Ill. Wt. 54 lbs.
515-60713-1935. . . . . Retail **32.95**

(F) BUDDY "L" WRECKER. Ride to the rescue! Seat and boom are removable for use as a regular hauling truck, too. Constructed of automobile steel and finished in baked-on enamel. 6 rubber tires. Loud horn. 25x8⅜x11 in. Sigh
19-06148-530 Shpg. wt. 8¼ lbs. **7.95**

(H) AMF CHAIN DRIVE TRACTOR. Noise-maker shifts in and out, gives a "real" motor sound! Ball bearing chain drive; adjustable spring-mounted seat. 7¼ in. front and 9¾ in. rear semi-pneumatic tractor tires. Red and White enamel. 38x21x27 in.
19-06080-1497 Wt. 44 lbs. **21.95**



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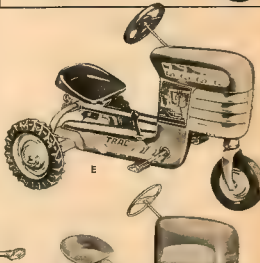
Electric-powered tractor!



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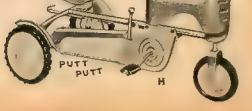


H

Skyriter

SMITH-CORONA SKYRITER PORTABLE TYPEWRITER. This exceptionally lightweight and compact portable is a traveling companion you'll find so very handy! Although it incorporates all of the important features of bigger office typewriters it weighs only 9 pounds—and is just 3 inches high. It offers efficient, convenient typing with its easy-touch, full-size keyboard, quick-set margin stops, retractable paper supports, speed booster, half-spacing, automatic ribbon reverse, and special lock device on the carriage that prevents sliding during bouncy, bumpy motion while traveling. Luggage carrying case. Wt. 11 lbs.

33-12030-6085	Pica	Retail 79.10
33-12071-6085	Elite	Retail 79.10

Silent Super

SMITH-CORONA SILENT SUPER. Has the fastest, most fool-proof automatic tabulator on any portable—handles directly from the keyboard. The Colorspeed keyboard with rimless, contour-shaped keys has symbols for: ÷, ×, !. The quick-set margin control, located at top of easy-to-see paper scale, permits rapid margin setting at the touch of a finger. Superspeed escapement and Dual Universal Action for lightning response and velvet touch. Interchangeable platen, paper bail, line retainer. The handy Page Gage predetermines the exact bottom page margin desired. Line space lever is adjustable for 1, 2, or 3 line spacing. Available in a choice of two-toned decorator colors. With smartly designed carrying case. 19 lbs.

33-12048-10260	Sapphire Gray. Pica Type	Retail 137.27
33-12089-10260	Sapphire Gray Elite Type.	Retail 137.27
33-12147-10260	Alpine Blue. Pica Type.	Retail 137.27
33-12154-10260	Alpine Blue. Elite Type	Retail 137.27
33-12188-10260	Desert Sand. Pica Type	Retail 137.27
33-12196-10260	Desert Sand. Elite Type	Retail 137.27
33-12162-10260	Seafoam Green. Pica Type	Retail 137.27
33-12170-10260	Seafoam Green. Elite Type	Retail 137.27
33-12204-10260	Pink. Pica Type	Retail 137.27
33-12212-10260	Pink. Elite Type	Retail 137.27

Pacemaker

SMITH-CORONA PACEMAKER FULL-SIZE OFFICE TYPEWRITER. Here's a full-size typewriter with an impressive number of easy-operation features—and with a low, budget-wise price. A flick of the finger sets or clears the tab stop. Platens are interchangeable. Quick-set margins are instantly accessible and easy-to-use. Error control feature permits half-spacing when needed. 84 character Colorspeed keyboard. Two-color ribbon. Smart 2-tone finish. Wt. 39 lbs.

	11-inch Carriage	
33-11966-14190	Pica	190.27
33-11982-14190	Elite	190.27
	15-inch Carriage	
33-11974-15400	Pica	206.17
33-11990-15400	Elite	206.17

REMINGTON QUIET-RITER

Visible Margins: You see where to set right and left hand margins.

Patented Simplo Ribbon Changer: 1-operation, semi automatic change

Exclusive Miracle Tab: Set or clear tab stops from keyboard

REMINGTON QUIET-RITER PORTABLE TYPEWRITER. Top features include: patented ribbon changer, visible margins that are set directly, miracle tab that you set from keyboard. Rugged frame gives vibration-free performance. 88 character standard keyboard. 2-color ribbon, stencil output. Non-glare, velour finish Sturdy luggage-type case. Wt. 21 lbs.

33-12253-10295	French Gray. Pica Type	Retail 137.75
33-12279-10295	French Gray. Elite Type	Retail 137.75
33-12311-10295	Desert Sage. Pica Type	Retail 137.75
33-12329-10295	Desert Sage. Elite Type	Retail 137.75
33-12337-10295	White Sand. Pica Type	Retail 137.75
33-12345-10295	White Sand. Elite Type	Retail 137.75
33-12238-10295	Mist Green. Pica Type	Retail 137.75
33-12246-10295	Mist Green. Elite Type	Retail 137.75

ROYAL QUIET DELUXE

ROYAL QUIET DELUXE PORTABLE TYPEWRITER. There's luxurious convenience built right into every single feature on this outstanding portable typewriter! It offers quiet, efficient performance that assures restful, rapid typing. Has the new Clean 'n' Easy ribbon changer—your hands never get smudged. Exclusive "Touch Control" with which the touch of the keys can be tailored to suit every member of the family or office staff. The speed selector enables you to adjust the speed of the carriage with a twist of the selector knob. Both right and left hand margins set instantly, automatically with the amazing "Magic Margin." Line meter tells how many lines are left when typing near the bottom of the page Visible tab stops . . . set margin desired, press tab keys.

Color Pastels Available in Quiet Deluxe

A wide selection of decor-perfect color combinations are available. The portable typewriter comes in a beautifully styled fiberglas carrying case that is extremely lightweight and durable. Shpg. wt. 21 lbs.

33-12782-10688	Royal Gray. Pica Type	Retail 139.87
33-12782-10688	Royal Gray Elite Type	Retail 139.87
33-12816-10688	Royal Turquoise. Pica Type	Retail 139.87
33-12824-10688	Royal Turquoise. Elite Type	Retail 139.87
33-12832-10688	Royal Green. Pica Type	Retail 139.87
33-12840-10688	Royal Green Elite Type	Retail 139.87
33-12865-10688	Royal Beige. Pica Type	Retail 139.87
33-12873-10688	Royal Beige Elite Type	Retail 139.87
33-12881-10688	Royal Red Pica Type	Retail 139.87
33-12899-10688	Royal Red. Elite Type	Retail 139.87
33-12907-10688	Royal Pink. Pica Type	Retail 139.87
33-12915-10688	Royal Pink. Elite Type	Retail 139.87

SMITH-CORONA
ELECTRIC PORTABLES
FOR EASIER TYPING

Now you can have all of the wonderful ease of typing that only an electric typewriter can give you—and yet also have the outstanding advantages of a portable! You'll know that you're in an exciting, new world of typing pleasure the instant your finger touches a key on this machine. Fingers literally fly over the keyboard—you don't lose time and energy in forceful pressure on every key. Letters, forms—or anything to be typed gets done at just a fraction of the time it usually takes. Convenient portability—you'll marvel at the ease of carrying this lightweight machine. Typing is letter-perfect—each character prints with the same, sharp uniform impression. Even a beginner can do a perfect job. Machines are available in a choice of several eye-appealing, 2-tone decorator colors. Complete with a luxurious, streamlined "Holiday" carrying case.

This new electric portable incorporates many other splendid features to make your typing easier, faster, and superior in appearance. **Key Set Tabulator:** The set key, clear key and tab key are conveniently located near each other—simplifies setting and clearing stops for typing figures, dates, closings, and to indent paragraphs. **Page Gage:** Takes all guesswork out of page end typing—it lets you know how much typing space remains as you reach the bottom of the sheet. **Impression Control Dial:** For carbon copies, you want harder striking impact of keys—at other times you want lighter impact—and this dial permits selecting exactly that degree of impact required. **Automatic Repeat Actions:** Just apply slightly stronger pressure to the hyphen-underline key or space bar to get automatic repeat action until key or space bar is released. **Touch Selector:** Dial lets you select exact touch you prefer—from very light to firm. 110–115v. AC. Wt. 24 lbs.

33-11883-16985 Pica type. Woodland Beige finish. . . . Retail **209.35**
33-11891-16985 Elite type. Woodland Beige finish. . . . Retail **209.35**
33-11909-16985 Pica type. Alpine Blue finish. . . . . Retail **209.35**
33-11917-16985 Elite type. Alpine Blue finish. . . . . Retail **209.35**
33-11925-16985 Pica type. Seafoam Green finish . . . Retail **209.35**
33-11933-16985 Elite type. Seafoam Green finish . . Retail **209.35**
33-11941-16985 Pica type. Coral Pink finish. . . . . Retail **209.35**
33-11958-16985 Elite type. Coral Pink finish. . Retail **209.35**

Automatic Repeat Actions. Push down on hyphen-underline key or space bar to get repeat action.

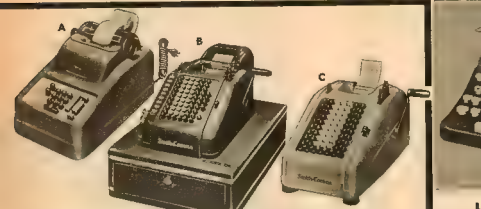
Touch Selector. Select exact touch response you want. Just set the dial. Ranges from very light—to firm.

Impression Control Dial. Increases or decreases the key striking impression. Ideal for carbon copies.

Key Set Tabulator. Keys for setting or clearing tab are conveniently located. It's easier to set tabs, or indent.

Page Gage. Always lets you know how much typing space remains at end of sheet. Eliminates the guesswork.

Lightweight and Portable. Easy to carry—it's light, compact. Has a beautiful and luxurious carrying case.



(A) UNDERWOOD LEADER ELECTRIC ADDING MACHINE. Adds, subtracts, multiplies! This excellent machine is designed with an impressive array of features that provide convenience and versatility in operation. Its efficient Multi-Flex control permits great calculation flexibility. The modern simplified keyboard has "four point control." Motorized dual purpose keys allow fast operation with one hand. Has sub-total in color and symbol. Maintains clear vision print on easily accessible and adjustable tape. Single and double spacing. Has digit indicator; electric correction; back spacer and non-add keys; ribbon reverse with two-color ribbon. Machine has a crackle finish in two-tone color. AC-DC motor provides instant response and dependable action. Has a listing capacity of 99,999.99 and totals to 999,999 99.

32-12352-27670 37 lbs . . . Retail **338.99**

(B) SMITH-CORONA DELUXE ADDING MACHINE-CASH REGISTER COMBINATION. This combination gives you unmatched flexibility. Adder detaches from the cash register whenever it is to be used separately. Supplies a day-to-day record on an automatically rewound roll. 9-department sales plus 5-division transaction—classification. Snap-on handle. Tamper-proof totals, tape and 8-section bell drawer. 9,999.99 total. 19¼x13¾ in.
32-12105-15785 52 lbs. . . . Retail **219.50**

(C) SMITH-CORONA SEVEN-COLUMN ADDING MACHINE. This compact lightweight machine adds, subtracts, and multiplies. Outstanding features include a convenient colorspeed keyboard and an automatic clear signal to prevent unwanted figures. Has repeat and correction keys. One stroke totals. Lists 99,999.99; totals 999,999.99.
33-12113-9895 24 lbs. . . Retail **127.01**

UNDERWOOD LEADER

UNDERWOOD LEADER PORTABLE TYPEWRITER. This new streamlined, well-made typewriter provides many big-machine conveniences in a compact and lightweight model. It's the perfect machine wherever portability plus top performance is desired. Ideal for use by students, salesmen, travelers, offices, clubs, etc. Its many expertly designed features include a standard "family" keyboard having 84 characters, balanced segment shift, automatic ribbon reverse, and adjustable hand margins. Easy-to-handle lever permits single, double, or triple spacing and rapid carriage sliding movement. Instant-response keys provide effortless, smooth operation. Machine has keys for arithmetic signs, back spacer, right and left shift, and shift lock. All keys are clearly and distinctly marked in contrasting color Co-ordinated carriage scale is easy-to-use. Typewriter keys have pica letters. The machine's fine craftsmanship in every detail of construction and ruggedly built components assure extremely long, satisfactory usage. Its smart styling is complemented by the eye-catching Caribbean Green finish. Complete with a detailed, informative book of instructions plus an attractively designed carrying case in two-tone color combination. 22 lbs.
33-12485-6800 Pica Type. . . . . Retail **84.67**

Quality Blankets For Every Season

Lightness Plus Warmth Assures Your Comfort

ST. MARY'S "CASTLE". Enjoy sleep that restores your vitality with this fine quality 100% wool blanket. Cloud-soft . . . warm as quilted sunshine . . . beautiful as the flowers that bloom in the spring. Quality of the kind you've dreamed about. Bound with a wide and enduring border of DuPont nylon. Choice of colors to suit the decor of your bedroom . . . binding is in an attractively harmonizing shade. State color letter: (A—Rose), (B—Yellow), (C—Blue), (D—Mint Green).

840-02939-2000 Twin Size. 66x90 in. 6 lbs . **25.95**
840-02937-2400 Full Size. 78x90 in. 6 lbs . . **31.50**
King Size. 108x90 inches. Bound on all 4 sides.
840-02978-3285 FOB Ohio. 20 days. 7 lbs. . **44.95**

ST. MARY'S "SOUTHWIND". You'll almost wish you were wide-awake to see how soundly you sleep under a blanket woven by St. Mary's. Medium winter weight with deep pile nap for warmth and comfort. Selected 100% wool, ends bound with wide nylon ribbon. For those who appreciate the nicer things in life. State color letter: (A—Rose), (B—Yellow), (C—Blue), (D—Mint Green).

840-52007-1350 Twin 65x90 in. 4 lbs. . **17.95**
840-02895-1465 72x90 inches. 5 lbs. . . . **18.95**
840-52015-1550 Full. 78x90 in. 5 lbs. . . **19.95**
King Size. 108x90 in. FOB Ohio. 20 days.
840-02986-2430 Wt. 6 lbs. . . . . Retail **32.50**

SPRINGFIELD'S "EVERLASTING". A new era in blankets . . . a blend of 50% fine wool and 50% Orlon . . . combines the best of natural fibers with the best of modern research. Lively colors stay bright wash after wash, locked-in weave to protect original beauty and finish. Fluffy and light yet very long lasting. Unconditionally guaranteed for 5 years against defective workmanship, shrinkage, moth damage and wear-out of nylon binding. State color letter when ordering: (A—Pink), (B—Sea Green), (C—Gold), (D—Spice).

840-53005-1153 Twin. 4½ lbs **16.95**
840-53013-1338 Full. 5 lbs **19.95**

Summer-weight Blankets

(A) NORTH STAR SUMMERLON. Lightweight blanket of 100% Orlon, DuPont's acrylic fiber . . . truly easy to wash, quick to dry and non-allergenic. Nylon satin binding. State color letter: (A—Blue), (B—Yellow), (C—Lt. Green), (D—Pink).

840-02747-815 Twin . . . **11.95**
840-02523-975 Full. **13.95**

(B) NORTH STAR SUMMERLURE. Beautiful high-style all season blanket woven of 100% Orlon in alternate White and pastel stripes with golden Lurex yarns. Nylon satin binding. State color letter: (A—Pink), (B—Turquoise), (C—Antique Gold)

840-54029-1050 Twin **13.95**
840-54037-1200 Full. . . . **15.95**

(C) INDIAN BLANKET. A long-time favorite with bright tribal markings in blue, red and green. Comfortably warm . . . ideal for children's room or as an extra blanket for the grown-ups in the family. 64x78-in. size. Colorful blend of rayon, acetate and cotton.

40-02440-265 3 lbs. Retail **3.95**

(D) 4 POINT HUDSON'S BAY BLANKET. Superbly made blanket imported from England. Woven of 100% virgin wool and pre-shrunk to 72x90-inch size. Special highly skilled weaving by world famous craftsmen give it unusually deep pile and edges that need no binding. Burly and beautiful, they take years of wintery nights and many, many washings without losing their wonderful softness and color. In solid White with bold multi-stripe patterns.

40-02309-2675 Wt. 6 lbs. . . . . Retail **34.95**

(E) NORTH STAR ORIOLE. A dream of a blanket in gay blocks of color . . . Rose, Blue, White, Yellow and Green. 100% wool for winter warmth and spun-cloud softness. Acetate binding is Rose colored and a broad 8 inches wide.

40-02242-1365 Twin Size. 72x90 in. **16.95**
40-02267-1550 Full Size. 80x90 in. **19.95**
Same as above but in Walnut, Yellow, Coral, Beige and White with Walnut binding.
40-54003-1365 Twin Size. 72x90 in **16.95**
40-54011-1550 Full Size. 80x90 in **19.95**

A

C

E

G

B

D

F

H

EQUIPMENT FOR YOUNG GRID STAR

(A) EDDIE LeBARON PLAYGROUND FOOTBALL. Whether in sandlot or stadium, here's a rugged football that's really built to "take it". It's official in size and weight and has a rubber valve bladder. Finished in White with two Black stripes.
20-64038-260 Wt. 2 lbs. Ret. **3.95**

(B) HOWARD CASSIDY FOOTBALL. Fully endorsed by the nationally-famous All-Pro quarterback, this ball is outstanding in value, official in size and weight. Sturdy covering is Tuf-Kover material grained to resemble leather. Rubber valve bladder. 2 White stripes.
20-64046-260 Wt. 2 lbs. Ret. **3.95**

(C) OFFICIAL FOOTBALL. Balanced for easier passing, punting. Pebble grain cowhide cover. Double lined. Rubber valve bladder. Strong plastic lacing. Tan cover with two White stripes. Official size and weight. Wt. 2 lbs.
20-64079-400 . . . . Retail **5.95**

(D) ALL STAR FOOTBALL. Official size with a molded all rubber cover with pebble grain finish. Carcass is multi-ply fabric wound under tension with strong tire cord to insure a long-wearing and shape-retaining ball. 100% waterproof. Tan with 2 White stripes.
20-64004-445 Wt. 2 lbs. Ret. **6.95**

(E) OTTO GRAHAM FOOTBALL. Shaped for pin point passing. Full grained cowhide cover is double lined. Rubber valve bladder Sturdy plastic lacing. Official in size and weight and finished in Tan with two White stripes.
20-64061-560 Wt. 2 lbs. Ret. **8.50**

(F) BILL WADE VARSITY FOOTBALL. A professional football made to take plenty of abuse. Cover is double lined and lock stitched. All rubber valve bladder. Brightly striped on each side to make seeing easier during night play. Official size and weight. Wt 2 lbs.
20-64020-560 . . . . . Retail **8.50**

(G) OFFICIAL REACH FOOTBALL. Here's your dollar's worth. It's top quality, pebble grained genuine leather with a triple lining and a molded rubber valve bladder. Retains its shape and contour after roughest play. Official size, weight.
20-64012-947 Wt. 2 lbs. Ret. **14.50**

(H) OFFICIAL INTERSCHOLASTIC FOOTBALL. Finest quality throughout . . top grain cowhide leather cover with a triple lining to make sure it stays in shape and lasts longer. Lacings are double rawhide. Rubber valve bladder Official size and weight in Tan with two White stripes.
20-64053-1020 Wt. 2 lbs Ret **13.50**

J

K

L

(J) BOYS' FOOTBALL HELMET. Sleek molded one-piece plastic crown. Padded with extra-live, soft cushioned rubber Leather lined, adjustable, military-type snap-on chinstrap. Please specify size. Wt 1¼ lbs
20-64277-405 Small (Size 6¾ to 6⅞)
20-64285-405 Medium (Size 6⅞ to 6⅞)
20-64293-405 Large (Size 7 to 7⅜) . . . **6.25**

(K) FOOTBALL SHOULDER PADS. Snubbers at front and back spread jolt of blocking Front and back lacing through heavy leather loops; suspended adjustable body straps reduce shifting Epaulets of Red molded fiber. Double padding around edges, double thickness over shoulders Wt. 2½ lbs.
20-64251-325 Small . . . . Retail **4.95**
20-64269-490 Medium . . . Retail **7.45**

(L) YOUTH'S 4-PC. FOOTBALL SET. Professional styling in a quality-made set for the boy with a very active interest in football. Helmet is genuine Tenite plastic with 4-point suspension and thickly padded ears In Red with Silver stripe Sizes. Medium (ages 7 to 11), Large (ages 11 to 14) Shoulder pads are genuine fiber in cantilever style with leather neck roll and leather laces. Padded with quilted kapok. Front and back are adjustable Heavy twill khaki pants have fiber hip and kidney pads built in and are made with fiber thigh guards and heavy padding at the knees Sizes. (28) Medium and (30) Large Smart looking jersey in Red with White trim Completely washable. Sizes: Medium, Large.
20-64301-800 Medium. Wt. 8 lbs . **13.25**
20-64319-800 Large. Wt. 8 lbs . . **13.25**

Outfit your young halfback in this really professionally styled 4-piece football outfit from Continental.

GLOBE AND ATLAS SET. Choice of many who desire a complete reference. Big 12 in. globe shows 6,410 places in true relationship. Up-to-date 200-page world atlas contains detailed U.S. and foreign country maps, gazetteer populations, world information. Fits in handy book-shaped, metal globe base, finished in walnut wood grain. With 32-pg. book of uses and games. Ideal family gift. Ht. 15", wt. 8 lbs.

31-25549-897 Ea. . . . . Retail 14.95

THE "COMMANDER." America's best seller! Favorite reference globe for school-age children. Large 12-in. size with 6,410 place names. Brass-finished meridian locates places, time dial compares world time. Walnut wood-grained metal base. Comes with deluxe 96-page book of fascinating globe uses and games. Ht. 16¼", wt. 6 lbs.

31-25515-597 Ea. . . . . Retail 9.95

NEW FLOOR MODEL. Large 12-in. globe with 6,410 place names, mounted on a handsome Duncan Phyfe pedestal stand of richly toned walnut. A decorative floor stand globe at an outstanding value! Same quality and reference features usually found only on more expensive globes. Full meridian is brass plated. Height 34" for comfortable viewing. Includes 32 page book of globe uses and games. Wt. 10 lbs.

31-25556-1197 Ea. Ret. 19.95

Every Replogle Globe carries the Parents' Seal of Commendation

Replogle WORLD GLOBES

Choose a globe for your family or as an important gift . . . and give a whole new world of understanding . . . education . . . fun! More than a map, a globe is an actual model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, delights everyone as a beautiful home decoration.

Superbly crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and easy to read. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

Beautiful

ILLUMINATED GLOBES

HAND CRAFTED
For Utmost Accuracy

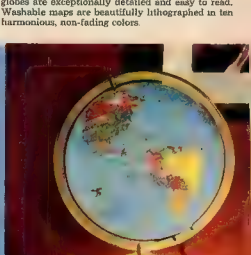
•

Now and Forever—
A Proud Possession

•

Every Place Name Stands Out
Brilliantly Clear

Operate on AC or DC, 110 volts



TOP SELLING 12-IN. ILLUMINATED GLOBE. This large, exquisite 12-in. lighted globe creates a beautiful point of interest in any home. Its 6,410 place names, all in large type, make it as excellent a reference as it is decorative. Richly brass plated meridian, black and brass plated base. Comes with 32 pg. book of globe uses. Ht. 16", wt. 10½ lbs.

31-25622-1617 Ea. . . . . Retail 26.95

POPULAR 10-IN ILLUMINATED GLOBE. Same model with beautiful 10-inch lighted globe, highly detailed map. Excellent size for desk or TV set. Includes 32-pg. book of globe uses and games. Ht. 14", wt. 7½ lbs.

31-25564-1197 Ea. . . . Retail 19.95

DELUXE ILLUMINATED GLOBE AND ATLAS SET. For supreme reference, a beautiful 12-in. lighted globe with a wonderfully complete 275-page atlas. Specially designed black and brass-plated base holds atlas. Meridian brass plated. A globe of outstanding quality that will bring lasting pride and satisfaction. Ht. 16½", wt. 16 lbs.

31-25572-2217 Set. . . . . Retail 36.95

Replogle HEIRLOOM GLOBES

Maps hand applied for greatest accuracy.

ELEGANT 12-INCH LIGHTED GLOBE with 6,410 place names mounted on a beautiful Duncan Phyfe pedestal of richly grained solid walnut, hand carved and hand rubbed. Adds an air of distinction to the finest room. Brass plated meridian moves in a full circle for easy viewing. Has brass claw feet. With 32-pg. book. Ht. 34½", wt. 14 lbs.

31-25648-2397 Ea. Retail **39.95**

Shipped F.O.B. Illinois Factory

HUGE 16-IN. DESK GLOBE, tremendously detailed; ball of durable "high-impact" plastic. Brand new, brass finished gyro-like mounting brings any spot on globe *instantly* into view. Solid walnut base. Wonderful executive or family globe. With 32-pg. book. Ht. 20", wt. 14 lbs.

31-25580-2097 Ea. . . . . Retail **34.95**

The kind of globe you've always wanted! Huge 16-in. lighted globe of finest craftsmanship shows over 9000 places. Stand in contemporary styling is hand rubbed walnut; legs are brass tipped. Globe turns on tilt axis, brass plated meridian revolves on ball bearings. 32-pg. book included. Ht. 29½", wt. 38 lbs.

31-25655-9300 Ea. . . . . Retail **155.00**

Shipped F.O.B. Illinois Factory

Lyric RECORD CASES AND RACKS

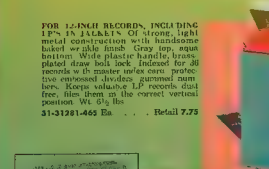
Lyric, the most famous name in record holders, offers a case or rack for every storage need in this colorful assortment. The safe, easy, most compact way to file records of all sizes and speeds. All-steel constructed for years of use, beautifully finished in decorator colors. Wonderful gifts for collectors of any age.

LARGE CAPACITY CARRYING CASE safely stores 80 7-inch records, 45 rpms or ea. trips. Strong, light metal construction, deluxe baked wrinkle finish. Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index cards and gummed numbers. Has wide, comfortable plastic handle brass plated draw bolt lock. Wt. 4 lbs.

31-31299-357 Ea. . . . . Retail **5.95**

DELUXE CASE FOR 50 10-INCH RECORDS. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Grand for carrying records along to square dances, parties. Wt. 5 lbs.

31-31273-435 Ea. . Retail **7.25**



FOR 12-INCH RECORDS, INCLUDING LP's IN JACKETS. Of strong, light metal construction with handsome baked wrinkle finish. Gray top, aqua bottom. Wide plastic handle, brass-plated draw bolt lock. Indexed for 30 records with master index card, protective embossed dividers, gummed numbers. Keeps valuable LP records dust-free, files them in the correct vertical position. Wt. 6½ lbs.

31-31281-465 Ea. . . . Retail **7.75**

ALL-PURPOSE RACK. Will hold 60 records, all sizes and speeds; single, LP's or EP's in jackets. Smart modern design, convenient brass-finished handles and plastic-coated wire separators. Complete index for easy selection such as numbering on rack, index card and gummed numbers. Solves the problem of what to do with all those different sized records. Wt. 4 lbs.

31-31257-255 Ea. . . . Retail **4.25**

LP AND EP RACK. Holds as many as 60 records in sleeves 7, 10 or 12-inch size. Files them safely upright, makes selection quick and easy. Beautifully styled in the contemporary manner. Matte black finish with gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.

31-31265-315 Ea. Retail **5.25**

(A) KAMKAP TYPEWRITER. Not a toy, but a real typewriter 54 characters on 27 key standard keyboard—complete alphabet, capitals, all numbers, all punctuation marks, dollar sign, two shift keys. Has feather touch, speedy typing. Makes carbons, cuts stencils. By far the world's lowest priced quality typewriter! Precision built, die-cast body. Lightweight. 11½x10x6 inches.
21-31209-2067 Shpg. wt. 17 lbs. . . . . Retail **29.95**
Typewriter Case. Featherweight case. Two-tone washable covering. Brass plated hardware. 4 lbs.
21-31159-332 12x11x6½ inches. . . . . Retail **4.98**

(B) FRICTION FORD SUBURBAN FLEET. Contains Station wagon with action rear door—Ranchero truck with action rear door—Convertible with action baggage compartment and front seats. Metal, baked enamel finish. Rubber tires. Each 12 in. long.
21-31985-465 Set. Wt. 4 lbs. . . . . Retail **6.98**

(C) TOM THUMB TYPEWRITER AND CASE. Operates like a full size typewriter. Has standard keyboard with 84 letters and numbers. Shift keys for Capital and small letters. Fingertip spacer Ribbon shift uses standard ½ inch ribbon Has ball bearing carriage. Attractively finished with chrome trim. Size: 10½x10½x4½ in. high.
21-31225-1330 Shpg. wt. 12 lbs. . . Retail **19.95**

(D) FRICTION MILITARY ASSORTMENT. Steel enameled set consists of a jeep and siren; sparkling tank; sparkling cannon, U.S. Army flatbed truck; Army transport van; a jet and a helicopter. All are authentic scale replicas of Army vehicles.
21-31977-399 Shpg. wt. 2 lbs. . . . . Retail **5.98**

(E) RANCH PHONE. Upper crank rings the bell. Lower crank operates record mechanism which actually says . . "Howdy Pardner. This is central. What number do you want? Hold the line I'll ring it for you . . . " Receiver hook clicks when depressed.
21-31084-199 13½ in. Wt. 3 lbs. . . . . Retail **2.98**

(F) KAMKAP TALKING SWITCHBOARD. Decorator colored telephones make this talking steel switchboard more popular than ever. Board has phone, clicking dial, plug-ins, cord. Crank the handle and you hear—"Operator, number please, operator, number please. What number are you calling? Thank you, I'm ringing your number." Wt. 5 lbs.
21-31092-399 11¾x10½x6½ in. Retail **5.98**

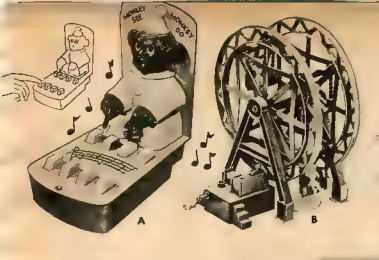
(G) KAMKAP RADAR SPEED TRAP. Unique toy actually works—shows the speeds of passing cars, from 0 to 120 MPH, automatically. Play radar antenna, radio antenna, telephone, traffic summons pad, adjustable tubular tripod, plastic and caps.
21-31407-599 Shpg. wt. 6 lbs. . . . . Retail **8.98**

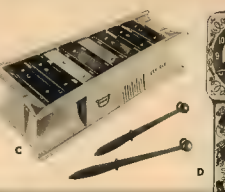
(H) TALKING CASH REGISTER. Turn the handle and it talks. Drawer opens, rings bell. Red and chrome color. 7⅛x8½x9½ in. high
21-31191-265 Wt. 4 lbs Retail **3.98**
(J) TALKING DIAL TELEPHONE. Turn handle, record says "Hello mommy, hello daddy, I love you, goodbye," Metal
21-31100-132 Wt 1 lb **1.98**

CHILD GUIDANCE LEARN 'N PLAY KIT. Three individual smooth plastic pre-school toys in a sturdy, 3-color corrugated case. Includes Add-A-Count Scale (teaches addition); Teach-A-Time Clock with movable hands and numbers, Turn A-Gear with 9 unbreakable, turning gears. Shipping weight 3 lbs.
21-31126-265 . Retail **3.98**

WRECKMOBILE. It's sensational . . . it's a superior friction motor car . . . it's a wreckmobile that comes apart upon impact with another object . . . it's a put together model. And then again it's a beautifully styled futuristic car of many different colored plastics. Has all metal friction motor. 8x2x2½ in
21-31936-166 Wt. 1 lb Retail **2.49**

COLORFUL MUSICAL TOYS FOR LITTLE BOYS AND GIRLS





(A) MONKEY SEE-DO. Manually operated monkey strikes a colored musical key corresponding to the key you hit. His eyes turn left and right in the direction of struck note. **21-31506-132** Durable plastic. Wt. 4 lbs.... ...Retail **1.98**

(B) MUSICAL FERRIS WHEEL. Gay reminder of fun at the circus! Wheel revolves with doll "passengers" in seats while Swiss-type music box plays a merry melody. Bright Red, Blue, Yellow. High impact styrene withstands hard play. **21-31175-199** 7x9x6 inches. Wt. 1 lb. .....Retail **2.98**

(C) EMENEE CONSOLE XYLOPHONE. Makes practicing fun! Table-top xylophone has built-in fidelity tone chamber for finest tonal quality. 8 precision-tuned, varicolored metal-tone bars. Plays full-scale melody. Color music book. **21-20277-199** Wt. 2 lbs., 16 x 4 in. high **2.98**

(D) DICKORY DOCK MUSICAL CLOCK. Turn the crank and play "Hickory Dickory Dock." As song ends, mouse runs up clock, hands whirl and bell rings. Sliding mouse down pendulum starts action again. 4-color metal clock. 15x6¼x4½ in. **21-31043-200** Wt. 2 lbs. .....Retail **3.00**

(E) JACK-IN-THE-MUSIC-BOX. When a child turns the crank, box plays a merry tune, then the top opens as clown pops up. All metal lithographed in full color. 5¾x5¾x6¾ in. **21-31001-153** Wt. 2 lbs. .....Retail **2.29**

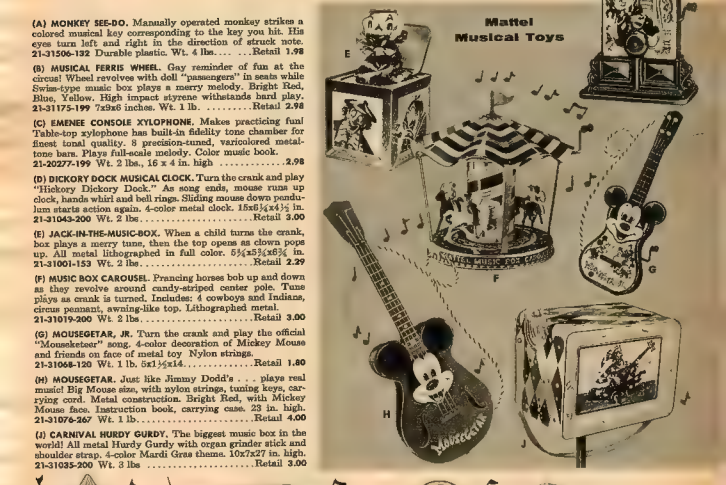
(F) MUSIC BOX CAROUSEL. Prancing horses bob up and down as they revolve around candy-striped center pole. Tune plays as crank is turned. Includes: 4 cowboys and Indians, circus pennant, awning-like top. Lithographed metal. **21-31019-200** Wt. 2 lbs. .....Retail **3.00**

(G) MOUSEGETAR, JR. Turn the crank and play the official "Mousekteer" song. 4-color decoration of Mickey Mouse and friends on face of metal toy Nylon strings. **21-31068-120** Wt. 1 lb. 5x1½x14.....Retail **1.80**

(H) MOUSEGETAR. Just like Jimmy Dodd's . . . plays real music! Big Mouse size, with nylon strings, tuning keys, carrying cord. Metal construction. Bright Red, with Mickey Mouse face. Instruction book, carrying case. 23 in. high. **21-31076-267** Wt. 1 lb. .....Retail **4.00**

(I) CARNIVAL HURDY GURDY. The biggest music box in the world! All metal Hurdy Gurdy with organ grinder stick and shoulder strap. 4-color Mardi Gras theme. 10x7x7 in. high. **21-31035-200** Wt. 3 lbs .....Retail **3.00**

Mattel Musical Toys



Delightful Musical Toys

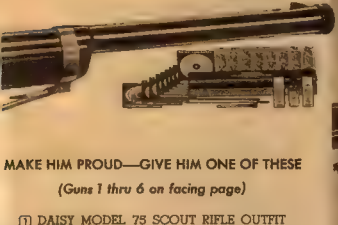
MUSICAL MERRY-GO-ROUND. A perfect delight for every boy and girl! Wind the "Swiss Tone" music box and watch riders go up and down on lions and horses. Made of colorful plastic. **21-20459-265** Wt. 1 lb.... **3.98**

"MUSIPIX" RADIO. Wonderfully new music box. Just turn the knob to wind . . . "Swiss-Tone" musical instrument plays nursery rhymes. Ivory plastic case. Measures 9¼x3x5½ in. high. **21-20442-199** 1 lb... Retail **2.98**

MUSICAL HANDBAG. Just like mother's . . . plays tune as you turn lock to open. Roomy enough to hold all a little girl's personal items. Red patent leather, plastic. 6x8¾x3¼. Wt. 1 lb. **21-20194-265**.....Retail **3.98**

PIANO HARMONICA. Distinctively styled. ..resembles piano keyboard. 26 tuned reeds, plays full range. Song book. By Emenee. **21-20285-67** 10 in. long.....**1.00**

You Give Him The Best



MAKE HIM PROUD—GIVE HIM ONE OF THESE

(Guns 1 thru 6 on facing page)

[1] DAISY MODEL 75 SCOUT RIFLE OUTFIT

Low-priced outfit has everything needed to make expert marksmen! 500 shot repeater air rifle with front and rear sights; adjustable sling; tenite stock and forearm. 32-in. overall. Daisy scope adjustable for windage, elevation. Daisy cleaning kit contains ram rod, patches, cloth, bottle of touchup. Also includes 16 packages of BB's, 25 paper targets. Mailable.
R50 J 1470M. Complete Daisy Outfit. (7 lbs.) 11.95
R50 J 1465M. Daisy Scout Rifle only. (4 lbs.) 6.65
S0 J 1477. Cleaning Kit only. (1 lb.) 1.79

[2] DAISY WESTERN CARBINE OUTFIT

Styled after the famous "wild-west" model carbine. Priced so low at Spiegel! 1000 shot repeater with combination open and peep rear sight . . . adjustable windage and elevation. Checked tenite forearm; brightly finished cocking lever. 35-in. overall. Complete western outfit includes sturdy leather rifle boot attached to butt; canteen with strap, metal ball target, 16 packages of BB's, 25 paper targets. Mailable.
R50 J 1480M. Complete Daisy Western Outfit. (7 lbs.) 9.95
R50 J 1461M. Western carbine only. (5 lbs.) 8.65

[3] DAISY EAGLE RIFLE WITH 2 POWER SCOPE

1000 shot repeater air rifle with precision 2 power factory-mounted scope. Plastic stock, fore-piece in simulated mesquite finish; custom-decorated receiver and barrel. Ramp front sight; combination peep, open rear sight; leather sling; 37-in. overall. Scope on adjustable mount . . . cross hairs adjust for windage, elevation; includes 2 pkg. BB ammunition. Mailable.
R50 J 1453M. Rifle and Scope Outfit (6 lbs.) 13.45
R50 J 1454M. Scope only (fits all Daisy air rifles). (1 lb.) 4.79

[4] DAISY MODEL 25 PUMP ACTION RIFLE

For accuracy, dependability, long use . . . famous Daisy pump action known for over 40 years! Top quality 50 shot air rifle with beautiful "gold" engraving on receiver jacket . . . looks and performs like "handmade" gun. Combination peep and open rear sight . . . adjust for windage and elevation; ramp-type front sight. Easy takedown for carrying. 2 pkgs. BB's included.
R50 J 1463M. 37-in. long overall. Mailable. (5 lbs.) 9.45

[5] NEW! DAISY SLIDE ACTION AIR RIFLE

The newest of the Daisy Air Rifles. Model 107. Looks as real as Dad's hunting rifle. 500 shot slide action repeater. Cocks easily by sliding forearm straight back. Ramp-type front sight; double-notched rear sight. Checkered stock; grooved non-slip forearm. Expensive-looking "gold" design on receiver jacket. Includes 2 packages BB ammunition. Mailable.
R50 J 1478M. 36-in. long overall. (4 lbs.) 7.65

[6] DAISY "CORK BALL" CARBINE OUTFIT

A harmless toy rifle that will supply hours of indoor or outdoor competitive fun for the whole family. Permitted in most cities where air guns are banned. Shoots soft, safe cork balls. Rifle has plated trigger; bronze colored cocking lever; tenite stock. Complete outfit includes rifle, 12 cork balls, cardboard target frame, 20 tissue targets. Mailable.
R50 J 1467M. Cork Ball Carbine Outfit. (4 lbs.) 4.65
R50 J 1475M. Extra Cork Balls. (2 oz.) ..... 36 for 59¢

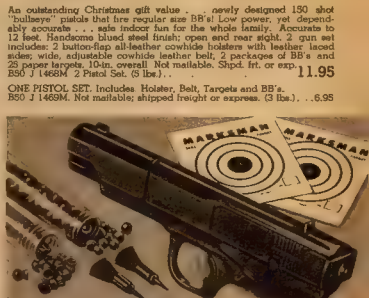
AMMUNITION FOR AIR GUNS, (not shown)
R50 J 1472M. Regular Daisy BB's. (3 lbs.) ..... 2 lb. Box .. 89¢

2-Gun Daisy Bullseye Set **11.95**

HOLSTERED "TWO GUN" DAISY BULLSEYE SET

An outstanding Christmas gift value . . . newly designed 150 shot "bullseye" pistols that fire regular size BB's! Low power, yet dependably accurate . . . safe indoor fun for the whole family. Accurate to 12 feet. Handsome blued steel finish; open end rear sight. 2 gun set includes: 2 button-flap all-leather cowhide holsters with leather laced sides; wide, adjustable cowhide leather belt, 2 packages of BB's and 25 paper targets, 10-in. overall. Not mailable. Shpd. frt. or exp.
B50 J 1466M 2 Pistol Set. (3 lbs.) **11.95**

ONE PISTOL SET. Includes Holster, Belt, Targets and BB's.
B50 J 1469M. Not mailable; shipped freight or express. (3 lbs.) ...6.95



5-PC. AIR PISTOL SET

Shoots regular air-gun ammunition . . . darts, pellets and BB's from the same barrel . . . same size, weight and design of regulation U.S. Army 45-cal. sidearm. A tremendous gift value for handgun marksman at this low holiday price.
Single shot action with thumb safety. Cocks easily . . . operates noiselessly. Accurate front-blade, rear-peep sights. All metal construction with copper lined barrel . . . takes plenty of wear.
Includes paper targets, one tube each of BB's, pellets (.177 Caliber), 2 darts.
Not mailable; shipped freight or express. Shpg. wt. 3 lbs.
B50 J 1440M 5-pc. outfit 6.95

5-pc Marksman Air Pistol Set **6.95**

See Page 245 for how to order on new, lower Budget Power Terms

When It's a DAISY AIRGUN . . .

[1] Daisy Model 75 Scout Rifle Outfit **11.95**

[2] Daisy Western Model 94 Carbine Outfit **9.95**

[3] Daisy Eagle Rifle with 2 Power Scope **13.45**

[4] Daisy Model 25 Pump Action Rifle **9.45**

[5] New! Daisy Model 107 Air Rifle **7.65**

[6] Daisy "Cork Ball" Carbine **4.65**

Check your local laws regarding sale of air rifles before ordering

Budget Power...the modern way to move up to brighter living

a Thrill a Minute!

RABBIT HUNT—LOADS OF FUN INDOORS OR OUT! Sharpens junior hunting "eye." Mechanical rabbit runs in circle—knock him over with a suction-cup dart from the 23-in. double-barrel plastic shotgun. 9x5-in. rabbit has keywind motor with automatic shutoff—knock rabbit over, motor stops running.
E36 J 3443. 3 safety-tip darts incl. Mailable. (3 lbs.).....2.73

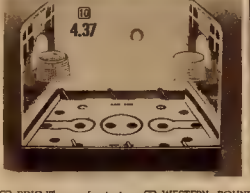
1 ELECTRO-MAGNETIC BASEBALL. Players actually control batting and pitching. Electronic button controls pitcher, throws fast, slow, inside, outside. Opponent releases spring-operated bat for homers, strikes, base hits. Magnetic ball is actually caught by fielders. 2 bleacher scoreboards register strikes, balls, runs and outs. Lithocraphed steel, 22x22x8 in. high. Three balls, 9 players, instr. incl.
E36 J 3361. Mailable. (9 lbs.)....7.97

2 NEW! BEAT-THE-CLOCK target game . . . , patterned after the nationally famous TV show. Set the automatic scoring mechanism, shoot safety-tipped suction-cup darts at target. Hit the bullseye in less time than it takes your opponent, and your score is highest! 15x22 inch hardboard target with timer. Plastic pistol, 4 darts included.
35 J 3456. (4 lbs.) 3.97

3 ELECTRIC FOOTBALL . . . Opponents match strategy, set up plays, score touchdowns. Players move at a fast pace by electric vibration—pass, fumble, kick, run until tackled. 22 players; enameled metal field, yard markers, goals, down indicator. Extra football 2¾x15 in. wide Guide book incl.
R36 J 3362. Mailable (6 lb.)....5.94
ELECTRIC BASEBALL. Players hit, make outs, run bases, by electric vibration. 25x15 in. Guide book included.
R36 J 3384. Mailable. (6 lbs.).....5.94

8 2.77 **9** 1.88

4 ELECTRO-MAGNETIC HOCKEY—so realistic you can almost feel the ice spray! Magnetic puck can be passed to any player in any position. Fingertip control rods enable you to pivot players, move them back and forth on wood and hardboard rink. Make a goal . . . red light and buzzer proclaim a score! 4 period markers, scoreboards. 24x36-in. Batteries not incl.
E36 J 3439 Mailable. (22 lb.). 12.77
SIMILAR HOCKEY GAME. Hardboard and steel; 30x18-in. Marble puck makes faster action! Spin rods, players pivot.
E36 J 3453 Mailable. (17 lbs.)....10.95



10 4.37

11 2.77

5 TIC-TAC DOUGH . . . favorite TV game! Contestants try to answer questions correctly, complete Tic-Tac Dough for big "cash" prizes! Mechanical category selector has dial to record winnings. Plastic question and answer storage rack, 540 questions and answers, 2 cards, 2 to 4 man play.
35 J 3441 (2 lbs. 12 oz.).....3.67

6 HOCKEY GAME. Fast, exciting action game for 2 players! Player manipulates levers to drive puck toward goal, defense pivots goalie to prevent a score, tries to capture puck from his opponent. Sturdy fiberboard rink measures 22x12x2½ inches high, has steel mechanism. Delicate scoreboard shows each goal. Instructions incl.
R36 J 3341. Mailable. (5 lb.)....4.49

7 NEW ELECTRIC FOOTBALL GAME. Opponents try to outguess one another . . . to gain yardage and score or prevent advance by push-button control! Fiberboard gridiron with sturdy wood frame, 19x14 in. wide. Flashing light, electric gain and loss indicator. 2 D-cell batteries incl.
35 J 3454 (3 lbs. 12 oz.).....3.87
ELECTRIC BASEBALL . . . same principle as above . . . opponents control pitching, batting. Same construction and size.
35 J 3485. (3 lbs. 12 oz.).....3.87

8 BING-IT . . . a fascinating game the whole family will enjoy . . . offers all the fun of both badminton and tennis! 2 tambourine-type paddles are plastic-stretched linen with metal-frames. Plastic shuttlecock and instructions included. Shpg. wt 1 lb. 9 oz.
35 J 3458 .....2.77

9 WESTERN ROUND-UP . . . magnetic skill game with lots of magical action! Move the cowboy with remote control lever to herd cattle into corrals. Avoid the hazards and you've won! 1 plastic cowboy, 6 plastic cattle 15x11 inches. Sh. wt. 1 lb. 8 oz.
35 J 3459.....1.88

10 "BAS-KET" BALL Game . . . exciting as a real game! Players control lever—"flip" ball from any position toward opponent's goal. 2 to 6 may play. 2 colorful backboards, working dial scoreboards, plastic ball. 20x12x22 in. Instr. incl (3 lb 8 oz)
35 J 3383..... .....4.37

11 THE PRICE is Right . . . fun-filled television game to play right in your own living room! Participants try to determine value of prizes and bid for it without going over the actual "retail value." Prizes include "TV" "luggage," etc. (2 lb 7 oz)
35 J 3457. .....2.77

12 4.59

12 BIG NEW JOE PALOOKA BOP BAG . . . now with 3-dimentional boxing gloves, squeaker voice! Joe can take it from junior slugger, always comes back for more . . . to an upright position Vinyl plastic with original Ham Fisher artwork; plug-type valve Inflate pump 50 in. high.
R36 J 3429. Bozana booklet incl. Mailable. (8 lbs.) 4.59

See Page 245 for how to order on new, lower Budget Power Terms

Give Your Sports Fan

ELECTRO-MAGNETIC BASEBALL

[1] Sells elsewhere for $9.95 **7.97**

[2] **3.97**

[3] Electric Football, Baseball **5.94**

[4] Electro-magnetic Hockey **12.77**

[5] **3.67**

[6] **4.49**

[7] **3.87**

Budget Power...like having an extra month's pay at Christmas

Push-Button Magic

Just touch a button . . . and w-a-t-c-h t-h-e-m g-o-o-o-o! It's all done by remote control! Robots, police cars, jeeps . . . even a new hardtop convertible come to life with amazing realism. So much fun . . . and so low priced, everyone will want to play!

1 5-PC. ADD-A-MOTOR SET
Motorize any unit by attaching interchangeable remote control motor **2.77**

ORDER BATTERIES, TOO!
Sold separately on bottom of facing page. 2 for 35¢

2 **3.77**

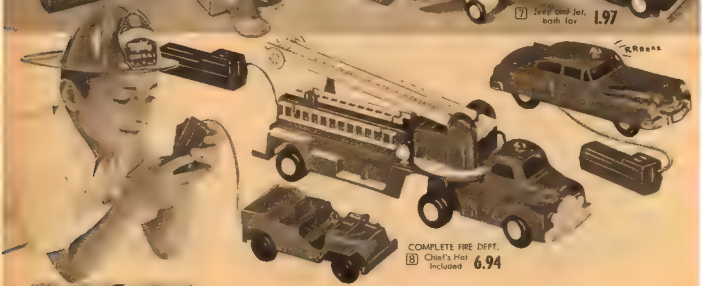
3 **4.76**

4 **1.57**

5 **4.59**

6 **3.67**

7 Jeep and Jet, both for **1.97**



COMPLETE FIRE DEPT.
8 Chief's Hat Included **6.94**

Budget Power...like having an extra month's pay at Christmas

at Your Fingertips!

Remote Control Toys at left

[1] ADD-A MOTOR VEHICLE SET. New, interchangeable motor makes each of these favorites what along with "real life" action! Unbreakable polyethylene plastic vehicles in attractive colors. Set includes Armored Car, Choo-Choo Engine, Telephone Truck and Jeep. Each 7-in. long. Motor uses 2 D-cell batteries (order separately below).
35 J 9617 Shipping wt. 2 lbs. .5 pc. Set **2.77**

[2] 10-IN. HIGH STEEL ROBOT. Press one button, he walks robot-fashion, arms moving up and down while head flashes. Press other button, he stands still, top lights up and revolves continuously. He makes strange robot noises as he moves! Uses 2 D-cell batteries (order separately below).
35 J 5509. Shipping wt. 2 lbs. **3.77**

[3] ROBERT THE ROBOT Turn crank to hear him say, "I am Robert the Robot. Drive me and steer me wherever you can" Walks in all directions, grasps objects. Plastic. 14-in. tall. Uses 1 D-cell battery (order below).
R36 J 5513. Mailable. (4 lbs.) **4.76**

[4] POLICE CAR. Siren wails, red roof light flashes on and off as you control its direction—forward, reverse, straight or turn . . . catch that speeder! Baked enamel steel; chrome trim; rubber tires. Uses 2 D-cell batteries (order separately below).
35 J 5510. 7-in. long. (1 lb.) **1.57**

[5] BIG HANK FARM Tractor. Action-packed realism—goes forward, backward . . . watch its true "up-and-down" piston action, fly wheel turns, rocker arm revolves. Colorful high impact plastic. 11-in. long. Uses 2 D-cell batteries. (order separately below).
35 J 5514. Shipping wt. 3 lbs. **4.59**

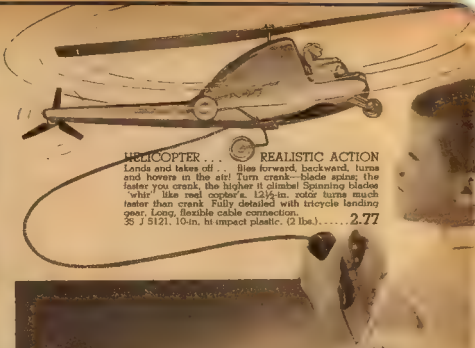
[6] FORD SUNLINER. Authentic 1958 Ford Convertible . . . press button, top retracts into trunk; press another, it comes out of trunk again, moves into position. Dyna-flite streamline beauty forward and backward, to right or left. All steel with attractive two-tone finish. Dual headlamps*. Uses 2 D-cell batteries (order separately below).
35 J 5512. 11-in. long. (2 lb. 10 oz.) **3.67**

[7] JEEP AND JET OUTFIT. Low cost remote control fun! Make 'em go forward and backward, just by pressing buttons. All steel construction, attractively finished. Each approximately 6-in. long. Each uses one D-cell battery (order separately below).
35 J 5520. Shpg. wt. 1 lb. . . . . Both for **1.97**

[8] REMOTE CONTROL FIRE DEPARTMENT . . . loaded with magic action! Gleaming Red fire engine, Chief's car and Fire Dept. jeep! All operate and work as one. The chief's car makes sharp jack-knife turns to right or left by remote control . . . travels at a rapid rate of speed! Big ladder swivels 180°, extends 23 inches with 2 extension ladders; raises and lowers just like a real fire engine. 3 extra ladders detach. Fire truck 16-in. (10 polyethylene wheels); Chief's car 10-in.; Jeep 6½-in.

All molded high impact plastic. Each takes 2 D-cell batteries, sold below. Fireman's hat is flexible plastic with soft chin strap . . . almost like a real fireman!
R36 J 5557. Mail. (7 lbs.) . . . . . Complete **6.94**

EVEREADY Batteries. In pairs.
"D" Cell Batteries.
35 J 5534. (8 oz.) . . **2 for 35¢**
"C" Cell Batteries.
35 J 5535. (4 oz.) . . **2 for 35¢**



HELICOPTER . . . REALISTIC ACTION
Lands and takes off . . . flies forward, backward, turns and hovers in the air! Turn crank—blade spins; the faster you crank, the higher it climbs! Spinning blades "whir" like real copter's. 12½-in. rotor turns much faster than crank! Fully detailed with tricycle landing gear. Long, flexible cable connection.
35 J 5121. 10-in. hi impact plastic. (2 lbs.) **2.77**

[9] Pom Pom Gun **9.94**

[10] Big Max Robot **6.94**

[11] U.S. Army Bulldog Tank **10.88**

ACTION GALORE . . . WITH MARVELS OF THE MECHANICAL AGE!

- Lots of levers to pull . . . guns recoil, sections move
- Sound and flashing light complete real life activity

[9] NAVY POM-POM GUN —realistic plastic replica of anti-aircraft gun you'd find on U.S. Navy vessels! Press trigger, guns sound "pom-pom"—recoil like the real thing! Control aim from lighted panel. 1 motor rotates gun 360° other gyros firing action. 2 aluminum barrels elevate by hand gear. Each motor takes 2 D-cell batteries (sold at left). 19x9x9-in. high. Mailable.
R36 J 5073. (6 lbs.) . . **9.94**

[10] ELECTRONIC ROBOT —"Big Max" is amazing! Obedient to your every wish! Uses 4-lever control panel: direct him to turn 360°—scoop up ingots from bins with magnetized hands —place them on conveyor belt which dumps 'em in 7-in. plastic truck (included). Light on head flashes. Order separately, 4 D-cell batteries (sold at left) Plastic, 12x12x8-in. high. Mailable. Shpg. wt. 5 lbs.
R36 J 5072. . . . . **6.94**

[11] NEW! ARMY TANK . . . authentic replica of U.S. Army Bulldog Tank . . . really acts like it, too! Fires projectile from remote position ejects shell casing after firing! Advances, retreats, climbs obstacles, etc! Caterpillar tread, 14 working wheels 2.2x9x11-in. high Hi-impact plastic 8 brass-case shells, 1 shell clip incl. Uses 4 D-cells (sold separately at left). Mailable. (7 lbs.)
R36 J 5521 . . . . . **10.88**

See Page 245 for how to order on new, lower Budget Power Terms

1 Elsewhere $142.57
109.50 or $5 mo.
Special Terms

2 Elsewhere $142.88
109.50 or $5 mo.
Special Terms

3 Elsewhere $79.75
63.88 or $5 mo
Special Terms

4 Elsewhere $89.74
79.97 or $5 mo.
Special Terms

1 SMITH-CORONA SUPER . . . sells for $142.57 elsewhere! Exclusive page-gauge shows how much typing space left; "Key-set" tabulator. Full 84-character keyboard; visible margin; 1, 2, 3 line spacing. Automatic ribbon reverse. Color: Gray. State Pica or Elite type. Shipped free freight or express. With carrying case $5 monthly on Special Terms.
BSS J 4917 . . . . . 109.50

Script Type Only. Smooth Gray only. With case.
BSS J 4931. Free freight or express. $6 mo. 134.88

5 ROYAL ROYALITE sells for $79.75 elsewhere! Wider carriage now accepts to 10-in. envelopes, sheets. Ultra light and compact—just 3-in. high, weighs only 8 lbs! Touch-set margin controls; cam-type bars, ball bearing carriage for high-speed typing. Feather-light space bar. Gray-Green finish. Portfolio-type case. Pica type only.
BSS J 4926. Free frt. or express. $5 mo. 63.88

2 ROYAL QUIET DE LUXE sells for $142.88 elsewhere! "Twin Pak" for no-touch ribbon change. "Magic Margin"; tabulator. Full keyboard; 3-line spacer. Automatic line finder. Gray color. Free frt. or express. State Pica or Elite type.
BSS J 4969. With case. $5 monthly 109.50

Vogue or **Executive.** Gray color only. State type.
BSS J 4974. Case. Free frt. or express. $7 mo. . 139.50

4 REMINGTON TRAVEL-RITER has all the features of a higher priced portable . . . sells for $89.74 elsewhere! Standard keyboard with educational character useful to students. Adjustable left, right hand margins. Non-glare plastic spaced keys. Line-finder for typing between lines. 1-2 line spacing. Gray finish. With case. State Pica or Elite type.
BSS J 4937. Free frt. or express. $5 monthly . 79.97

ACTUAL SIZES SHOWN

Elite Size
(12 letters per inch)

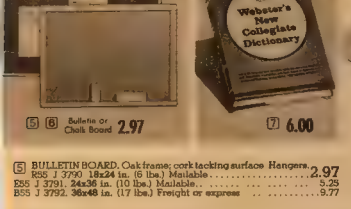
Pica Size
(10 letters per inch)

Vogue Type
(Royal Quiet Deluxe)

Script Type
(Smith Corona Silent)

EXECUTIVE TYPE
(Royal Quiet Deluxe)

Plus Holiday Savings To 24%



5 6 Bulletin or Chalk Board **2.97**

7 **6.00**

SAVE $10.82 ON FAMOUS UNDERWOOD LEADER

Elsewhere $84.67 NOW **73.85** $5 monthly on Special Terms

- ✓ "Golden Touch" keys; automatic line finder
- ✓ Light, compact—balanced segment shift
- ✓ Lovely Caribbean Green finish; case

UNDERWOOD LEADER REDUCED! Outstanding portable features exclusive "Golden Touch" for feather-light keyboard response. Has all the fine quality of a higher priced typewriter. Sells for $84.67 elsewhere . . . special Christmas offer saves you $10.82. Balanced segment shift. 84 character keyboard with arithmetic signs useful to students. Automatic line finder and ribbon reverse. Back spacer, right and left shift key; 9-inch writing line. Adjustable margins with bell indicator. Non-glare Caribbean Green finish. With handsome carrying case. Pica type only.
BSS J 4923. Free freight or express. Only $5 mo. 73.85

5 BULLETIN BOARD. Oak frame; cork tacking surface. Hangers.
BSS J 3790 **18x24 in.** (6 lbs.) Mailable 2.97
BSS J 3791. **24x36 in.** (10 lbs.) Mailable 5.25
BSS J 3792. **36x48 in.** (17 lbs.) Freight or express 9.77

6 CHALKBOARDS. Natural finish oak wood frame; non-glare duro-plate finish. Chalk and eraser included.
BSS J 4962 **18x24 in.** Green. (6 lbs.) Mailable. 2.97
BSS J 3762 **18x24 in.** Black. (6 lbs.) Mailable 2.97
BSS J 3760. **24x36 in.** Green. (10 lbs.) Mailable 4.45
BSS J 3763. **24x36 in.** Black. (10 lbs.) Mailable 4.45
BSS J 3761 **36x48 in.** Green. (20 lbs.) Freight or express 7.75
BSS J 3764. **36x48 in.** Black. (20 lbs.) Freight or express 7.75

7 MERRIAM-WEBSTER COLLEGIATE dictionary contains 125,000 clear and concise definitions. 2300 illustrations aid in word understanding. Lightweight, easy to handle. Ideal for students!
BS J 4756. 1196 thumb indexed pages. (3 lbs. 6 oz.) 6.00

See Page 245 for how to order on new, lower Budget Power Terms

SAVE MORE

SAVE $19.22 ON FAMOUS SMITH-CORONA SKYRITER

Elsewhere $77.10 NOW **57.88** or $5 mo.

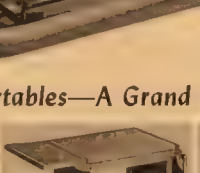
- ✓ Precision built—many office machine features
- ✓ Ultra light and compact; only 8 lbs., 3 in. high
- ✓ Concealed touch selector

SMITH-CORONA SKYRITER specially reduced for Christmas gifting. Everyone's favorite at home; ideal for those who travel. Built by experts to Smith-Corona's rigid standards . . . really a sensational buy . . . now actually MORE SAVINGS at 24%! Exceptionally compact and lightweight Only 3 in. high . . . light enough to be tucked in a desk drawer. Perfect for traveling light. Has full standard 84 character keyboard. Automatic ribbon reverse; quick set margin stops. Concealed touch selector; 1 and 2 line spacers (half spacer lets you type between lines) Gray finish. Metal carry case included. State Pica or Elite type. Shipped by express. Only $5 monthly.
B55 J 4928. (21 lbs.)..... 57.88

'58 Portables—A Grand Surprise For Anyone . . .

1 Storage File 12.45

2 Utility File 9.25



3 10.88

4 24-Drawer 6.75

5 2.75

1 STEEL STORAGE FILE needs little space, keeps records safe and neat. King-size file tops 6 roomy drawers 11x10x3 in. ea. Set of A to Z file folders included. Lock, 2 keys. Overall size: 13x10x30 in. State Gray or Green scratch-resistant finish.
E55 J 4883. Mailable. (24 lbs.)..... 12.45

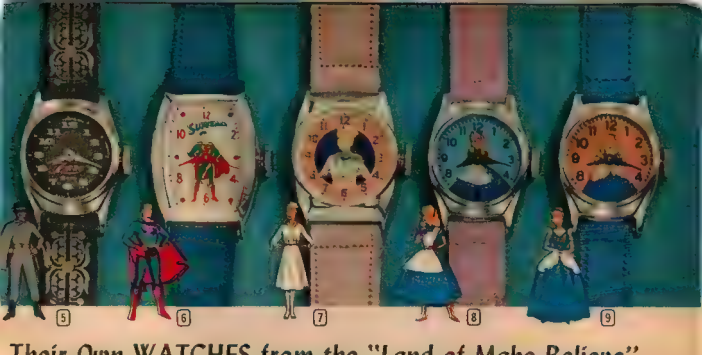
2 STEEL UTILITY FILE—combination file and cabinet with 2 storage compartments . . . so handy at home or office! Heavy gauge steel, finished in gleaming scratch-resistant Grey or Green enamel. 2 locks, 4 keys, file folders. State color.
E55 J 4893. 13x10x30 in. Mailable. (23 lbs.)..... 9.25

3 QUALITY TYPEWRITER STAND. Constructed of sturdy steel; Gray baked enamel finish. 2 hinged drop leaves extend to 39x17x26 in. high.
H55 J 4994. (24 lbs.) Mailable..... 10.88

4 "E-Z-VUE" cabinet. Steel; plastic drawer fronts. Gray. Mail.
24-Drawer. 13x6x11 in.
R55 J 3685. (11 lbs.)..... 6.75
12-Drawer. 13x6x6 in.
S55 J 3680 (6 lbs. 6 oz.)..... 3.88
36-Drawer. 13x6x15 in.
R55 J 3691. (15 lbs.)..... 9.45

5 STEEL PERSONAL FILE. Ribbed for extra strength. Lock, key and file folders. State Medium Gray or Medium Green finish.
13x10x6 in. Mailable
S5 J 4851. (5 lbs. 8 oz.)..... 2.75
Jumbo File. 13x10x11 in. Mailable
R55 J 4868 (10 lbs.)..... 3.65

Budget Power can give your loved ones a Christmas to remember



Their Own WATCHES from the "Land of Make-Believe"

(5) WATCH OF ZORRO proudly boasts signature of his TV hero on dial! It's so cleverly boxed . . . the handsome watch is cushioned on a Zorro hat. Chrome plated case; Black dial, unbreakable crystal. Shock resistant, anti-magnetic Timex movement. Deftly decorated Black band.
54 J 1550. (8 oz.)..7.65

(6) IT'S SUPERMAN . . . colorful insignia excitingly emblazoned on watch face. Accurate, dependable movement; bright Red numerals and hands. Chrome plated case, stainless steel back. Comfortable leather strap. Gift boxed. His eyes will glow when he finds it under his tree.
54 J 1577. (8 oz.)..5.95

(7) JUNIOR NURSE Watch designed to charm every little girl who loves to make-believe! Smart, chrome plated metal case; unbreakable crystal White leather band, elastic expansion back stretches to fit her wrist nicely. Easy to read numerals and hands. (7 oz.)
54 J 1533.....6.95

(8) ALICE IN Wonderland . . . pretty as a picture framed on pastel watch face. Guaranteed shockproof movement is accurate and dependable. Chrome plated case, unbreakable crystal. Easy-to-see numerals, hands on Blue dial; Pink rayon strap . . . so very feminine. Gift boxed.
54 J 1561. (1 lb.)..7.65

(9) A CINDERELLA watch of her very own! Sweet picture of Walt Disney's beloved heroine, so pretty in her ball gown, accented by pale Pink dial. Blue numerals, hands; softly repeated in rayon band. Chromed case, stainless steel back; unbreakable crystal. Sweetly boxed.
54 J 1564. (15 oz.).7.65

Federal Excise Tax included where applicable on these 2 pages

✓ Shock-proof; unbreakable crystals
✓ Anti-magnetic; sweep second hands

(10) "RAVEN" . . . 7-Jewel Swiss movement. Striking Black dial; luminous radium numerals. Highly polished, chrome plated case; genuine leather strap. Ideal for boys!
V54 J 1567. (8 oz.) 9.77

(11) "TEEN-TIMER" 7-Jewel . . . beautifully cased, timed in Switzerland. Luminous hands; raised gilt hour dots. Chrome plated case; smart leather band.
V54 J 1568 (7 oz.)..9.77

(12) VALUE-PACKED NORWOOD . . . 2-jewel Swiss movement. Radium numerals. Leather strap. (8 oz.)
V54 J 1309. Chromed case, stainless steel back...6.66

(G) "LITTLE LEAGUER" Locker Kit by Wrisley . . . a grooming set to delight your l'il slugger, cake of soap shaped like ½ baseball, 2 oz. "Fifth Inning" Muscle Rub, 2 oz. "Eighth Inning" Shampoo, 1 oz. "After Game" Hair Creme. Exciting baseball pennants colorfully printed on box cover.
54 J 2701 (1 lb. 12 oz.).....1.55

(H) BATH TIME becomes fun time when your favorite tot takes 1 bag of bubble bath—enough for 40 dunkings. 1 plastic spoon, 1 bath sponge, 6½-in. boat with rudder, 3-in. plastic sailboat! For fun 'n frolic . . . in the bath or in the surf.
54 J 2702. (15 oz.)..... 1.55

(13) BOYS' "LUMINOUS" boasts radium numerals, hands that read in the dark! Dependable Timex movement. Chrome plated case, stainless steel back, genuine leather strap.
54 J 1297. (7 oz.)....7.65

(14) "DEMI DIAL" for girls, boys! Satiny face; contrasting Black numerals. Accurate Timex movement. Chromed case, stainless steel back. Leather strap.
54 J 1554. (14 oz.) .7.65

See Page 245 for how to order on new, lower Budget Power Terms

NEW ANIMATED WATCHES!
TURN WRIST, WATCH FIGURES MOVE!

YOUR CHOICE **8.95** Watch, Jewelry

Enchanting Gifts,

(1) **JUNIOR LEAGUE** Set . . . dependable watch; antiqued metal cuff links, tie bar. Thrill your T'l "all-star" . . . animated ball player on watch face actually swings bat as watch is moved! Chrome plated case, stainless steel back, expansion band. Boxed. (1¼ oz.)
54 J 1548. . . . . Set **8.95**

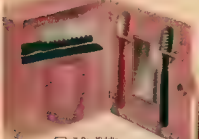
Watch only. (8 oz.)
54 J 1549. . . . . **7.95**

(2) **BALLERINA** Set . . . see ballerina dance as your little Miss moves her wrist. Chrome case, stainless steel back; strap with elastic expansion back. Easy-to-read numerals. Matching metal charm bracelet bedecked with ballerina, slippers, "pearls." (1¼ oz.)
54 J 1546. . . . Set **8.95**

Watch only. (8 oz.)
54 J 1547. . . . . **7.95**

(3) **2-JEWEL Western** watch has imported Swiss movement! Modern, round styling boasts radium numerals, hands; Red sweep second hand. Silvered dial, exciting cowboy emblem. Corrosive resistant chrome plated case. Western leather strap. Delight your T'l cowpoke.
V54 J 1566. (8 oz.) **6.95**

(4) **HOPALONG Cassidy** watch mounted in its own "saddle" gift box. The picture of your cowboy's TV hero right on the face, surrounded by bright, easy-to-read numerals, hands; unbreakable crystal. Shock-resistent chrome plated case, silvered dial. Decorated leather band. (1 lb.),
54 J 1565. . . . . **7.65**



(A) 7-Pc. Kiddie Kabinette **2.95**

(A) **KIDDIE KABINETTE** of durable plastic contains all the miniature-sized grooming aids that your 2 thru 8'er needs! 2 nylon-bristled toothbrushes (1 labeled "Good Morning," the other "Good Night"); hairbrush; comb; plastic tumbler, mirror on inside of door. Pkg. of "Magic Mount" incl. so Dad can mount kabinette without screws or nails. A pleasant way to develop good grooming habits. Abt. 6x6x3 in. Slate, Pink or White.
54 J 2736. (1 lb. 2 oz.) . . **2.95**

(B) **FAMOUS SEAFORTH WEE SCOT** Set for your T'il man . . . just like Dad's. 3 polished "stoneware" jugs contain 1¾ oz. ea. of heather shampoo, hair groom; 1¼ oz. talcum powder. Gay gift box incl. comic strips . . . just slide box upward, changing adventure scenes appear in lid window.
54 J 2745. (1 lb. 3 oz.) . . . . . Set **1.65**

(C) **THIS PALOMINO HORSE** will ride right into your boy's heart . . . he'll have fun learning good grooming habits. Break-resistant, moulded plastic horse about 8x7½ in. high. Snap-off saddle carries nail file, nail clipper, comb, toothbrush.
54 J 2749. Palomino Tan. (1 lb.) **2.66**

(D) **BEAUTY KIT** . . . just made for that elegant "Junior Miss" on your Yule list! See-thru reuseable plastic purse contains full tube of fragrent bubble bath, 1 oz. cologne, hair brush with nylon bristles, comb, bath sponge with perky puppy imprint. Created by famed Cardinal perfumers.
54 J 2704. (8 oz.) **1.37**

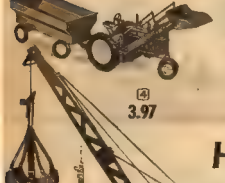
(E) **"MY PETITE"** Beauty Box of clear plastic. A treasure chest of pleasure by Wrisley . . . ½ oz. cologne, 1 dram perfume, ½ oz. soothing hand lotion, 1 cake gentle soap, 1 comb. She'll reuse dainty box for jewelry, hankies, letters.
54 J 2703. (14 oz.) **1.33**

Budget Power . . . like having an extra month's pay at Christmas

COMPLETE 5-PC. ROAD BUILDING SET

A really wonderful gift! Includes: Power shovel . . . cab revolves 360°; two hand-wheel controls raise, lower boom, load, unload shovel 27-inches long. DeLuxe road grader . . . really does the job! Scraper blade rotates, raises, lowers, tilts. Six massive wheels—steerable front wheels. "floating" tandem rear wheels. Simulated "Diesel" motor 18-inches long. DeLuxe rocker dump . . . wheel-operated winch raises and lowers body. "Diesel"-like motor 20-in. long. All heavy steel construction, baked on enamel finish. Heavy-duty rubber wheels. 2 road barrier signs included.
E36 J 5787. Mailable. Shpg. wt. 14 lbs. **9.77**

Heavy Duty Equipment . . . For Big Jobs



ALL HEAVY GAUGE STEEL . . . BAKED-ON ENAMEL FINISH

1 BULLDOZER . . . with trailer truck that tilts to accommodate loading of bulldozer. Bulldozer has "Diesel" like motor; blade tilts 12 inches long. Truck, 20-inches long. Both have large Poly-vinyl tires. Mailable
E36 J 5790. (9 lb) **5.44**

2 EMERGENCY Wrecker with removable electric warning flasher use as road barricade. Tows, lifts, hauls, pushes 5 poly "Non-Mar" tires . . . removable spare on boom. Uses 3 D-cell batteries (order from pg. 323). 17 in. long.
35 J 5792. (5 lb 6 oz) **3.97**

3 TWO TRUCKS . . . livestock transport and U.S. Mail truck set. 13-in. livestock truck with 4 unbreakable plastic animals. 12-in. mail truck carries sugar cartons, 3 pcs. unbreakable luggage. (4 lbs. 4 oz.)
35 J 5794. . . . . Set **1.97**

SCALE "MICHIGAN" STEAM SHOVEL

Actual working model authorized by the company that makes the "real thing." Long boom raises, lowers housing pivots on extra-braced chassis. Bucket takes good full "bite," then trips automatically when raised to boom. Front wheels steer. Baked enamel on welded steel. Mailable.
E36 J 5791. 32-inches long. (11 lbs.). **7.88**

4 TRACTOR, loader and wagon . . . scale model. Loader shovel actually scoops dirt, dumps. Cast aluminum tractor, magic "no-scuff" steering. Wagon, removable grain box, sliding tail gate. Each about 10-in. long.
35 J 5793. (3 lb 4 oz) **3.97**

5 HYDRAULIC DUMP truck. Push "unload lever" . . . hydraulic cylinder raises and dumps load automatically . . . with authentic slow action. Non-toxic hydraulic liquid will not stain. Rubber wheels. 20-in long Mailable.
E36 J 5788. (6 lb). **3.97**

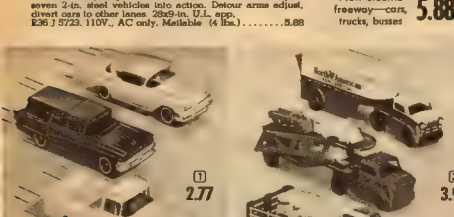
6 REFRIGERATED express truck. Chrome plated simulated compressor unit above cab keeps "perishables" fresh. Large rear doors open, reveal variety of cartons. 6 large, 2 retractable dolly rubber wheels. 21-in. long
35 J 5789. (6 lb) **3.88**

Budget Power can give your loved ones a Christmas to remember

Lots of Job Opportunities

DELUXE MOT-O-RUN ELECTRIC FREEWAY. Completely fascinating for the whole family! Trucks, cars, busses speed 'round the lithographed steel freeway; pass each other, get in traffic jams, even crash! Devise races and games to add to the fun. Adjust speed fast or slow, road bed vibrates, puts seven 2-in. steel vehicles into action. Detour arms adjust, divert cars to other lanes. 28x9-in. U.L. app.
E36 J 5723. 110V., AC only. Mailable (4 lbs.) 5.88

New electric freeway—cars, trucks, busses **5.88**



1 **2.77**

2 **3.94**

1 '58 MODEL VEHICLE SET . . . scale models of three 1958 vehicles . . . faithfully detailed even to handsome dual "headlamps." Each has peppy new Spin-Torque friction motor for quick pick-up, lots of "mileage." Each is of practically unbreakable cellulose acetate with steel chassis in smart modern colors. Gleaming chrome-plastic trim; real rubber tires!
Set includes 1/25 scale models of Chevrolet Cameo Truck, Ford Country Sedan and Chevrolet 4-door sedan—each about 8-in. long.
35 J 5776. (1 lb. 9 oz.) . . 3 pc. Set **2.77**

2 3-TRUCK OUTFIT . . . for hauling "jobs." 15-in. North American Van has tail gate that opens to reveal large hauling area. Makes short work of moving sis's doll house furniture.
16-inch auto hauler carries four 4½ inch long plastic trucks. Loading and unloading is easy and quick—just tilt top section back!
12-in. Stake-type delivery truck carries 12 Domino sugar cartons. All trucks are brightly enameled sturdy steel, "non-mar" plastic tires (won't scuff mom's floors).
E36 J 5143. Mailable. (5 lbs.) . .3-pc. Set **3.94**

3 **3.88**

4 **1.89**

3 22-PC. TOOTSIETOY SET . . . a whole fleet of die cast metal vehicles and 10 road signs! 10-in. van with detachable cab has open end for easy loading. Auto transport with detachable cab carries 3 cars, loading ramp. Sedan pulls a Tee-Nee boat trailer with model Chris Craft speedboat. Scenic Cruiser bus is authentic replica of famous Greyhound.
35 J 5730. (3 lb) **3.88**

4 JET AND HELICOPTER SET—lots of realistic action for a tiny price. 9-inch model of the Navy F10S Thunderchief jet shoots a "jet stream" of harmless sparks as it goes across floor. Air Force helicopter's rotors spin! Both are brightly finished steel, both have strong friction motors—for speedy taxiing with a gentle push!
35 J 5773. (1 lb. 9 oz.) . . . . . 2 pc. Set **1.89**

Items 5-12 on Facing Page

5 GIANT ATOMIC CANNON—authentic replica of US Army's powerful weapon—elevates, traverses full 360°, shoots harmless soft tip shells! Detachable twin cabs move cannon in either direction. Retractable barrel stores in frame when moving cannon. Hi-impact plastic. 6 shells incl.
E36 J 5777. Mail. (7 lbs.) **6.94**

6 4-PC. FIRE DEPT. SET. Just give a push and they zip into action, sirens wailing! Each has friction motor. 14-in. hook and ladder extends to 22 in. Also pumper truck, chief car, ambulance. All steel.
35 J 5764. (2 lbs.) . . . . 4-Pc. Set **2.79**

7 6-PC. ROAD CONSTRUCTION Set does a zillion things! 9-in. wrecker truck boom raises, lowers. Road hauler has detachable tractor, bottom dumping. Dump truck works, steam shovel raises, lowers. Road grader smooths out bumps. All steel, with friction motors.
35 J 5780. (3 lbs. 4 oz.) **3.89**

8 ROCKET LAUNCHER JET Plane. Back jet onto runway, "rev" up friction motor, release lever—8 zips across floor with realistic firing 2 rockets as it goes! All steel, 8 in. long
35 J 5768. (1 lb. 6 oz.) **1.77**

9 8 ACTION CARS. Roll them, action begins! Windshield wipers move; windows go up and down; bells ring; taxi meter works; plane moves forward, "bang," recoil! Each lithographed steel, 4-in. long. Each with 1 action.
35 J 5775. (1 lb 2 oz). .8-pc. set **1.77**

10 6-PC. ARMY SET. 10-in. cannon shoots rubber-tip rocket; jeep has siren; transport has canvas canopy; tank shoots sparks; police car has siren; ambulance back opens for casualties! Steel; friction motors.
35 J 5731. (2 lb. 10 oz.) **2.97**

11 GUIDED MISSILE CARRIER—haul giant 8-ft-tip missile to launching site, set in place, shoot high into the air! Scaled after real "Threlocader"—all heavy gauge steel, 16-in. long. All mechanical hand wheels raise, lower platforms, move it out front truck body to load and unload missile.
E36 J 5778. Mailable. (10 lb.) . . **7.88**

12 SKY SWEEPER. Powerful light projects one of 6 plane silhouettes on wall, you "zero in" Nike launcher, fire suction-cup Nike rockets to "shoot down" enemy plane! Launcher rotates 360°, raises 90°. High-impact plastic, 24 inches long! Uses 2 D-cell batteries (order separately from pg. 323).
E36 J 5766. Mailable. (6 lb) **6.94**

Budget Power...like having an extra month's pay at Christmas

. . . packed with LOADS 'N LOADS OF FUN!

See Page 245 for how to order on new, lower Budget Power Terms

for Bright Young Men

5 GIANT ATOMIC CANNON—IT'S SUPER-MANEUVERABLE!

- 42 inches long, practically unbreakable
- Shoots 6 harmless shells in any direction **6.94**

6 2.79

7 3.89

8 1.77

9 1.77

10 2.97

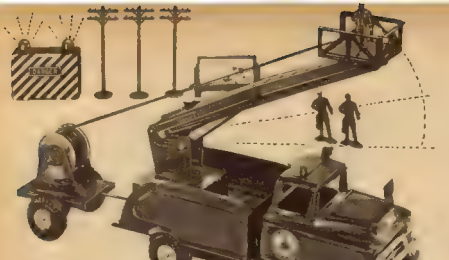
11 7.88

- Can be used in light or dark room
- Light projects plane silhouette
- Launcher fires rockets at plane

12 6.94

See Page 245 for how to order on new, lower Budget Power Terms

wheels a-rollin'



TELEPHONE LINEMAN'S MAINTENANCE SET

- Hydraulically operated arm lift!
- Electric flasher-blinker warning
- Truck crammed with accessories!

7.94

Arm raises linemen up to poles, blinker warns that the trouble-shooters are making repairs! Service truck has 2-wheel trailer with cable and reel, carries 2 poles, 3 linemen, billboard. Heavy gauge auto-fender steel truck has twice-baked enamel finish, 4 plastic tires. 22 inches long with trailer. Flasher-blinker unit takes 3 D-cell batteries (order separately from page 323), can be used on or off truck.
#36 J 5781. Matlable. (8 lbs.) 7.94

- Handsome 'n strong
- Look like real
- Heavy gauge steel
- Baked enamel finish
- Roll, steer easily
- Safe rolled edges

1 RIDING DUMP TRUCK. Steering wheel actually steers, truck dumps mechanically! Remove seat and steering wheel—use it as a dump truck. Sturdily constructed of heavy gauge steel—rugged enough to hold a grownup! Metallic Green and Orange finish, plated hub caps, 6 heavy rubber wheels. 20x8x10 in. high. Mail.
#36 J 5782. (9 lbs.) . . . 4.97

2 RIDING LOCOMOTIVE has flat-top cab for seat—plenty of leg room for young engineers! Loud bell signals arrival and departure, hand whistle warns careless pedestrians, open fender stores his traveling gear. Black enameled steel, metallic Gold-finish plastic trim. "Fit" steering. 4 rubber tires. 28x7x13 in. high. Mail.
#36 J 5783. (11 lbs.) . . 5.94

3 RIDING FIRETRUCK. Crank-operated siren emits a traffic-clearing wail —bright Red rugged steel truck is comin' through! Cab is lithographed. Riding seat has plenty of leg room. Ladders mount on side or back—interlock to extend 38 inches. 31x8x16 in. high. Matlable.
#36 J 5784. (15 lbs.) . 7.94

4 11-PC. HIGHWAY FLEET SET. Lots of action! Enameled steel units are accurately detailed—4 have strong friction motors! 17x22-in. auto carrier has detachable cab, carries 2 cars. P.I.E. trailer with detachable trailer-cab has opening doors. Sedan can be used alone, or hitched to boat trailer or house trailer with opening hatch doors. Boat can be used in water. Airport bus even has seats inside!
#36 J 5700. Matlable. (7 lbs.) . . . 6.94

5 PUMPER FIRE TRUCK, actually shoots water! Connect garden hose to miniature hydrant and hose, water pumps through truck just like on the real pumpers! Valve on hydrant controls flow. Pumper hose stores on one side, 10-inch ladder hooks on other side. Side storage space doors open. Heavy gauge steel with baked enamel finish, rubber-tire wheels. 6x17 in. long.
#36 J 5714. Matlable (8 lb.) . . . 7.66

6 REALISTIC HOOK 'N LADDER speeds to the rescue with a gentle push. Detachable cab has strong friction motor! Long ladder extends almost 3 feet, has safe rollers to secure it. Swivels 180°, raises and lowers with a turn of the wheel. It's 19 inches long . . . so realistic! All steel, baked enamel finish, rubber-tire wheels.
35 J 5713. (3 lb 14 oz). 4.94

7 "COKE" TRUCK, CONVEYOR. Load plastic cases of "coke" on roller conveyor, they whiz to ground realistically! Carry cases on 2 hand trucks included. Authentic scale model of GMC Coca Cola route truck—heavy gauge steel twice-baked enamel finish, 4 non-mar plastic wheels. 8 cases of "coke," hand trucks, conveyor.
35 J 5785. 6x14x6 in. high. (8 lb.) 4.94

8 WRECKMOBILE—fun for the entire family! Turn dial to "Wreck," push high-impact plastic auto . . . extra strong friction motor sends it 40 feet or more. When it bumps into anything—smash! —it flies apart into 6 pieces! Easy to reassemble. Turn dial to "Car," it won't wreck. Rubber wheels.
35 J 5071. 8 in. long. (1 lb.) 1.97

9 TRUCK FULL OF TOYS. Realistic 13-in. Allied Van heads fascinating "workable" toys. Lithographed metal; strong friction motor, rubber tires. Rear doors open. Carries harmonica; wrist watch; compass; magnifying glass; 3 cars; crocodile; carpenter's tool set; 2 whistles; top; water gun.
35 J 5756. (1 lb 10 oz). 1.98

10 BIG TRUCK-MOUNTED CANNON fires 16 safe wood shells with a spring action! Easy to aim accurately—cannon swivels a full 360°, raises and lowers with a turn of the wheels. Sturdy 8x17-inch long plastic truck. Heavy-duty rubber wheels. 10 plastic soldiers in action figures included—each stands 3 inches high.
35 J 5743. (3 lbs. 5 oz.) 2.94

11 19-PC. ARMY SET. Powerful electric searchlight seeks out all enemy planes so you can fire missiles (2 incl.) accurately from the interceptor! Transport truck has removable tarp. All heavy-gauge auto-fender steel with twice-baked enamel finish, all have rubber tires. Each 15 in. long. 14 plastic soldiers incl. Searchlight takes 2 D cell batteries (sold on p. 323).
#36 J 5765. Matlable. (10 lbs.) . . 8.88

Budget Power protects peace of mind with Prudential Insurance

EQUIPMENT *for body building fun . . . at low prices!*

1 MATTEL OLYMPIC BAR Bells for girls, boys! A brand new idea . . . fill weights with water or sand to vary weight from 2 to 20 lbs! 32-in. aluminum bar; 6 polyethylene weights to use together or alone. 2 hand bar exercisers, instr. R36 J 4161. Mail. (5 lbs.).. **5.94**

2 JOE PALOOKA Training Outfit to keep physically fit. Achieve better muscle tone, coordination. 2 heavy spring hand exercisers; 21-in. chest pull developer; coil spring wall exerciser for arm, shoulder and back muscles; develop footwork with 7½-ft. jump rope. 35 J 4132. (3 lbs.)..... **3.94**

3 PUNCHING BAG. Floor model bag adjusts from 36 to 44-in. height. Two-tone, durably stitched simulated-leather bag, 12-in. long; valve-type bladder. Heavy gauge 33x9-in. steel base, resilient spring-steel rod. Pump and needle. R36 J 4144. Mail (5 lbs.) .. **3.76**

4 JR. BOXING GLOVES priced low! Top-grain sheep skin gloves, heavily padded like professionals. Wine colored. Double stitched seams, piping For Ages 3 to 6 yrs. 35 J 4172. (1 lb.) .....Pair **2.69**
For Ages 7 to 12 yrs. 35 J 4173. (1 lb. 6 oz.)....Pair 2.97

5 2 WAY PUNCHING Bag. . . . develops coordination, keeps them in trim. Use it overhead or on floor attached to steel rod. Bag and valve-type bladder of heavy gauge baked vinyl rubber; 11-in. long; strongly stitched to take abuse. With all brackets and hardware for mounting. Converts easily for both positions. As floor model, height of bag can be varied for children of different ages. "Skin-Type" gloves, needle and pump included. Mailable R36 J 4140. (11 lbs.) **4.94**

6 TWO GAMES IN ONE. Combination volleyball and badminton set. Regulation size 8½-in rubber volleyball and net; two 7-ft 3-section wooden net posts; stakes; ropes. 2 deluxe nylon strung 26-in. badminton rackets with vinyl grips, hardwood frames. Two rubber tipped shuttlecocks. Mailable. R36 J 4147M. (7 lb.) **6.98**
EXTRA BADMINTON deluxe rackets. (2 lbs.) Mail R36 J 4149M.....2 for 2.97

7 RING-A-BELL basketball set for indoors and out! Metal backboard, hoop, rope net. 6½-in. rubber ball. Mail. R36 J 4131. (6 lbs.) **2.97**

8 BASKETBALL Set. For indoors or out. 8½ in. rubber ball 16-in. steel hoop, rope net. Pump, needle, hardware incl. Mail R36 J 4141. (4 lb.) **3.79**

9 ANDY PAFKO cowhide fielder's glove; leather laces Put on left hand. 35 J 4122. (14 oz.) **2.97**

10 YOGI BERRA model cowhide catcher's mitt. Put on left hand (1 lb 6 oz) 35 J 4123. . **3.97**

11 BILL GOODMAN cowhide 1st-base glove. Deep-pocket, put on left hand. 35 J 4121. (14 oz) **3.97**

12 CATCHER'S MASK. Heavy gauge steel wire. Leather covered face padding and elastic head loop (1 lb 8 oz) 35 J 4124 .....**2.97**

13 AUTOMATIC Pitcher pitches 4 plastic balls about 30-ft at 10 second intervals. Plastic and steel. Uses 3 "D" cells (sold on page 323). 6x14x15 in. high Mail. R36 J 4137. (7 lbs.)..**8.88**

See Page 245 for how to order on new, lower Budget Power Terms

Our Cuddly, Comical Character Dolls

[1] **PRITHILLA**—just as cute as can be, but she needs a mommy's tender care. Her pants are patched, her clothes are mussed, her hair needs combing, and she's usually sucking her thumb. Vinyl.
35 J 3682. 12 in. (1 lb 10 oz) **3.94**

[2] **PERTHY** isn't quite awake yet, in fact he's still wearing his robe, slippers, and pajamas. His eyes are half-closed, his hair flies in all directions. All vinyl.
35 J 3642. 14 in. (1 lb 10 oz) **3.94**

[3] **MR. McGOO**—the lovable, bumbling cartoon character come to life! His head, legs and arms can be set in comical ways. He's all soft vinyl, dressed in typical McGoo fashion, even to the cane!
35 J 3647 12 in. (1 lb 14 oz) **3.94**

[4] **THE YOKUMS** . . . looking just as if they had stepped out of the famous Al Capp cartoons! Their colorful fabric costumes are authentically styled, their squeezy-soft bodies are molded vinyl. Priced so low.

Mammy Yokum. Molded hair, hat; real corncob pipe. 13½ in. tall
35 J 3507. (1 lb. 6 oz.) **2.97**

Pappy Yokum. Tufts of hair, goatee are molded vinyl. 13 in. tall.
35 J 3506. (1 lb. 6 oz.) 2.97

Daisy Mae has long, rooted blonde hair, lashed go-to-sleep eyes. She's a curvacious 13 in. tall.
35 J 3509 (1 lb.) 2.97

Li'l Abner Hair and oversize shoes are molded. 14 in. tall.
35 J 3508. (1 lb. 6 oz.) 2.97

Yokum Family—buy all four dolls and save $1.00.
35 J 3512. (4 lbs. 8 oz.) 10.88

[5][6] **THE RAGGEDYS**—Ann and Andy—come to life from Johnny Gruelle's celebrated stories! Both have happy smiling faces, shoe-button eyes, carrot-top yarn hair. Cuddlesome cotton-stuffed cloth bodies, washable percale outfits.

[5] **RAGGEDY ANN.**
15 inches tall.
35 J 3510. (1 lb.) **2.77**
20 inches tall. (1 lb 8 oz)
35 J 3330. . . . . 3.77

[6] **RAGGEDY ANDY.**
15 inches tall.
35 J 3516. (1 lb.) **2.77**
20 inches tall. (1 lb 8 oz)
35 J 3531. . . . . 3.77

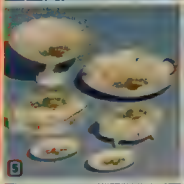
[7] **LITTLE LULU** straight from her comic strip, lovable and mischievous as ever! Specially cuddly for little tots, with her soft, cotton filled body. Black yarn hair with a Red bow; a Red dress.
35 J 3519. 15 in. (1 lb.) **3.77**

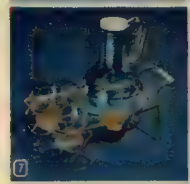
[8] **SNUG-AS-A-BUG BENDEE** in zipped, hooded snowsuit—loads of fun for a tiny price! She's tubbable latex and vinyl with a wire core—holds many positions.
35 J 3615. 14 in. (1 lb. 6 oz.) **1.97**

[9] **POPEYE**, looking as if he just finished eating his spinach and is rarin' to go. Whistles through the pipe in his mouth. Can be placed in many positions—thanks to his jointed vinyl body.
35 J 3694. 14 in. (1 lb 11 oz) **3.77**

Budget Power protects peace of mind with Prudential Insurance

Bright Touches of Elegance For The Home





DEBONAIRE MELMAC DINNERWARE—SAVE TO $17

- Molded-in pastel decorator colors in choice of rainbow or solid sets
- Safe in all detergents, dishwashers
- Melmac is guaranteed for 2 years against breakage in normal use

16-Pc. Set **7.39**

45 Pc. Set **22.88**

Save on genuine Melmac dinnerware! Elsewhere 16-pc. set $13.95; 45-pc. set $39.95. Pastel colors go through dishes—can't fade. Rainbow sets have place settings in Genial White, Jaunty Yellow, Gay Pink and Gracious Brown. Solid color sets come in the one color you select. **16-Pc. Set:** 4 each—cups, saucers, dinner plates, bread and butter plates. **45-Pc. Set:** 8 each—cups, saucers, 10-in. dinner plates, soup bowls, bread and butter plates; plus 1 each—creamer, sugar bowl with lid, vegetable bowl and 14-in. platter

Rainbow Sets. Place settings in White, Yellow, Pink and Brown. Mailable (16-pc. set 8 lbs.; 45-pc. set 17 lbs.)

F79 J 4305. 16-Pc. Set **7.39**
F79 J 4306. 45-Pc. Set . . . **22.88**

Solid Color Sets. State White, Yellow, Pink or Brown. Mailable promptly Milwaukee. (16-pc set 8 lbs.; 45-pc. set 17 lbs.)

F79 J 4307. 16-Pc. Set . . . **7.39**
F79 J 4308. 45-Pc. Set . . . **22.88**

OPEN STOCK. Order from chart at right. Available at least 6 months after catalog expires. State catalog number F79 J 4309, name of pieces, and color of each piece. White, Yellow, Pink or Brown. Mailable promptly from Milwaukee, Wisconsin

Item	Shpg. Wt.	Each
Tea Cup	4 oz.	$ .95
Saucer	4 oz.	.69
Bread-Butter Plate	4 oz.	.69
Large Dinner Plate	12 oz.	1.19
Cereal-Soup Bowl	4 oz.	.99
Sugar Bowl W/Lid	4 oz.	1.79
Creamer	4 oz.	1.39
Platter	12 oz.	3.59
Vegetable Bowl	12 oz.	3.49

Budget Power can make every beautiful Christmas dream come true

Quiet Fun At Home Or On The Go

[1] 12-IN. GLOBE . . . sells for $9.95 elsewhere! Colorful, informative, accurately detailed. Brass finished base and meridian. 64-pg. illustrated booklet explains the world's relation to outer space. Mail.
R55 J 4920. (7 lbs.) **7.77**

10½-IN. GLOBE. Same features as above. Sells for $7.95 elsewhere.
R55 J 4921. Mail (6 lbs.) 6.88

[2] 10-IN. EXPLORER GLOBE. $7.95 elsewhere! 10 beautifully lithographed colors; brass plated, numbered half-meridian. Over 6000 place names. Metal base. 32-pg book.
R55 J 4959. Mail. (7 lb.) **6.44**

8-IN. STUDENT GLOBE. As above. Extra large names. $3.95 elsewhere!
R55 J 4935 Mail. (4 lbs.) 2.94

[3] GYRO-SATELLITE GLOBE

- New finger-touch gyro-mount design . . .
- Swings or tilts freely to any spot instantly!
- Lets you trace paths of earth satellites!

Elsewhere 12.95

9.88

New revolutionary 12-in. Gyro-Satellite globe revolves, swings forward or backward at just a touch . . . find any spot on earth in seconds. Priced to save . . . sells for $12.95 elsewhere! Washable, non-fading—in 10 colors; 6,410 place names in large type. Smart satin brass-plated base and full brass-plated meridian calibrated in degrees. Adjusts to track paths of earth satellites! 2 booklets: "Story of Satellites" and "Story of Globe." 12x16½-in.
R55 J 4900 Matlable. (6 lbs.) 9.88

[4] "PETE THE PEN PUP" is sure to inspire puppy-love in young autograph fans. New hitching pose —he's sitting pretty with his own ball-point pen. Made with same autograph-loving poplin hide as his famous pop, Otto. Natural
55 J 3853. 13-in high. (1 lb) **2.75**

[5] OTTO THE DACHSHUND . . . seen 'n ink loving autograph hound, with space on his smooth poplin hide for dozens of names! Grand for teenagers! Mortar board hat. 2 sizes. Oyster White
55 J 3850 13-in. (1 lb.) **2.45**
55 J 3851. 22-in. (1 lb. 14 oz.) 3.45

[6] 4-PC. "DATE LINE SET"—colorful accessories for busy teenagers! All of embossed padded heavy gauge plastic. Incl: 5½x4-in 1 year Diary with lock, key; 7½x9-in. 45 RPM Record Carrier (holds 14); 8½x6x2-in "Treasure Chest"; 3x4-in Album holds 16 photos. Pastel Pink (4 lbs 8 oz.)
55 J 3890. 4 Pc Set **3.45**

[7] TINY TRIP TAKER Case styled like mom's! Sturdy wood frame, washable plastic cover. Gaily colored assorted front designs (no choice). 12x9x4-in.
55 J 3877. (2 lbs.) **1.59**

[8] KIDDIES TRAVEL CASE. Grown-up styling, built to take wear of real travel! Durable teal-leather cover; wood frame; silky inside pocket; lock 'n key. 12x8x10-in. Slate. Red or Medium Blue.
55 J 3964. (3 lbs.) **3.95**

[9] NEW! BAG 'N BAGGAGE Set. 1 for doll clothes, "little trips" (11 in diam) Other totes her "treasures", (6-in. diam). Rugged "Lutex" vinyl covers; chipboard frames. 2-tone plastic bindings; snaps. (3 lbs.)
55 J 3880 Red. Both for **2.95**

See Page 245 for how to order on new, lower Budget Power Terms

[1] Baseball Outfit **6.95**

[3] [4] [5] [6] [7] [8]

For Today's LITTLE LEAGUERS And

[3] "HOOT EVERS" full-size fielder's glove . . . a top value! Genuine oil-treated cowhide. Streamlined interlaced fingers with welted seams. Full ball trap. Leather lined, plastic binding. See "How to Order," below.

Right Hand Thrower.
52 J 7019 (1 lb. 14 oz.)..**3.82**

LEFT Hand Thrower.
52 J 7020. (1 lb. 14 oz.)...3.82

[4] "WARREN SPAHN" Deluxe fielder's glove. Genuine cowhide with professional features. All-leather laced heel, finger webbing; cowhide lining. "Perma peck" padding. Full size. See "How to Order" below. (1 lb. 15 oz.)

Right Hand Thrower.
52 J 7024.....**9.88**

Left Hand Thrower.
52 J 7025.....9.88

[5] OUR BEST Fielder's Glove—look! Extra long fingers. Top grain cowhide construction with 4½ in. solid ball trap. Cowhide lining; laced-in wool asbestos pad. Adjustable wrist strap. Full size. See "How to Order" below. (1 lb. 15 oz.)

Right Hand Thrower.
52 J 7063 . . . . . .15.95

Left Hand Thrower.
52 J 7064... . . . . .15.95

[6] WILSON "Lou Boudreau" 3-finger "Ball Hawk" . . . quality glove for the young player. All leather with plastic binding; formed pocket with leather laced-down ball trap. Leather lined; interlaced fingers. See "How to order".

Right Hand Thrower.
52 J 7039. (1 lb. 11 oz) . **4.62**

Left Hand Thrower.
52 J 7040. (1 lb. 11 oz.)....4.62

[7] WILSON BAT AND BALL Set at low price. Regulation size ball with horsehide cover and felt center. Bat is Wilson Jr. model with durable ash finish. About 31-in long . . . just right for the "Little Leaguer." Mailable.
52J 7138. (5 lbs.)..Set **2.37**

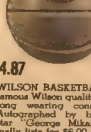
[8] WILSON Ball and Glove Set . . . the equipment of champions "Bill Tuttle" model 4-finger glove of top grain cowhide; plastic bandings; half leather lined. For right hand thrower. Regulation size horsehide ball with felt center. (3 lbs. 4 oz.)
52 J 7139..... . . . Set **3.84**

[2] Shoes Only **3.88**

"LITTLE LEAGUE" BASEBALL OUTFIT

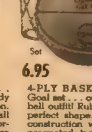
- Cotton flannel uniform
- Zip pants, shirt, socks
- Cap, hard rubber ball

HOW TO ORDER BASEBALL GLOVES: If you are *right* handed, order right hand thrower, if you are left handed, order left hand thrower.



4.87

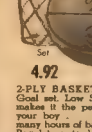
WILSON BASKETBALL . . . . famous Wilson quality. Sturdy long wearing construction. Autographed by basketball star "George Mikan." Normally lists for $6.00 you save over $1.00 now! Tough molded rubber construction with valve type bladder. Regulation size and weight. Inflating needle included. Brown color. Mailable. Shipping weight 4 lbs.
R52 J 8372.....**4.87**



Set

6.95

4-PLY BASKETBALL and Goal set . . . our finest basketball outfit! Rubber, molded to perfect shape. Durable 4-ply construction with rubber impregnated twill lining . . . resists wear under any playing conditions—indoors or out! Official size and weight. Official valve-type bladder. Regulation size ½-inch steel. Orange goal with net. Mail. Needles incl. (9 lbs.)
R52 J 8378W . . Set **6.95**



Set

4.92

2-PLY BASKETBALL and Goal set. Low Spiegel price makes it the perfect gift for your boy . . . will provide many hours of basketball fun. Regulation size balanced rubber ball . . . no dead spots. Official valve type bladder, needle included. Regulation ⅜-in. Orange steel goal with net, sturdy mounting bracket included. Mailable. Shipping weight 8 lbs.
R52 J 8375W.....Set **4.92**

[1] Everything the young player needs packaged in handy carrying case! All at low Spiegel price. Matching "Little League" outfit includes package of felt letters to personalize shirt. Gray. Sizes 6-8-10-12-14. See size chart 7, page 346. State size.
52 J 7258 (3 lbs.).....Outfit **6.95**

[2] OFFICIAL "LITTLE LEAGUE" Shoes with rubber cleats. Split leather uppers, heel pad, shank support. Yellow laces. Boy's sizes 1 to 6 including ½ sizes; D width (med.) Allow for wear over heavy socks. State size.
52 J 7710. Black. (2 lbs.)...Shoes **3.88**

Budget Power protects peace of mind with Prudential Insurance

Your Choice
All at One Low Price . . .

An Armful of Love

3.88 each

(1) WARDROBE TEAR-BABY drinks, wets, cries tears—has a 10-pc. wardrobe in her carrying case! Wash, comb her rooted hair; lay her down, her eyes close. All vinyl, jointed to move realistically.
35 J 3503. 12 in. tall (2 lbs.) 3.88
35 J 3504. 16 in. (2 lbs. 12 oz.) . . . 5.88

(2) SNO-SUIT BABY all dressed for cold weather in a flannel snowsuit with a matching scarf and bonnet. Her legs are wired so they can be bent into any position, her eyes close when you lay her down. Soft vinyl, 17 in. tall. Rattle included.
35 J 3502. (2 lbs. 8 oz.) 3.88

(3) COAT DOLL with flexible wire-core legs. She's dressed in a lace-trimmed cotton print; "fur" trimmed coat, matching "fur" tam; panties; socks; shoes. She has rooted hair, eyes that close. All vinyl, and oh-so-cuddly! 16 in. tall.
35 J 3519. (1 lb. 12 oz.) 3.88

(4) DRINK, WET and Tear Baby by Horsman. Dressed in lacy eyelet over taffeta, cotton knit panties, socks, shoes. Has go-to-sleep eyes, a huggable vinyl body jointed for flexibility. 12 in. tall. (1 lb. 10 oz.)
35 J 3645 . . . . . 3.88

(5) HI-HEEL DOLL jointed at hips, waist, shoulders and neck—can assume many lifelike positions! She wears a Red cocktail dress, crinoline, panties, high heels, jewelry. Her hair can be combed, it's firmly rooted. All vinyl, 15 in.
35 J 3547. (1 lb. 6 oz.) 3.88

(6) PONY TAIL DOLL has long firmly rooted hair that can be washed, combed and set; her legs are wired for flexibility; her lashed eyes close. She wears lace-trimmed dress, panties, socks, shoes. All vinyl, she's 18 inches tall.
35 J 3546. (3 lb. 8 oz.) 3.88

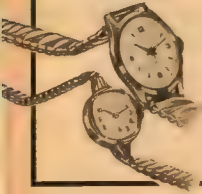
(7) HORSMAN Baby-to-a-Blanket drinks, goes to sleep, wets, carries her own nursing bottle. Dressed in a diaper and a hooded jacket, has a 17x11-in. blanket with pillow. She's all vinyl, jointed; 12 in. tall.
35 J 3644. (1 lb 10 oz) 3.88

(8) HORSMAN TOT has Superfast legs—can be made to sit, kneel, cross her legs, do so many things! Her bobbed hair is rooted, her flirty, lashed eyes close. She wears a Pink 'n White dress, panties, socks, shoes. Vinyl, 15 in. tall.
35 J 3643. (2 lbs.) 3.88

See Page 245 for how to order on new, lower Budget Power Terms

$9.88 Christmas Bonus!

Boys or Girls Watch Included At No Extra Cost With This Jet-Flyte Bike



Here's The Bonus Included With Jet-Flyte Bikes

Fine 7-jewel Norwood watch—shock resistant, anti-magnetic Boys' "Champ" sells for $9.95; girls' "Pandora" for $9.88 on page 109 in our Big Fall Catalog. You pay postage for watch from Chicago, Illinois. (15 oz.)

26-Inch Jet Flyte With Watch

49.95

or $5 monthly

TWO GIFTS IN ONE—BONUS WATCH AND FULLY EQUIPPED BIKE

Imagine—getting so much for so little! Just check the deluxe extra accessories you get Falcon-type headlamp, front and rear luggage carriers, chrome rims, White plastic handlebar grips, rear reflector.

Arch bar frame has middleweight Whitewall tires, coaster brakes, full chain guard. Blue saddle for girls; Red saddle for boys. Freight or express Chicago stock; or promptly Little Falls, N.Y., if nearer.

26 INCH Jet-Flyte Ages 12 years and up; 28 to 33 inch leg reach. (50 lbs.)

X50 J 2445 Girls Blue and White 49.95

X50 J 2495. Boys. Red and White. 49.95

24 INCH Jet-Flyte Ages 7 to 12 years; 24 to 28 inch leg reach (48 lbs.)

X50 J 2446. Girls. Blue and White .48.95

X50 J 2496. Boys. Red and White . 48.95

Boy or Girl—A Bike Is The Most Wanted Gift . . .

26-Inch **35.44** or $5 monthly

20 Inch **31.95** or $5 monthly

26 AND 24 INCH ROLLFAST STANDARD BIKE

Famous Rollfast quality—priced low for Christmas. Strong arch bar frame. Colored saddle, plastic grips. Coaster brakes. Ball-bearing pedals, kick stand, rear reflector. Middleweight Black sidewall tires. Fit or exp. Chicago stock, or promptly Little Falls, N.Y.

26 INCH Ages 12 years and up. 28 to 33 inch leg reach

L50 J 2433 Girls Blue and White. (50 lbs.) 35.44

L50 J 2483. Boys. Red and White. (50 lbs.) 35.44

24-INCH Ages 7 to 12 years. 24 to 28 inch leg reach

L50 J 2434 Girls Blue and White (45 lbs.) 34.44

L50 J 2484 Boys. Red and White (45 lbs.). 34.44

ROLLFAST 20-INCH SIDEWALK BICYCLE

Safest bicycle we know of for youngsters 4 to 7 years . . . priced to fit your Christmas budget. Safety balancer wheels permit youngsters to learn how to ride without painful falls, cuts and bruises.

Sure-stopping safety coaster brakes, pedals, safety rear reflector. Double bar construction. 2-tone saddle in colors to match grips; pedals. Adjustable chrome plated handlebars. Full chain guard.

Striped fenders; 1-pc. crank. 20x1.75 Black middleweight tires. Pedal reach adjusts 22 to 26 inches. Freight or express (40 lbs.)

M50 J 2806. Girls. Blue and White. 31.95

M50 J 2807. Boys. Red and White. 31.95

Give Your Little Homemaker A Doll Home...

OUR BEAUTIFULLY FURNISHED LIVING OR BEDROOM

- Windows that raise and lower
- Draw drapes that open and close
- Table lamps that really light!

12.85 Each, with furnishings

Spiegel makes a little girl's wish come true at Christmas with the most exquisitely detailed "perfect miniature" doll house ever offered at this price! Living room and bedroom are tastefully decorated in authentic detail and furnished for dolls up to 11 inches tall. Everything works . . . lamps light, draperies draw, windows open! All furniture is beautifully crafted of genuine Philippine mahogany and completely upholstered. Each room has 3 walls and roof. Inside has real wallpaper and "wall-to-wall" carpeting. Outside has simulated siding, clear heavy acetate window panes in steel sashes, wooden shutters, hinged mahogany doors. Rooms are sturdily constructed of fiberboard reinforced with wood.

THE LIVING ROOM...as described above, complete with workable draw draperies and mahogany framed mirror. Measures 24x18x11 inches high inside. Mailable.
R36 J 5970. (4 lbs.).....**7.89**

THE FURNITURE . . . includes one each upholstered sofa, club chair, ottoman, console model television set, coffee table. Two each table lamps that really work (batteries incl.) and end tables. Mailable.
R36 J 5971. (3 lbs.)..**5.89**

LIVING ROOM WITH FURNITURE.
R36 J 5974W. (7 lbs.) Mail...12.85

THE BEDROOM . . . as described above, with Swiss dot curtains and picture. Measures 24x18x11 inches high inside. Mailable.
R36 J 5972. (4 lbs.).....**7.89**

THE FURNITURE . . . includes 5-pc. bedding set (bed, sheet, blanket, spread, pillow); 3-drawer dresser with mirror, 4-drawer chest. Two each table lamps that really work (batteries incl.) and night tables. Mailable.
R36 J 5973. (3 lbs.) **5.89**

BEDROOM WITH FURNITURE.
R36 J 5975W. (7 lbs.) Mail...12.85

LIVING ROOM AND BEDROOM WITH FURNITURE.
R36 J 5976F. Mailable. Shipping weight 14 lbs.....Complete **24.50**

Living Room and Bedroom with Furniture **24.50**

Arrange rooms colonial or ranch style

Budget Power can give your loved ones a Christmas to remember

UNBREAKABLE!

Soft, safe, polyethylene plastic models with all the features of heavier toys... and just as big! Each with moving parts, each priced low! Won't mar furniture!

[1] AUTO TRANSPORT, two 8-inch cars. Cab, trailer can be uncoupled; ramp lowers. Tool box with tools. 27-in. long.
36 J 5471. Malsable (5 lbs.).....4.47

[2] CANNON TRUCK. Big Bertha really shoots; 6 plastic cannon balls, 6 soldier targets. Canopy removes. 27-in. long.
36 J 5468 Malsable (5 lbs.).....4.77

[3] TROOP TRANSPORT for land or sea—gun fires, boom raises and lowers.
5 J 5464. 21-in. long. (2 lbs.).....2.67

[4] 40-IN. TRAIN. Realistically scaled and detailed. Locomotive, coal tender, 4 freight cars, 3 crewmen.
35 J 5467. (1 lb. 15 oz.).....1.77

[5] TOW TRUCK with plastic tools; tool box opens, closes. Hook raises, lowers just like real one. 19-in. long.
35 J 5469 (2 lbs. 6 oz.).....2.67

[6] NAVY CARGO PLANE with 3 armored vehicles, 3 to 5 inches long.
35 J 5416. 22x20-in. long. (2 lbs.)...2.87

[7] HOOK AND LADDER. Manned by 2 firemen. Ladder raises and lowers, swivels, extends 2 feet—all mechanically.
35 J 5472. 6x22-in. long. (3 lbs.).....2.87

[8] FIRE ENGINE really shoots water. 2 ft. hose on reel, ladder, 2 firemen.
35 J 5465. 17-in. long. (3 lbs.).....2.84
Complete Fire Dept: hook and ladder, pumper. 35 J 5466. Save on (7), (8). (6 lb.).....4.88

[9] 5-PC. TOYLAND. Locomotive, truck, jeep, armored car; plus visor cap.
35 J 5470. Es. 7-in. long. (1 lb 9 oz)...1.74

ee Page 245 for how to order on new, lower Budget Power Terms

Light Up . . . For Better Smoking

NEW! VARAFLAME BUTANE LIGHTER

- Costs $14.95 elsewhere
- Fingertip flame control
- 1000 lights—per fueling

12.75

Ronson Varaflame—absolutely the latest word in lighters! Flame adjusts to any height for pipe, cigar or cigarette. Actually lights for months on a single fueling—fill Butane tank—then forget. Tank fuels easily in seconds—no messy disassembling. Brightly finished metal in streamlined design. Comes filled, with cleaning brush, in hinged leatherette-covered gift box.
54 J 2511. (10 oz.) 12.75

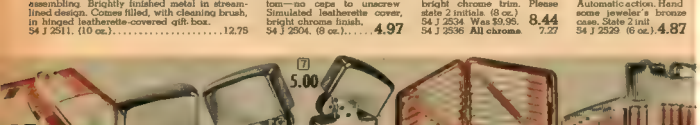
1 RONSON "WINDLITE"—elsewhere $3.95. Stays lit in strong winds. Easy-fill device. Brush chromed case; fitted wheel.
54 J 2510. (8 oz.). **3.33**

2 RONSON "SPORT" elsewhere $5.95! Automatic; new flip-and-fill bottom—no caps to unscrew. Simulated leatherette cover, bright chrome finish.
54 J 2504. (8 oz.). **4.97**

3 RONSON "WHIRL-WIND" $9.50 last year! Automatic—personalized. Windshield. Flip-fill bottom. Chrome fin. State 2 init.
54 J 2503. (8 oz.) **7.97**

4 RONSON "ESSEX" Automatic—personalized. Genuine lizard cover and bright chrome trim. Please state 2 initials. (8 oz.)
54 J 2534. Was $9.95. **8.44**
54 J 2536 **All chrome.** 7.27

5 MUSIC LIGHTER sold for $5.94 in Christmas Book last year. Plays "Smoke Gets In Your Eyes" when lit! Automatic action. Hand some jeweler's bronze case. State 2 init
54 J 2529 (6 oz.) **4.87**



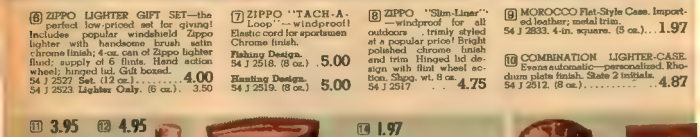
6 ZIPPO LIGHTER GIFT SET—the perfect low-priced set for giving! Includes popular windshield Zippo lighter with handsome brush satin chrome finish; 4-oz. can of Zippo lighter fluid; supply of 6 flints. Hand action wheel; hinged lid. Gift boxed.
54 J 2527 **Set.** (12 oz.) **4.00**
54 J 2523 **Lighter Only.** (6 oz.) . . 3.50

7 ZIPPO "TACH-A-Loop"—windproof! Elastic cord for sportsmen Chrome finish.
Fishing Design.
54 J 2518. (8 oz.) . **5.00**
Hunting Design.
54 J 2519. (8 oz.) **5.00**

8 ZIPPO "Slim-Liner"—windproof for all outdoors . trimly styled at a popular price! Bright polished chrome finish and trim Hinged lid design with flint wheel action. Shpg. wt. 8 oz.
54 J 2517 . . . . . **4.75**

9 MOROCCO Flat-Style Case. Imported leather; metal trim.
54 J 2833. 4-in. square. (5 oz.)... **1.97**

10 COMBINATION LIGHTER-CASE. Evans automatic—personalized. Rhodium plate finish. State 2 initials.
54 J 2512. (8 oz.) **4.87**



11 NIMROD PIPE LIGHTER—Special downdraft action—lights above bowl without hard pulling! Fiberglas wick; steel wheel. Chrome finish.
54 J 2522. (6 oz.) **3.95**

12 DELUXE—Styled as above with 24K gold plate case and genuine leather trim.
54 J 2521 (6 oz.) **4.95**

13 TOBACCO POUCH BY Rogers . . 2 fine leathers! "Air Lok" edges seal in freshness, keep tobacco moist and fragrant. Zipper top. 4x6 in.
Finest Capeskin.
54 J 2810. (6 oz.) **2.97**
Genuine Horsehide.
54 J 2809. (6 oz.) . . . 1.97

14 "2-IN-1" POUCH by Rogers Cowhide leather —holds pipe, tobacco! "Air-Lok" rubber lip seals in freshness. Zip top. 4x6 in. Brown.
54 J 2814. (6 oz.) . **1.97**

15 DELUXE—As above in sheepskin
54 J 2811. (6 oz.) . **3.47**

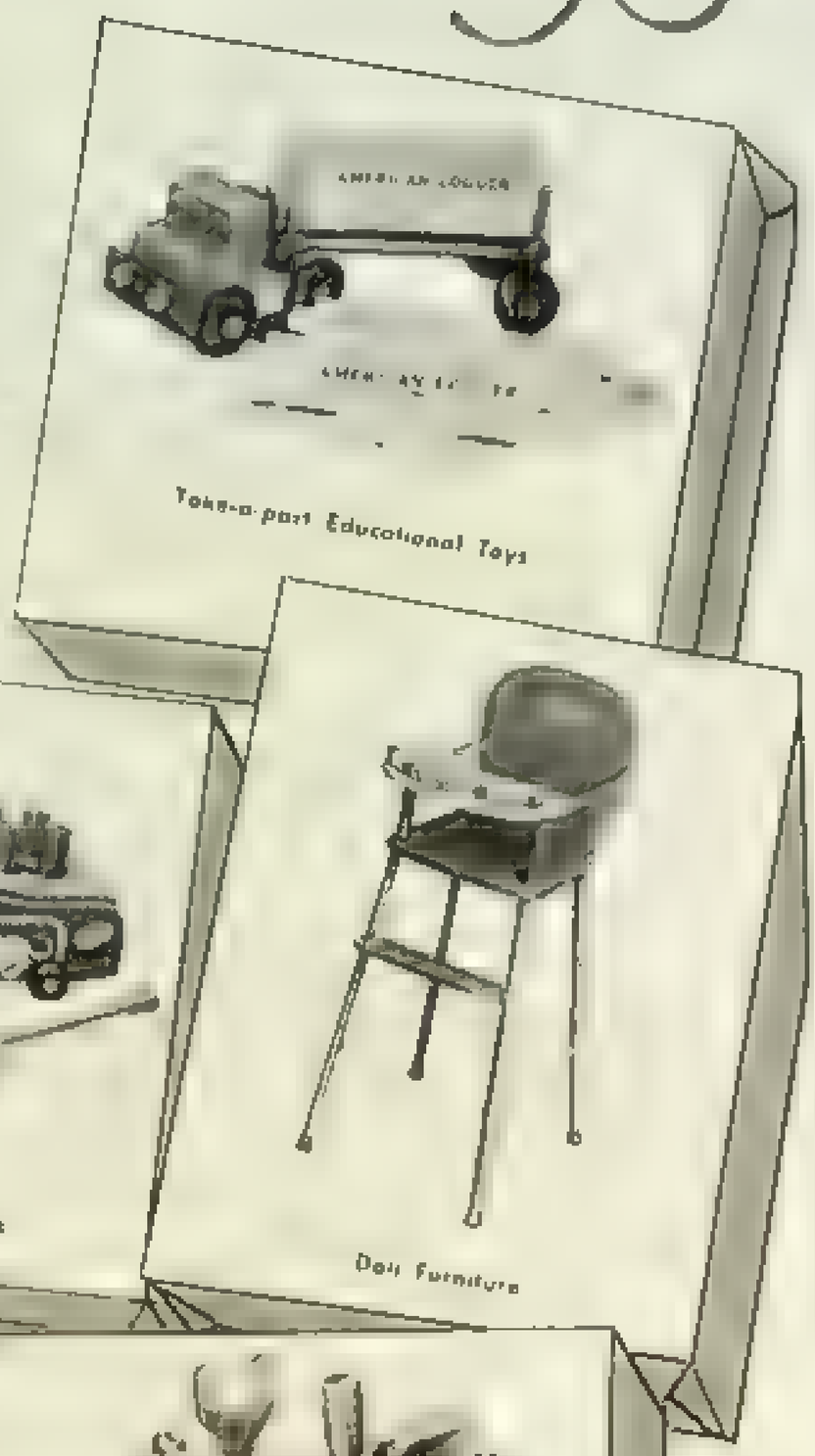
16 ALLIGATOR GRAIN Leather Fill-Easy Pouch. Press-bottom, zipTop.
54 J 2815 (5 oz.) **1.97**

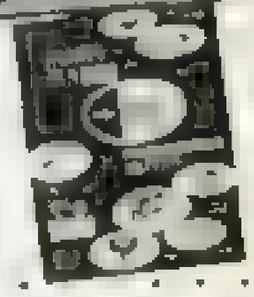
17 FUNNEL POUCH - imported from Italy! Smooth leather. Spring closes—hooks handily to belt
54 J 2812. (3 oz.).. **1.57**

Budget Power protects peace of mind with Prudential Insurance

"Play" theme Toy and Hobby Market for '58

The American Line for 1958 will help you capitalize on the growing trend for Family recreation, Family Fun. Boasting a toy or hobby kit for everyone from toddler to oldster"—the American line has been redesigned, improved, with new items, strengthened staples—each in an attractive sales stimulating package that's a display within itself. Each item a pre-tested, proven sales getter. Hobby packages have a "togetherness" flavor that encourages family participation. You'll be developing satisfied customers when you handle the American line for '58—satisfied customers that mean repeat sales, store traffic, extra profits. See the entire line at the Hotel McAlpin, Rooms 806-08-10—at the Toy Show, March 10-19





Write for FREE catalog!

It's yours for the asking. 12 colorful pages showing the entire American line of preschool educational toys—including metal tapping woodworking kits, tool chests and workbenches, plus a host of others. Write today.

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New... Packaged

Guarantees you a bigger share of the

EXTRA!!

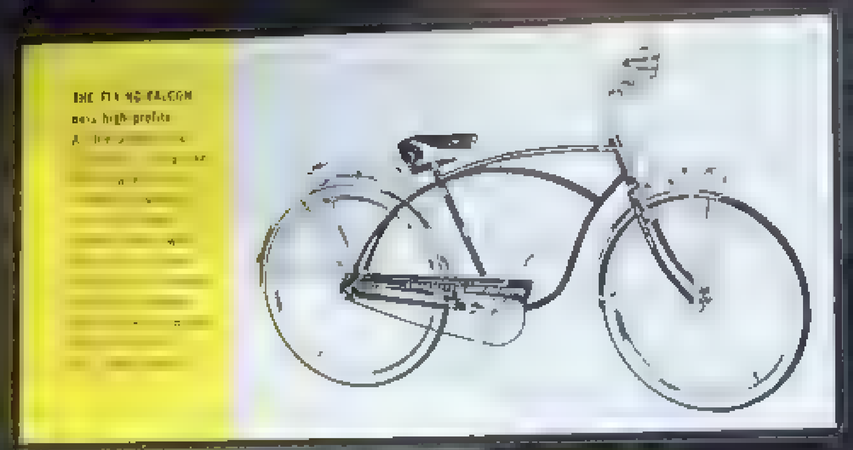
AMF scoops the industry...

DELIVERS THE REAL GOODS IN WHEEL GOODS

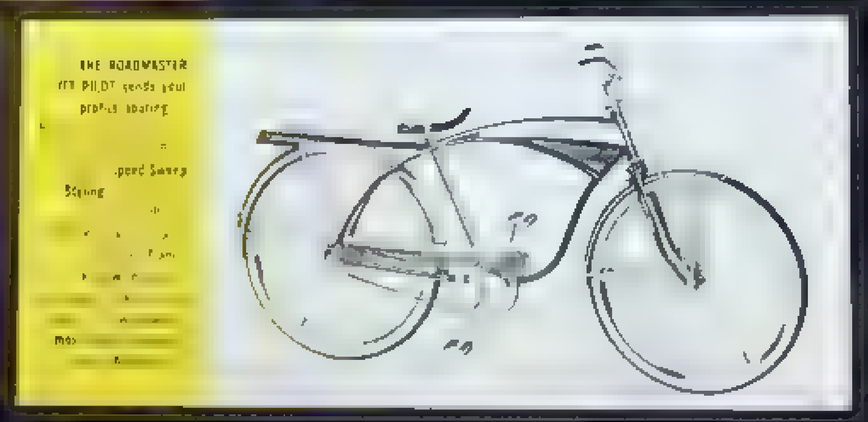
...to please your toughest customers

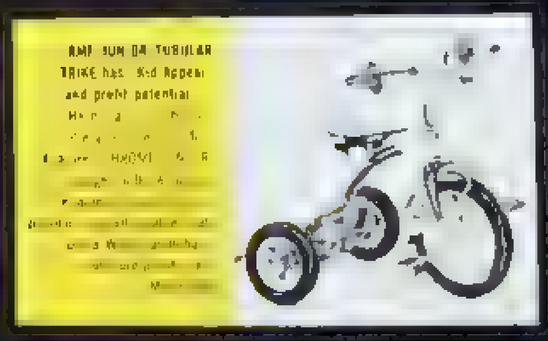
featuring all-new, dynamic **AMF**

SPEED-SWEEP STYLING



AMF presents the most startling and dynamic line in wheel goods history! You'll see CHROME FENDERS on EVERY Roadmaster and Shelby bicycle. You'll see breathtaking NEW saddles, sprockets and accessories. Junior and Juvenile vehicles, too, offer more than ever in *safety* and *value* with the NEW direct-action "Set-T" Brake", two NEW U-bone frame trikes, NEW colors and NEW styling. See AMF — THE REAL GOODS IN WHEEL GOODS!



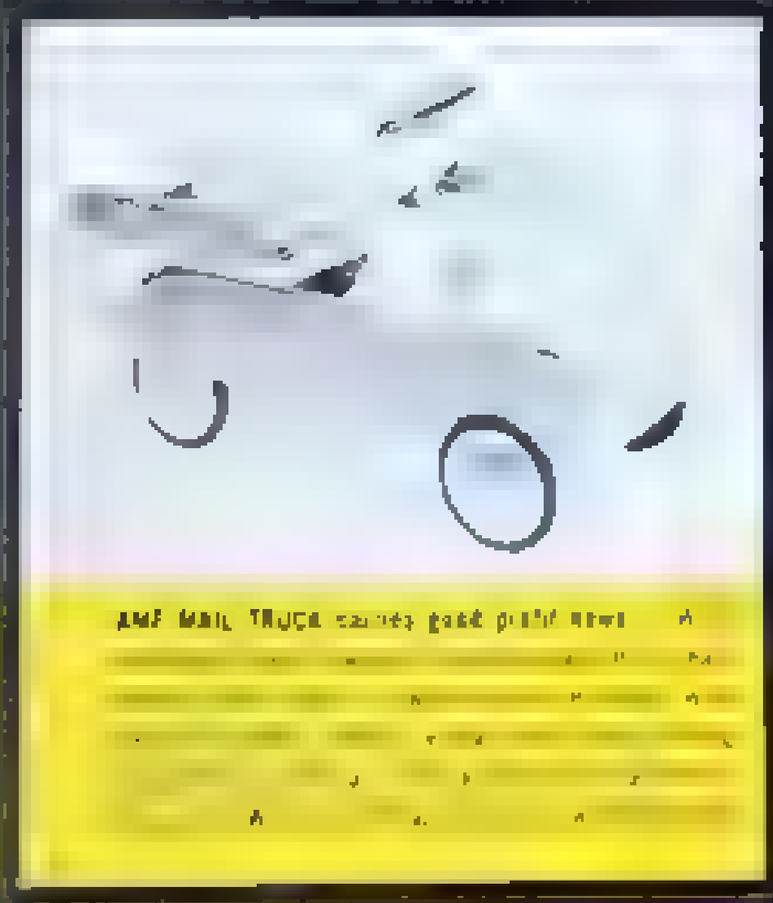


WHEEL GOODS AMF CYCLE DIVISION
American Machine & Foundry Company, Little Rock, Arkansas

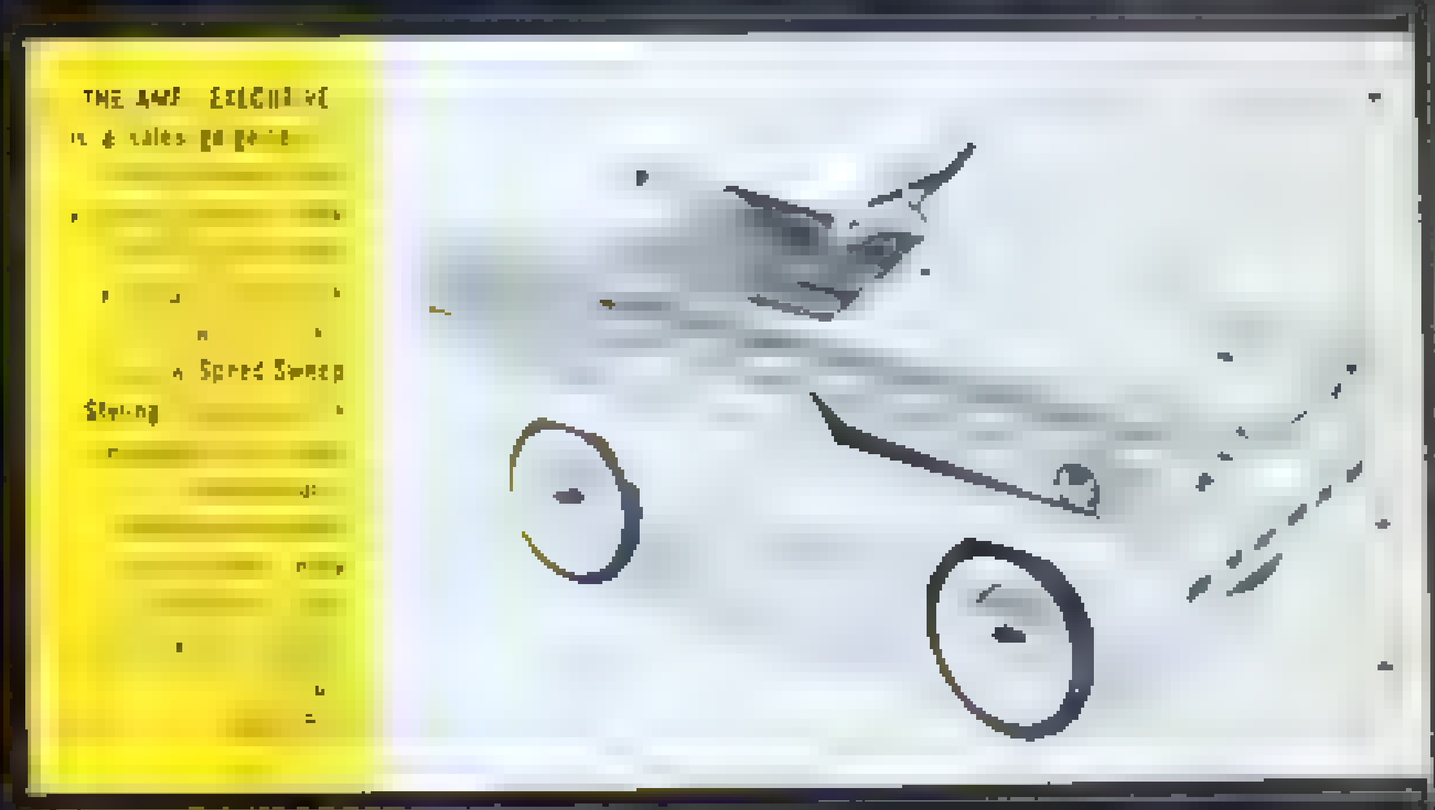
WHEEL GOODS JUNIOR TOY DIVISION
American Machine & Foundry Company, Hammond, Indiana

AMF...the real goods in wheel goods—really delivers the profits to you

Any thoughts you may have about ordering bikes, trikes, mini and junior must wait 'til you see AMF Speed-Sweep Styling. It just hit the Toy Fair. get in touch with your AMF Wheel Goods Sales representative and look me. This is the line that really puts the big profit in your pocket.



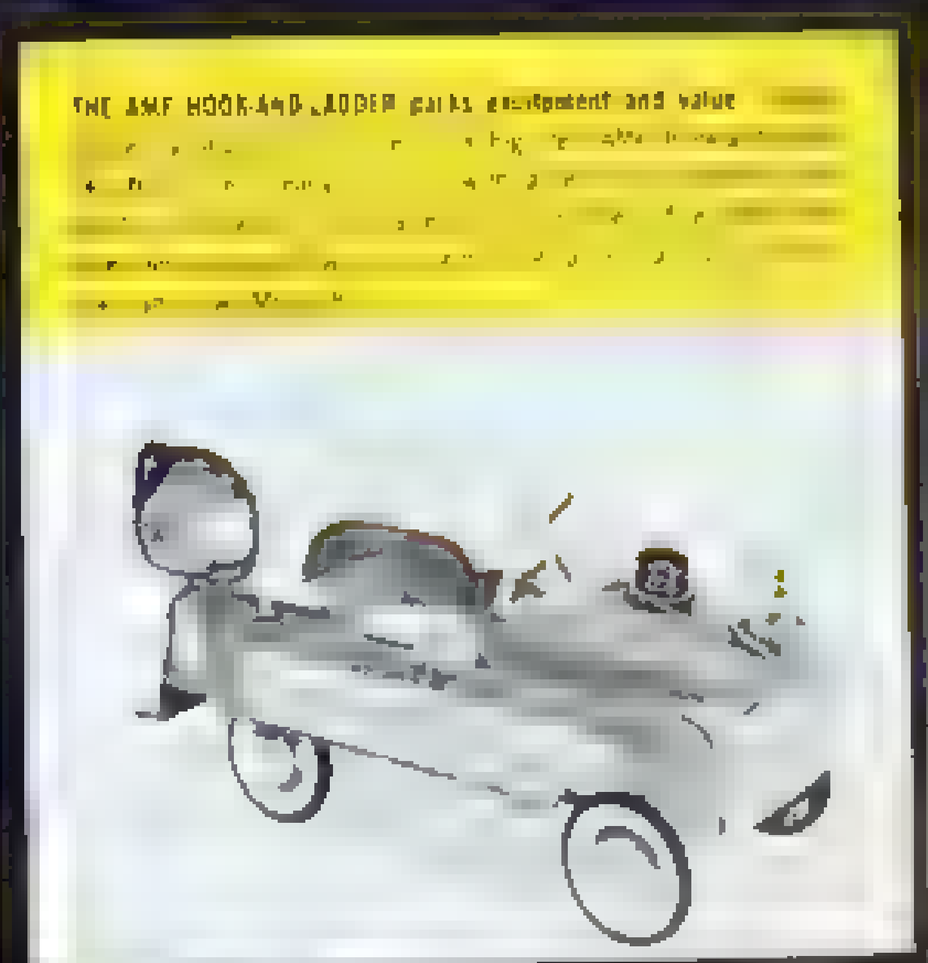
AMF MAIL TRUCK carries good profit news



THE AMF EXECUTIVE

Speed Sweep

Styling



THE AMF HOOK-AND-LADDER gains excitement and value

AMF WHEEL GOODS BMC DIVISION
American Machine & Foundry Company, Binghamton, N.Y.

THE HIT OF EVERY SHOW!
SEE THE TERRIFIC
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AT THE TOY FAIR
HOTEL SHERATON - McALPIN
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See America's leading line of stuffed animals and dolls. They're cute, they're lovable, they're sale-able . . . in plush, terry cloth, gay prints and durable plastic . . . the hit of every show.
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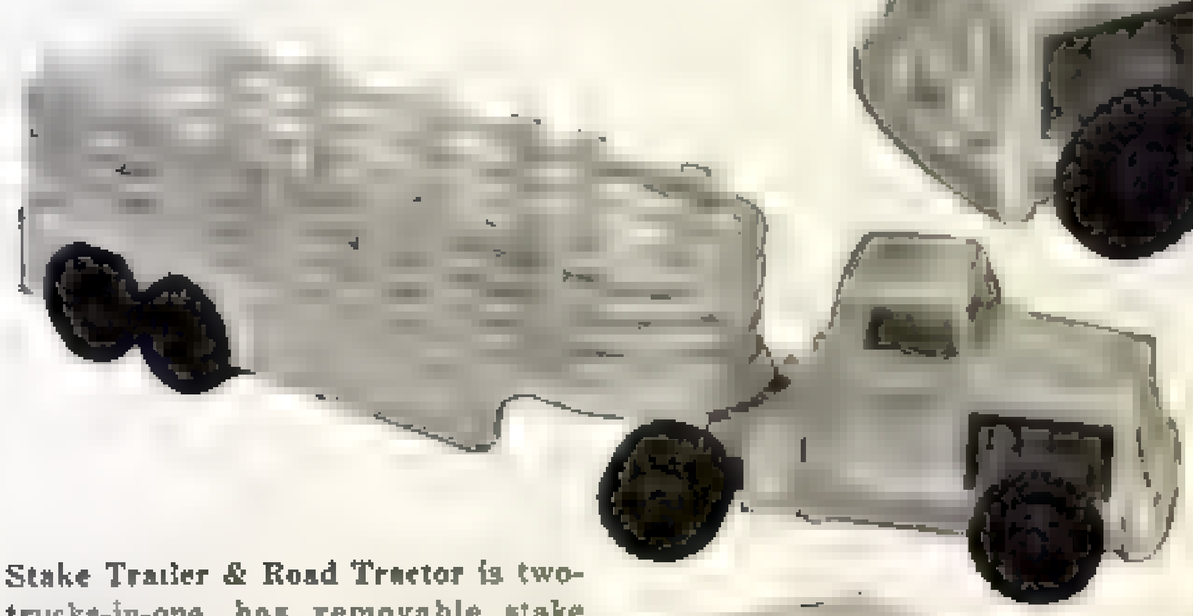
BARR announces

A BRAND NEW LINE OF AUTOMOTIVE TOYS

Load up with profit from this new, complete line of Barr Mira-Toy trucks! You get famous Barr construction . . . your choice of a wide variety of models, colors and prices...and, most important, truckloads of profit dollars from *the toys that really move off your counters!*

- **BARR-BUILT**... designed and manufactured by Barr experts to last!
- **BARR-BRIGHT**... myriads of color that catch the eye and the customers!
- **BARR-PRICED**... models from 19¢ to $2.98 mean terrific turnover, bigger profits for you!

2-in-1 Van & Road Tractor is 21" long, 5½" wide, 4⅛" high. Removable van body covers flat bed trailer. In white, yellow, red, blue. Polyethylene body, plastic wheels are black, metal axles.



Stake Trailer & Road Tractor is two-trucks-in-one, has removable stake sides. 21" long, 5½" wide, 4⅛" high. Body is white, yellow, red or blue polyethylene with black plastic wheels, metal axles

Farm Tractor & Wagon has white, yellow, red or blue vinyl body, metal axles, black plastic wheels. Tractor is 5¾" long, 4⅛" wide, 3" high; wagon, 5½" long, 2½" wide, 2⅛" high. Other tractor sizes available.

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SEE THE ENTIRE BARR LINE DISPLAYED IN THE HOTEL NEW YORKER MEZZANINE DURING THE TOY FAIR!

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COMET

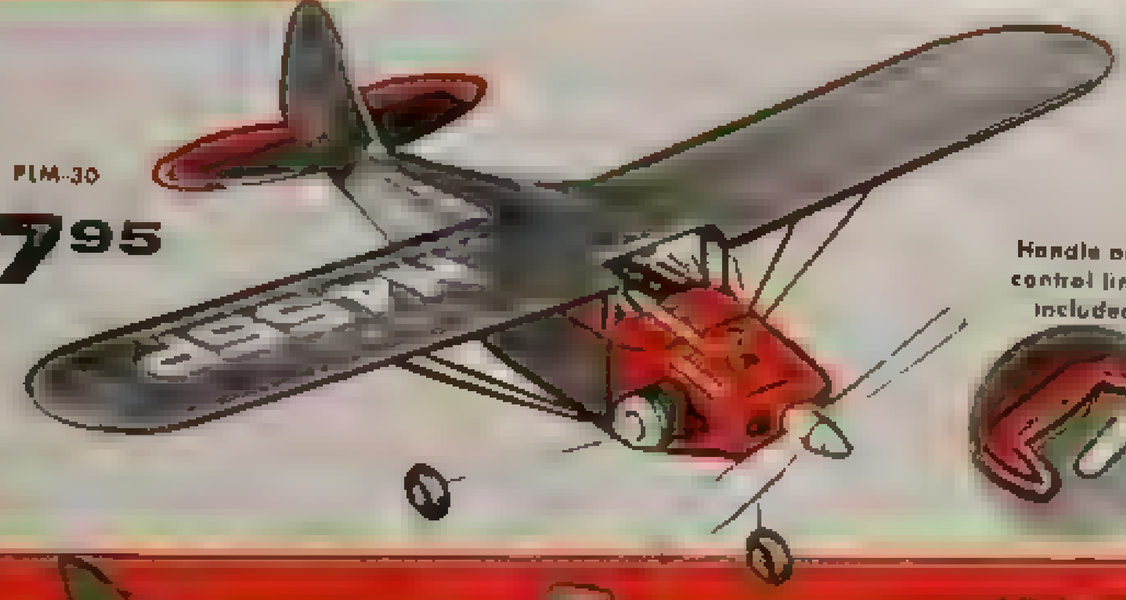
Ready-to-Fly
ALL-PLASTIC
U-Control **GAS MODELS**

For the *Supersonic Era*

COMMENDED PARENTS

TRUE-TO-SCALE

Piper Tri-Pacer



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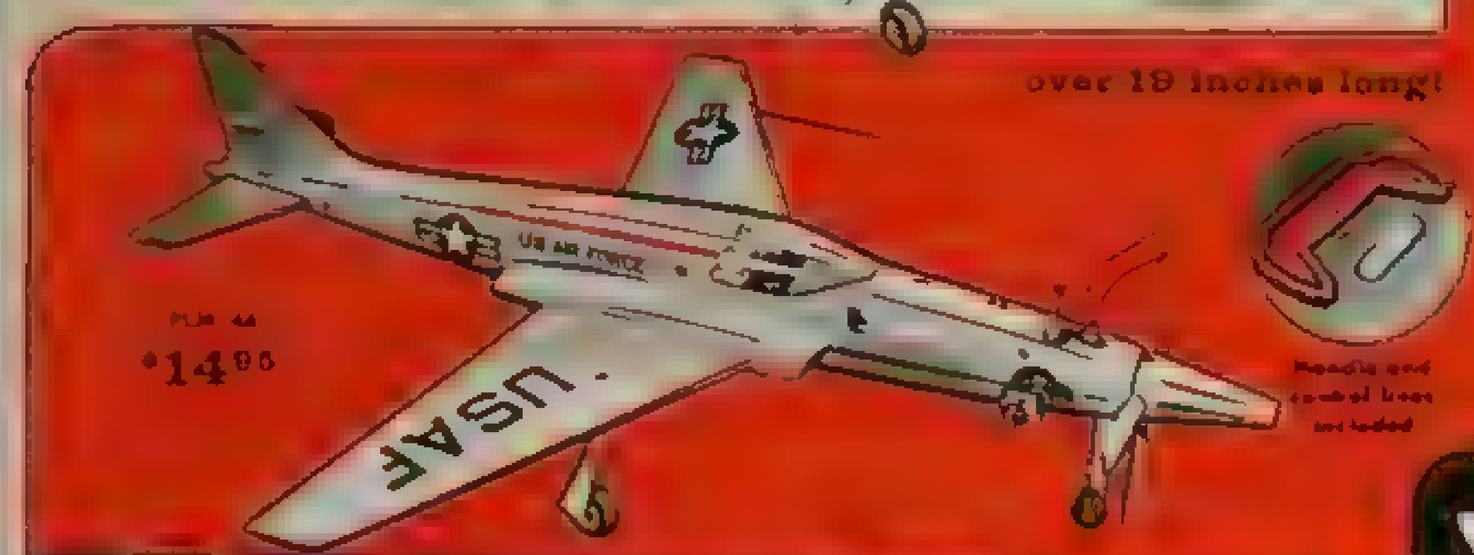
$7.95

Handle and control lines included

READY-TO-FLY TRUE-TO-SCALE U-CONTROL GAS MODEL COMPLETE WITH 1958 model easy-starting "OK" Cub .049A Engine with twist cord starter. Faithful replica of popular sports and executive plane in vivid two-tone plastic; cush on rubber tires, tricycle landing gear. No building necessary. Colorful "safety-storage" container. Control-model flying at its best—yet so low-priced! Wingspan 16", length 11⅜", weight 6 oz.

over 19 inches long!

The *Starfighter*



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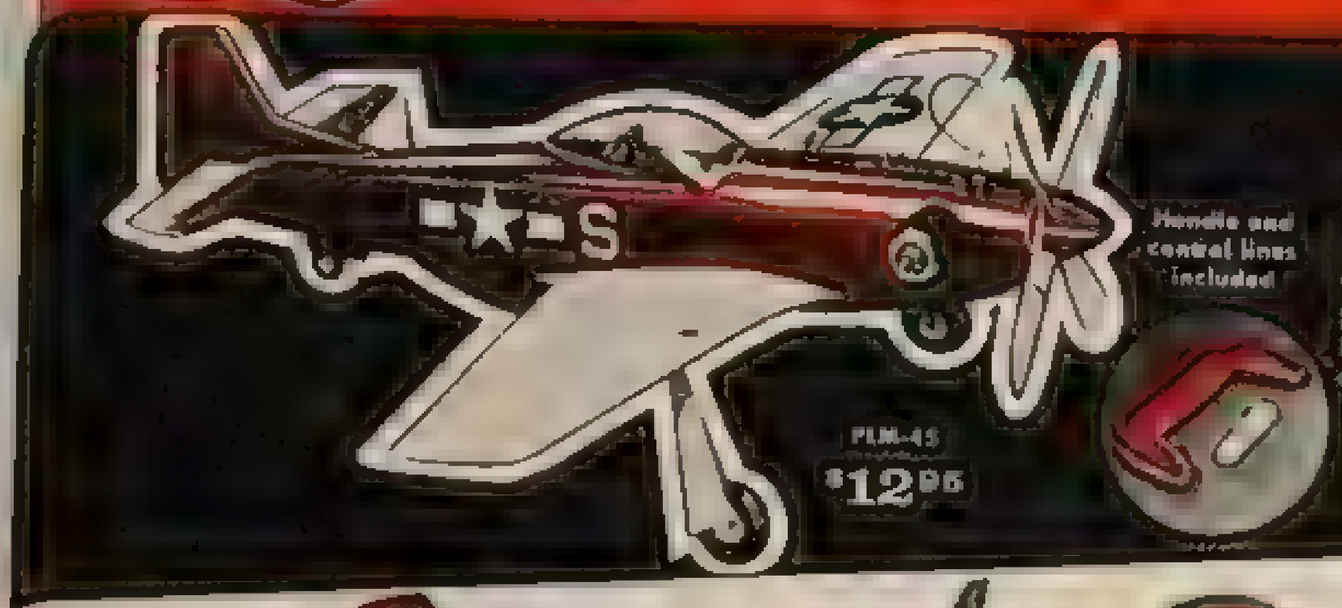
$14.00

Handle and control lines included

READY-TO-FLY U-CONTROL GAS MODEL COMPLETE WITH ENGINE with "Auto-Recoil" Starter. Inspired by such modern supersonic jets as the Starfighter 104 and Voodoo 101. Richly highlighted grey plastic; realistic details. Easy-starting 1958 "OK" Cub D49B engine. Double-wheel nose gear; rubber rubber main wheels. Colorful box. No building needed. Wingspan 16" length 15⅞", weight 8½ oz.

The *Mustang F51*



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Handle and control lines included

TRUE-TO-SCALE

READY-TO-FLY U-CONTROL SCALE GAS MODEL—COMPLETE WITH ENGINE with "Auto-Recoil" Starter. Needs no building! High-impact plastic in two-tone color scheme. Complete with improved easy-starting 1958 model "OK" Cub 1/2A .049B Gas Engine with "Auto-Recoil" Starter, in a handsome chest. Span 14", length 13⅜", weight 7½ oz.

The *Sabre 44*

PLM-44
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Handle and control lines included

READY-TO FLY U CONTROL GAS MODEL COMPLETE WITH ENGINE High-impact plastic in vivid colors. Swept-back wing design, powerful engine. Nothing to assemble. Complete with improved easy-starting 1958 model "OK" Cub 1/2A .049B Gas Engine. Colorful protective chest. Wingspan 14" length 14⅜", weight 6½ oz.

COMET MODEL HOBBYCRAFT, INC.

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The world's leading
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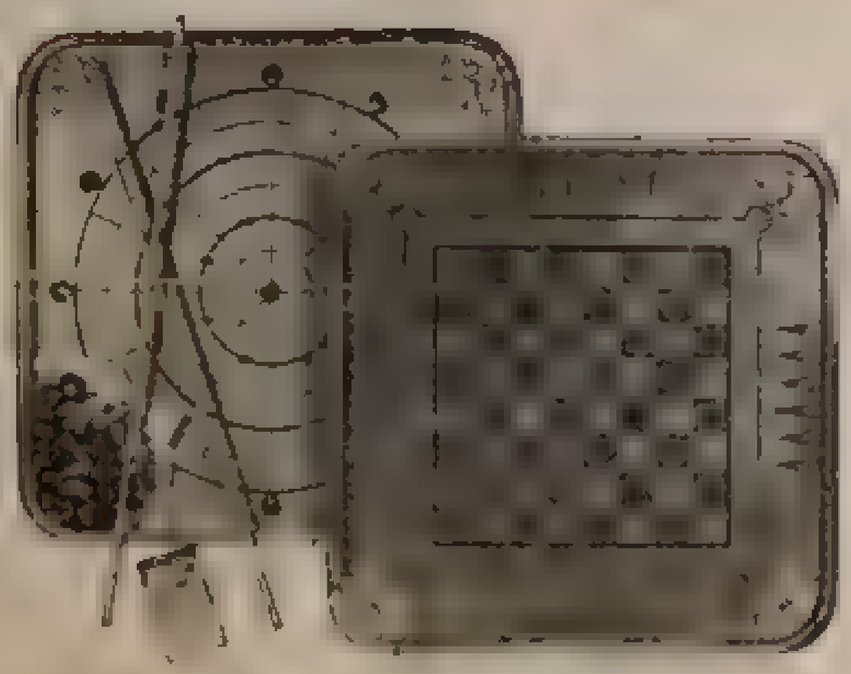
CARROM

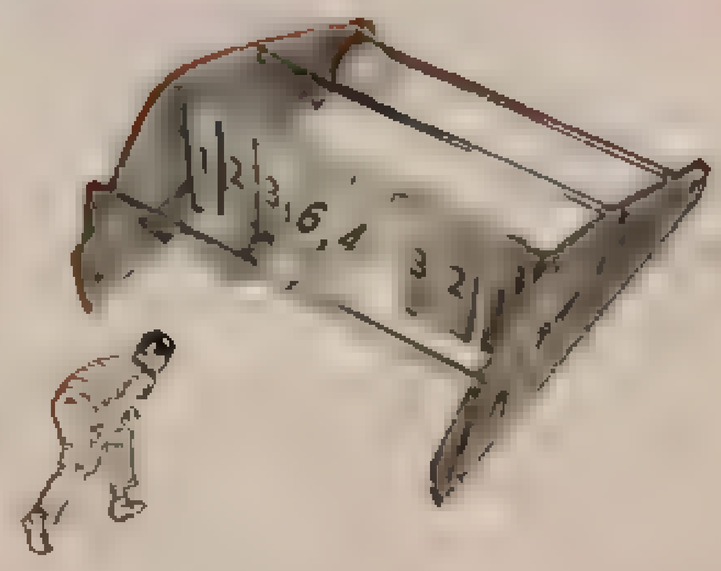
Presents

YEAR-ROUND GAMES FOR ALL AGE GROUPS



85 Games played on this No. 85 Reversible CARROM-CROKINOLE GAME BOARD

From the customers' standpoint, this is undoubtedly the BIGGEST MONEY'S WORTH in the toy and game [illegible] real Parlor entertainment for both children and adults. Complete rule book and all accessories, including two 21-inch cues with every game. Also Numbers 10 and 15



NO. 44 BOWL BALL

[illegible] Bowling game [illegible] plays. Scores [illegible] over. Measures [illegible] for parlor or rumpus room FUN [illegible] Metal tubular braces and bump bar

NO. 43 HI-BOL

Here's a game where both skill and chance come to play everyone has an equal chance to win. A wonderful game for indoor or outdoor play . . . folds compactly into a neat carrying case. Ideal for beach and vacation jaunts. Provides FUN for all seasons, anywhere, everywhere!

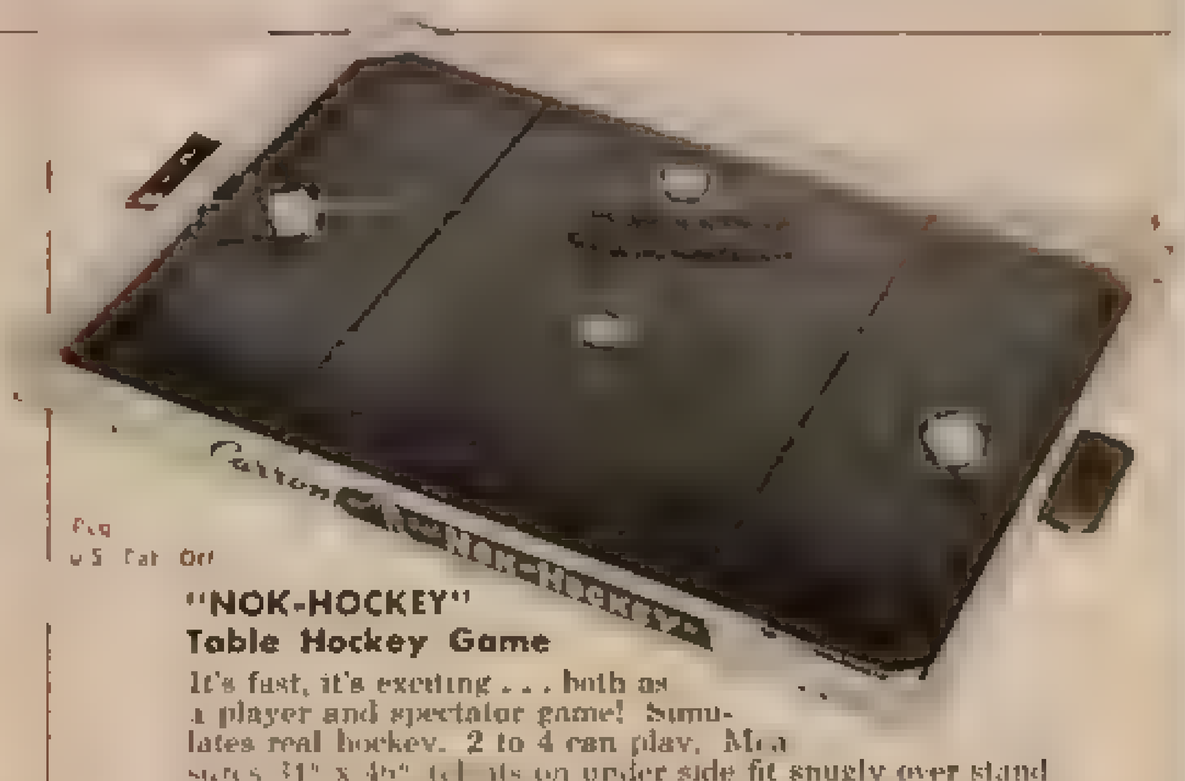


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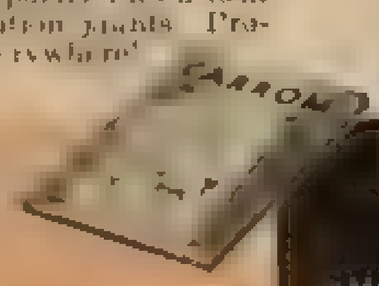
Table Hockey Game

It's fast, it's exciting . . . both as a player and spectator game! Simulates real hockey. 2 to 4 can play. Measures 31" x 46" [illegible] on under side fit snugly over stand and card table. Packed snugly in corrugated shipping carton. FUN to play, profitable to sell. Two models. No. 21 illustrated with two paste sticks for recreational use. No. 20 with 4 wooden sticks for home fun



OTHER CARROM FAVORITES

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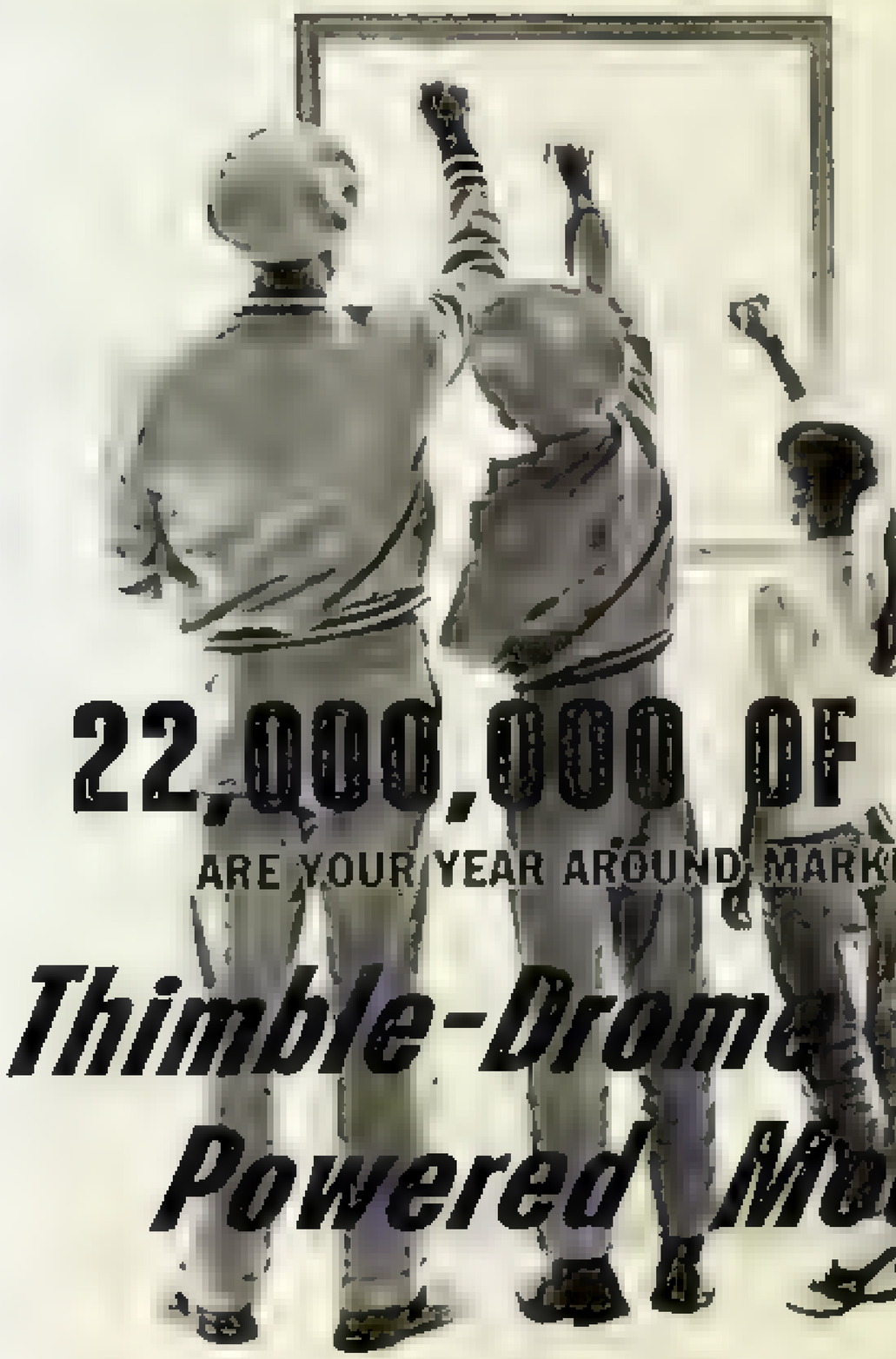

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world's first ready to fly BIPLANE ready to fly into America's heart!

SMALL ENOUGH TO FLY ALMOST ANYWHERE - Li'l Stinker is the most exciting ready-to-fly power model ever built! Designed expressly for Thimble-Drome's fabulous PEE WEE .020—world's smallest model engine—Li'l Stinker catches everyone's eye with its jewel-like perfection, marvelous realism... from wing struts to landing gear skirts. And its superb Thimble-Drome easy starting and *fly-ability* will make power model enthusiasts out of every customer!

SEE US AT AMERICAN TOY FAIR – ***Hotel McAlpin, New York***

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Statistics show that the age group that has been most active and *enthusiastic* about power models encompasses a 22 million segment of the American public! What does this mean in terms of potential sales—potential profits?

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3-9

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ITC MODEL CRAFT
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BIGGEST
DOUBLE VALUE
50¢ RACK ITEMS!

Everybody at the show went for this new, fast-selling idea — six different packs available; each contains 2 model kits and glue. Mounted on full color display card with high strength bubble pack construction. Assembly instructions on back

Offers full product visibility — plus 2 model incentive — plus big ITC value for quick pick-up sales.

HERE'S THE TWIN PACK DEAL!
144 units (6 different combinations — 2 kits in each unit) plus wire rack display - $72.00 less discount

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Sensation of the Hobby Show...the New Smash Hit!

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More to Come: Rex is the first of a series of prehistoric monster model kits by ITC Model Craft

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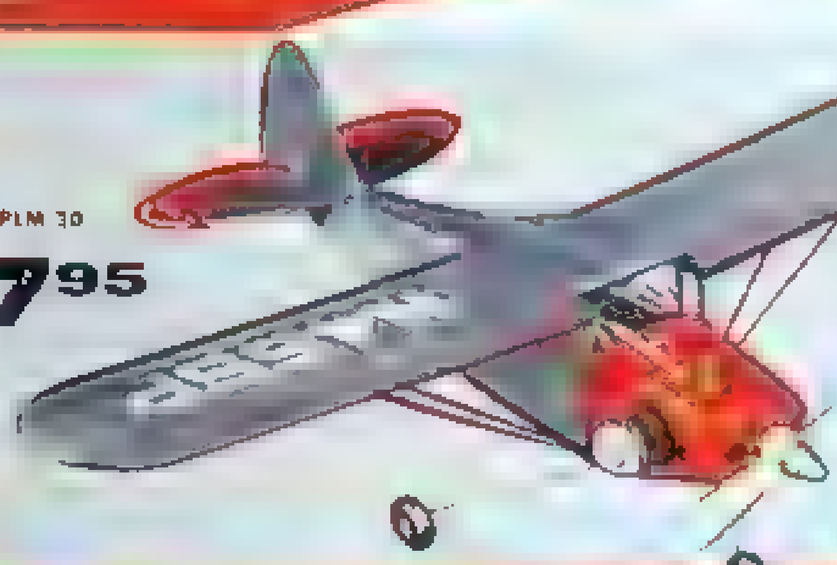
Ready-to-Fly ALL-PLASTIC U-Control GAS MODELS

For the *Supersonic Era*



PLM 30

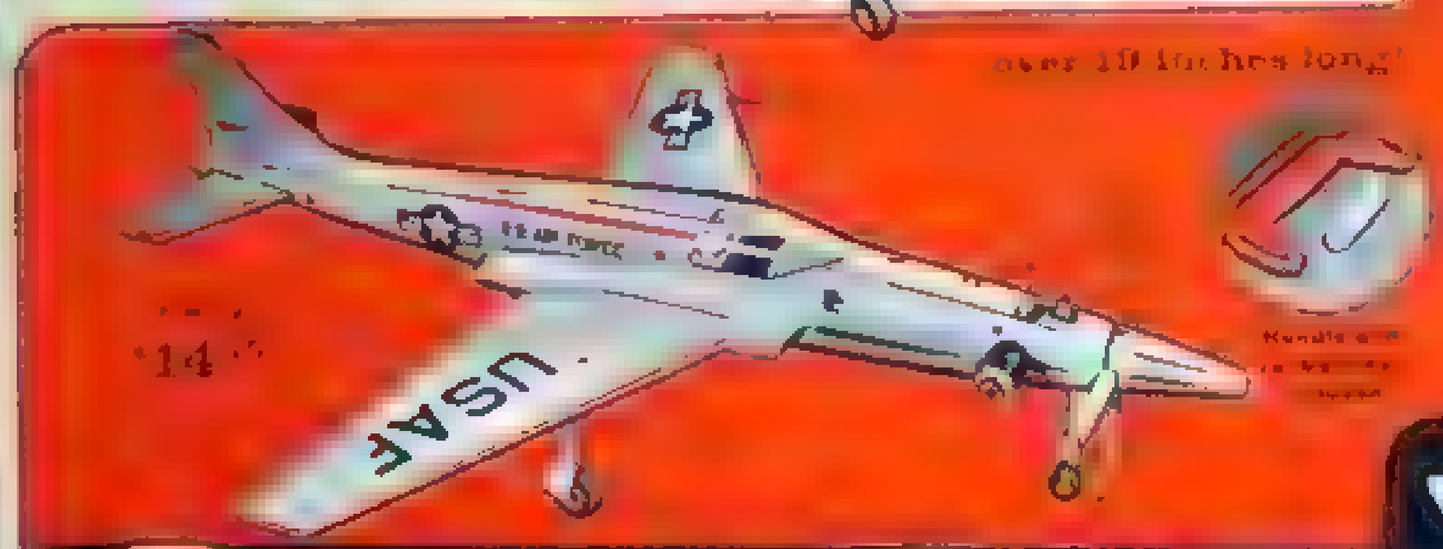
$7.95

Handle and control lines included

TRUE-TO-SCALE

Piper Tri-Pacer

READY-TO-FLY TRUE-TO-SCALE U-CONTROL GAS MODEL COMPLETE WITH 1958 model easy-starting OK Cub 049A Engine with twist cord starter. Faithful replica of popular sports and executive plane in vivid two tone plastic, cushion rubber tires. Tricycle landing gear. No building necessary. Colorful "safety-storage" container. Control-model flying at its best—yet so low priced! Wingspan 16" length 11¾" weight 6 oz.



over 10 inches long!

The *Starfighter*

READY-TO-FLY U-CONTROL GAS MODEL COMPLETE WITH ENGINE with "Auto-Recoil" Starter. Inspired by such models as Lockheed F-104 Starfighter, Republic F-105 Thunderchief, Douglas F4D Skyray, Convair F-102 Delta Dagger, Grumman F11F Tiger, Chance Vought F8U Crusader. Double wing panels with rubber wheel. Can be flown as single wing. Wingspan 14" length 10½" weight 8 oz.

PLM-45

$12.95

Handle and control lines included

The *Mustang F-51*

TRUE-TO-SCALE

READY-TO-FLY U-CONTROL SCALE GAS MODEL—COMPLETE WITH ENGINE with "Auto-Recoil" Starter. Needs no "building"! High-impact plastic in two-tone color scheme. Complete with landing gear, cushion rubber tires. Proved easy-starting 1958 model "OK" Cub 1/2A .049B Gas Engine with "Auto-Recoil" Starter. In a handsome chest. Span 14" length 13⅜" weight 7¾ oz.

COMET

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Handle and control lines included

The *Sabre 44*

READY TO FLY U CONTROL GAS MODEL COMPLETE WITH ENGINE. High-impact plastic in vivid colors. Swept-back wing design, powerful engine. Nothing to assemble. Complete with landing gear, cushion rubber tires. Proved easy-starting 1958 model OK Cub 1/2A .049B Gas Engine. Colorful protective chest. Wingspan 14" length 14" weight 6 oz.

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Room 903 at the Toy Fair

March 10th to 19th Hotel New Yorker

COMET MODEL HOBBYCRAFT, INC.

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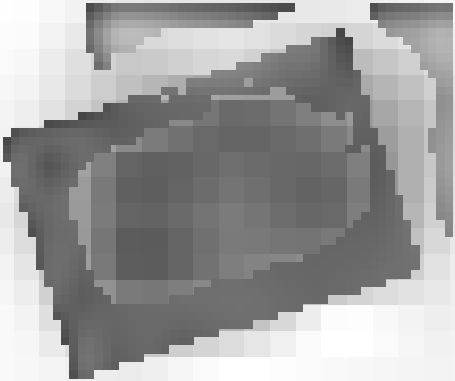

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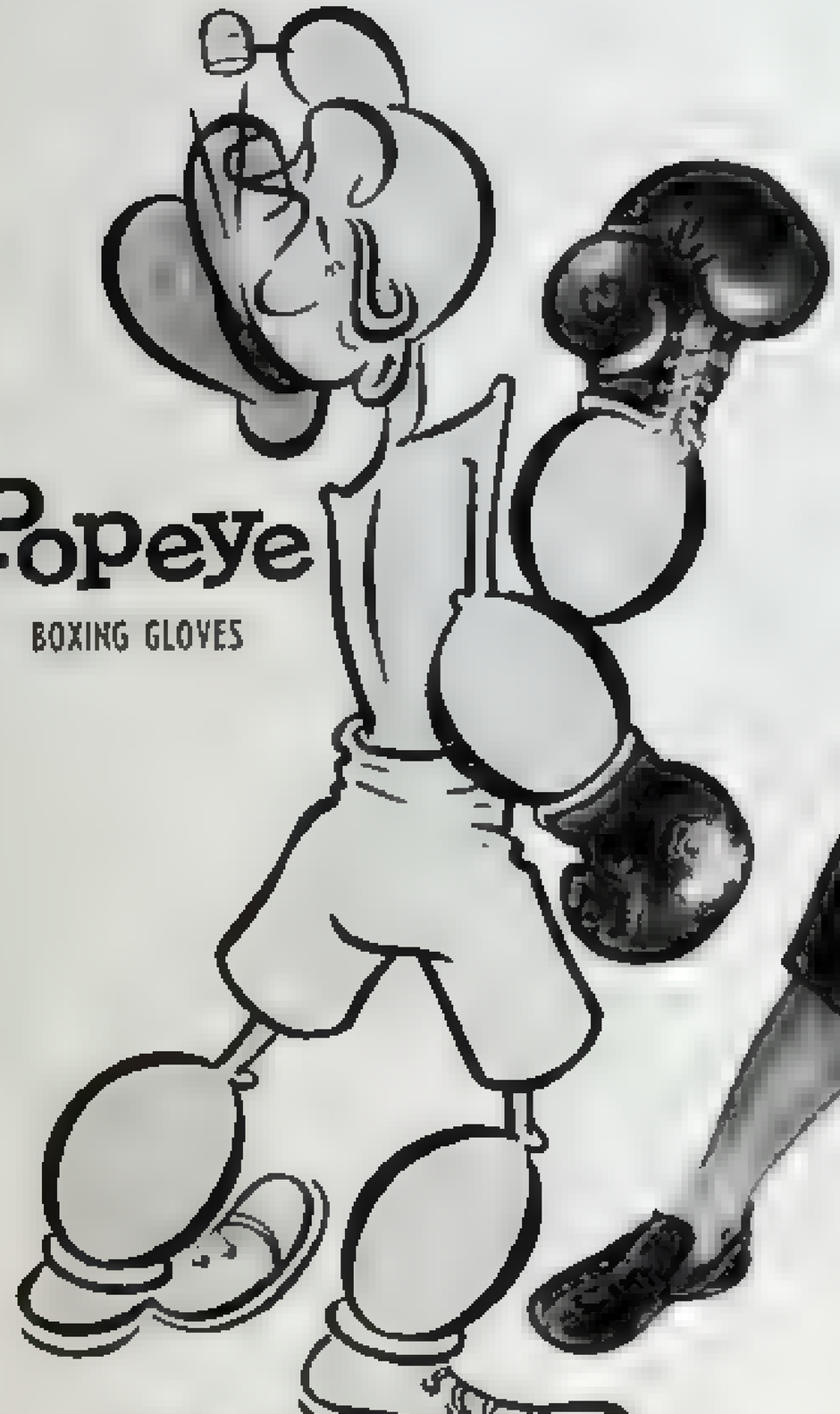
NEW for '58



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BOXING GLOVES

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KNICKERBOCKER brings to life

Betsy McCall's new pets

soon to be seen in McCall's magazine

(circulation over 5,300,000)

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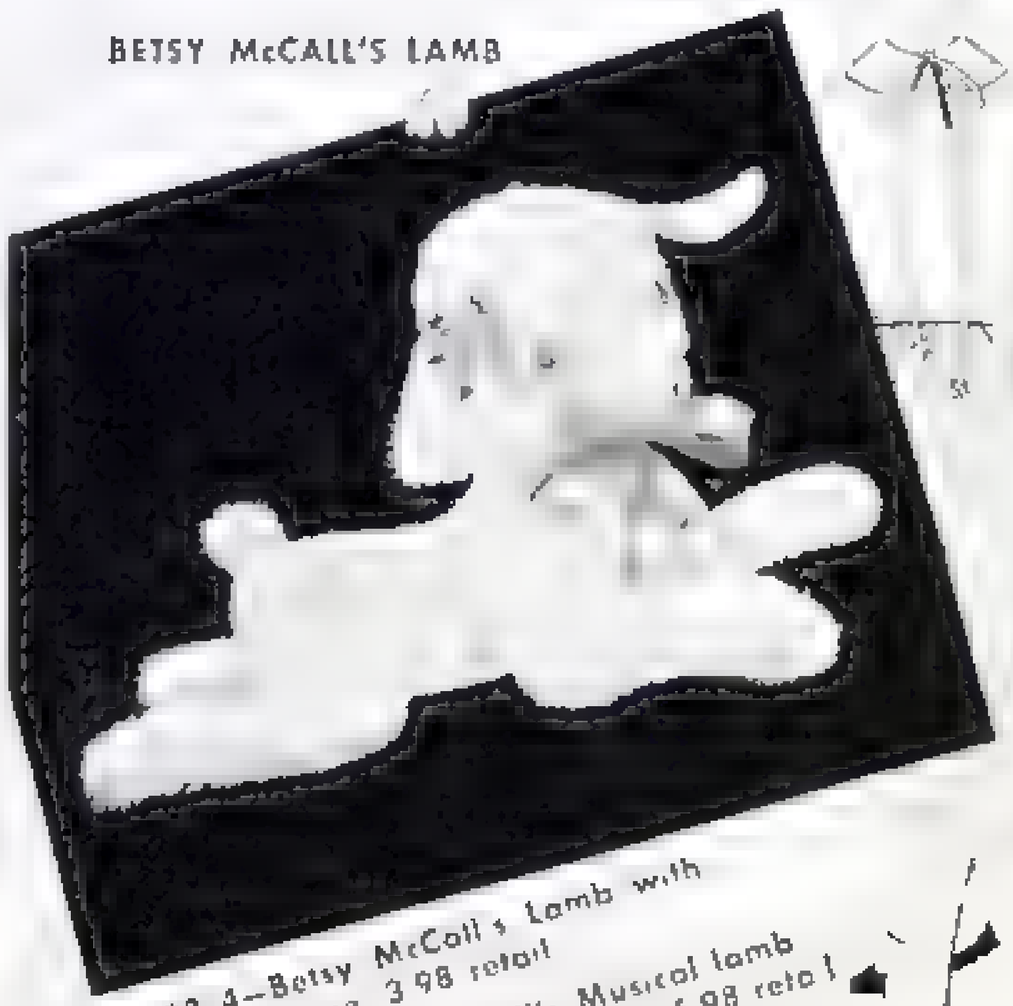

398 4—Betsy McCall's Lamb with baa-baa voice 3.98 retail

978 6M—Betsy McCall's Musical lamb with imported Swiss music box 5.98 retail

BETSY McCALL'S PUPPY

645 4—Betsy McCall's Puppy 3.98 retail

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Knickerbocker inaugurates a new pricing policy on its entire line of stuffed toys lower prices increased quality many innovations all to give you greater volume and greater profits for 1958

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AMERICA'S PREMIERE LINE OF STUFFED TOYS

'58

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the original

BLOCK-BUSTER* TOYS

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Nationally Advertised in 1958

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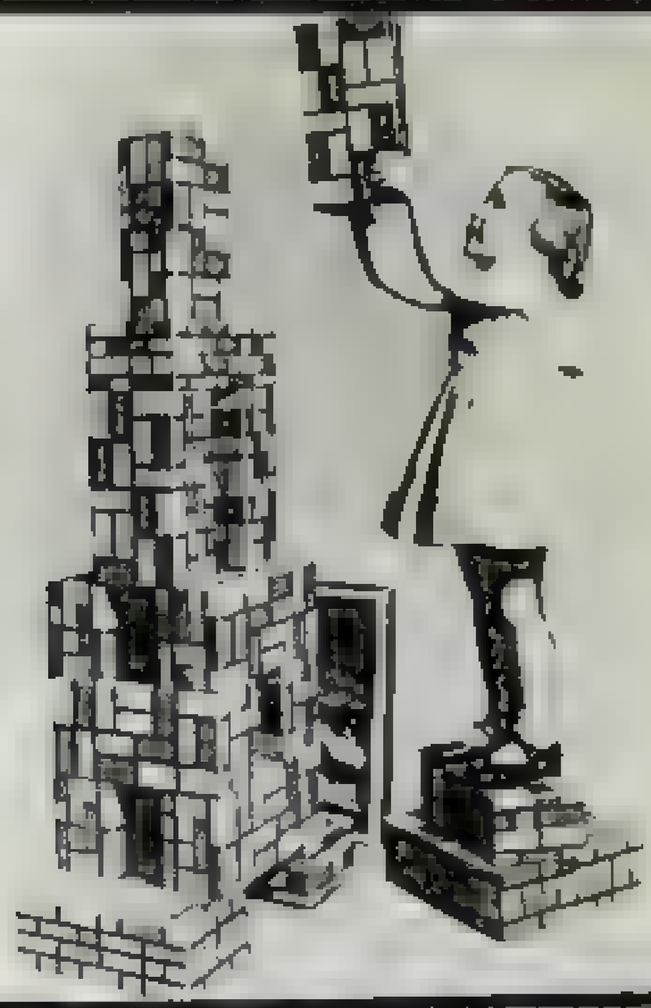

BLOCKBUSTER BLOCKS
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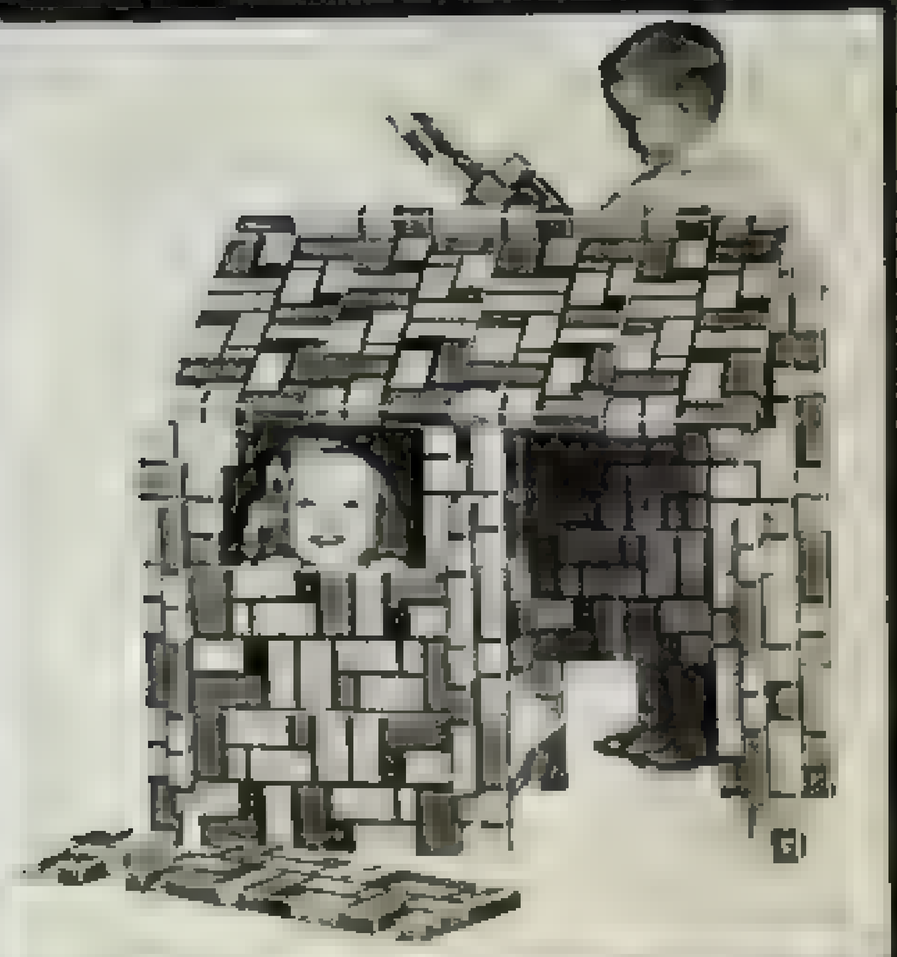

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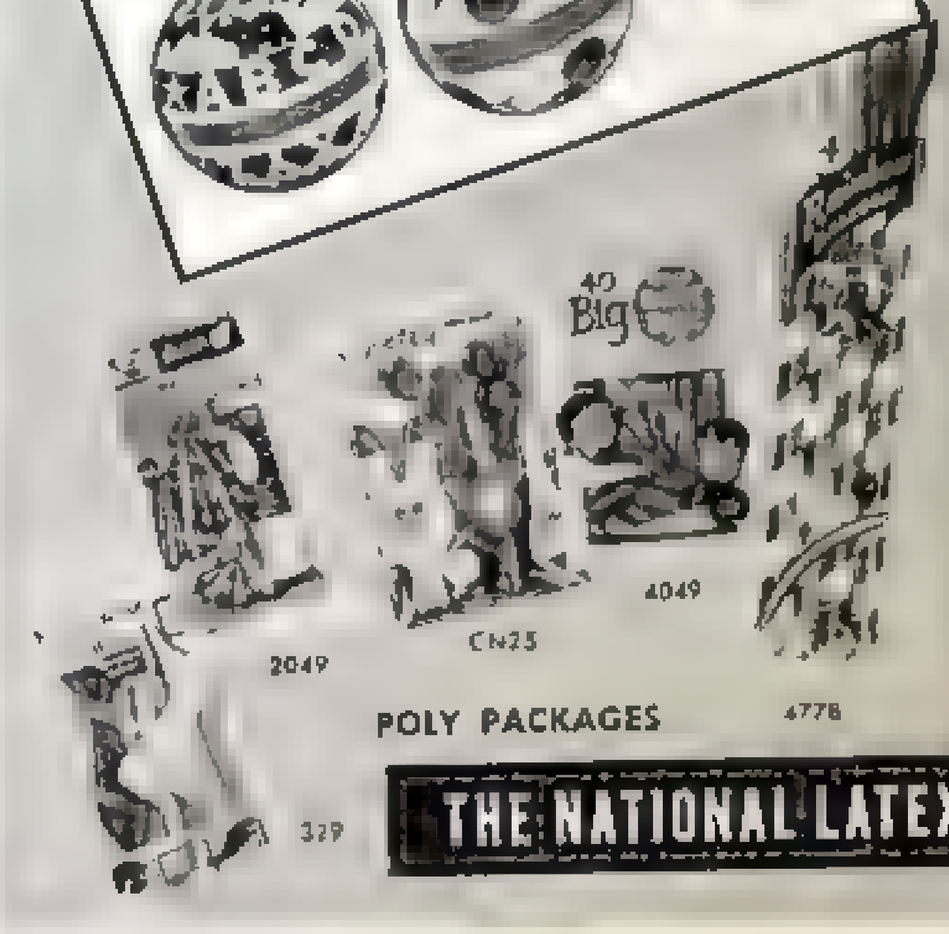
watch your sales GROW
with the "Blue Bird®" line!

BEAUTIFUL PACKING – FINE QUALITY – GOOD PROFITS

BOXED BALLOONS



POLY PACKAGES

During Toy Fair
Room 822, Hotel New Yorker

THE NATIONAL LATEX PRODUCTS CO., ASHLAND, OHIO

[redacted]

this
is
the

BLUE NOSE SCHOONER!

the kit everyone has been waiting for!

Here [illegible] Blue Nose Schooner molded in 3 colors
[illegible] deck, [illegible] sails and super detail throughout
Order [illegible] Kit #[illegible] NOW

ATTENTION DEALERS

AURORA PLASTICS CORP. • WEST HEMPSTEAD, N.Y.

AURORA
FOR EVERYBODY

Retail experience – in all sections

of the country – proves

SOUTH BEND TOY

Leader in year 'round best sellers—

moves faster, easier . .

Smartest styling . . . best features . . . most complete line .

19 Models $3.65 to $22.95 retail	New Vanity Table $9.95 retail
3 Rockers $5.95 to $12.95 retail	3 Strollers $5.95 to $11.95 retail

"Take time for FUN!"

Every FAMILY a Prospect for the CARD BOWLING GAME!

LEARN HOW TO BOWL!

KNOW HOW TO SCORE!

Directions and Score Sheets Included in every pack!

BOWLO

BOWLO—NO. 10

Packed 1 Dozen to counter display box, 6 dozen shipping carton weight approx. 30 pounds

EXCITING NEW GAME IN THE DOLLAR RANGE

BOWLING IS THE MOST POPULAR GAME IN AMERICA! Today with 25 Million experienced bowlers . . . and perhaps 25 million more who would like to know how to bowl, how to score . . . BOWLO can roll up BIGGER PROFITS for you!

BOWLO is Fast, Fascinating Fun! A grand game for everyone. New, different, thrilling, you can "Chalk up Strikes and Spares right at home in your big easy chair!" Complete simplified scoring instructions patterned after official bowling rules in every pack.

BOWLO has everything . . . Eye Appeal! Thrill Appeal! Sales Appeal! It's a proven year 'round profit producer, a "Strike" in Big Game Sales! BOWLO is out of the novelty class. You get a fine deck of cards, quality made to last for long enjoyment

Product of FEATURE GAMES, Cedar Rapids, Iowa

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Rocky Mountain States
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2610 Fairfax St
Denver, Colorado

West Coast States
Invincible Sales Corp
2303 W 8th Street
Los Angeles 6, Calif

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5 GAME BOX

"Take time for FUN !"

FEATURING

CHEKOES

MORE FUN THAN CHECKERS !

PLAY CHECKOES · BACKGAMMON

CHECKERS · ACEY DEUCY

COMPLETE **WITH CHECKERS**

CHEKOES — No. 99
Eye-appealing box, 12 x 12 x 1½". A dozen to shipping carton, approx. weight .. 12 pounds.

You play 5 games . . the old standards: Checkers, Chess, Backgammon and Acey Deucy . . . and a brand new one — CHEKOES, that adds a thrill to checkers. Every move scores and you can lose all your checkers but win with high score!

Product of **FEATURE GAMES**, Cedar Rapids, Iowa

REPRESENTED BY

New England and Eastern States
[illegible]

Illinois Indiana Kentucky Wisconsin, Minnesota
[illegible]

State of Missouri
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St Louis, Mo

Rocky Mountain States
[illegible]
Denver, Colorado

West Coast States
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Your Line Up For Profit All Year 'Round

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Monroe
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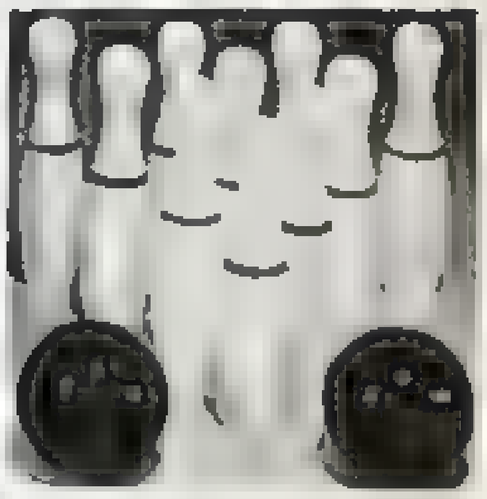
ROOM 356 • AL 5-7490

Write for complete catalog



PET TOY

#807
[redacted]
PIN SET

Unbreakable set of 10 pins and 2 balls. Enclosed in a clear poly bag and mounted by a colorful topper. Complete line of assorted sizes available. 5 pin and 8 pin sets in poly bag with colorful topper. 9 pin and [redacted] pin sets in colorful display carton.

Complete line of novel banks available.

Mfd. by PET TOY of New Hampshire

ON DISPLAY
[redacted]

DAVIS

#600
ADJUSTABLE
LOOM
SET

America's favorite! Easy to make items. Contains metal loom, package of papers in color, needle and instructions. Packaged in a full color wrap.

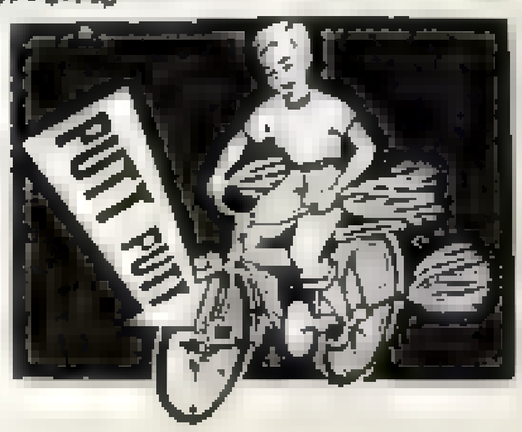
#424—The ever popular "PUPPY LOVE" Embroidery Set

NEW! NEW! ON STAGE GUMMIES, TOWN & COUNTRY BASKET ZOO and MAGNETIC FISHING GAME
Mfd. by H. DAVIS TOY CORP. Brooklyn, N. Y.

SEE THE ENTIRE LINE AT THE TOY FAIR HOTEL McALPIN ROOMS 818-820

Whirlwind BIKE ACCESSORIES

#500
CYCLE
PUTTER



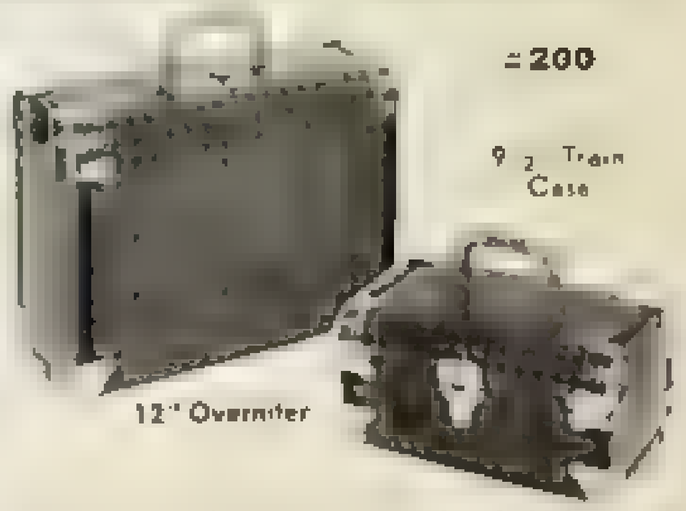
America's fastest selling line of streamers, handle bar grips and novelties for bikes and trikes. Streamers in multi color and ATOMIC FLASH on cards or in poly bags.

NEW! NEW! Hub Caps, Hub Shiners, Fender Flaps and Knuckle Guards

Mfd. by NOVELTY MANUFACTURING CO. Newark, N. J.

NACHMAN TOY LUGGAGE SET

#200



9½" Train Case

12" Overnite

Made in metal with an attractive baked enamel finish, over a sturdy wood frame. Equipped with plastic handles and brass plated center snap bolts and rounded protective corners. Choice of colors: Plaid or Pink with contrasting trim. Nested and individually packed.

Trunks for 8" up to 24" Dolls. Individually boxed.

Mfd. by NACHMAN PRODUCTS CO. Bronx, N. Y.

SEE THE ENTIRE LINE AT THE TOY FAIR HOTEL McALPIN ROOMS 818-820

LANCASTER

STEEL BATONS

#400—Chrome Finish
#401 Assrt. Colors
#405—Rythm Band

Made of heavy chrome steel with rubber ball and tip and wrapped in cellophane. Assorted sizes 18, 20, 22 and 24. Packed 2 dozen in attractive colorful self display carton. Standard or custom packed to customer's requirements.

Complete Line of Quality Jump Ropes.

Lancaster Batons available in bulk. Choice of 1 or 2 dozen to a [redacted]

Mfd. by HARRY E. WARNER CO. Lancaster, Pa.

Educational Products

HI-'N-LO BOUNCER

POGO STICK #696

Made of aluminum with oil tempered dual springs. Crutch tip made of auto tire rubber. Features a sponge rubber ball safety top and rubber covered foot rests. Not shown #995 Atomic Bouncer #498 Hop Rod Pogo Stick and #298 Economy Bouncer.

NEW! PROMOTIONAL! Double Loop Badminton Set, Volley Ball Tether Ball and Tether Tennis

Mfd. by EDUCATIONAL PRODUCTS Inc. Newark, N. J.

[redacted]

Another

BRECK

inspired BEAUTY SALON item

FOR MINIATURE DOLLS

CONVERTIBLE HAIR DRYER and DRYER CHAIR

Here is the same authentic combination miniature model as in the sensational BRECK Beauty Salon set. Replica of the ULLMAN convertible Hair Dryer and the MODLCRAFT ARISTOCRAT Chair. The unit with so much sales appeal that it has been packaged on its own. This will enable you to capitalize on the tremendous volume the name BRECK Beauty Salon will generate.

Here is an item that every little girl who owns a doll will want to have ... *and what little girl doesn't own a doll!*

ULLMAN'S new concept in hair drying engineering has actually been built into this miniature model. A clear plastic wrap around window can be lowered and lifted just like the original counterpart that provides visibility for patrons while hair is drying. This is a one piece unit combination Dryer and Dryer Chair.

No. 51 Packed In Individual Boxed
1 doz. to a carton
Weight 7 lbs. per dozen
Size Carton 18½" x 17" x 10¾"

No. 51 To retail at $2.00

No girl in the country will miss seeing the BRECK sponsored NEW Live Shirley Temple Storybook TV SHOWS

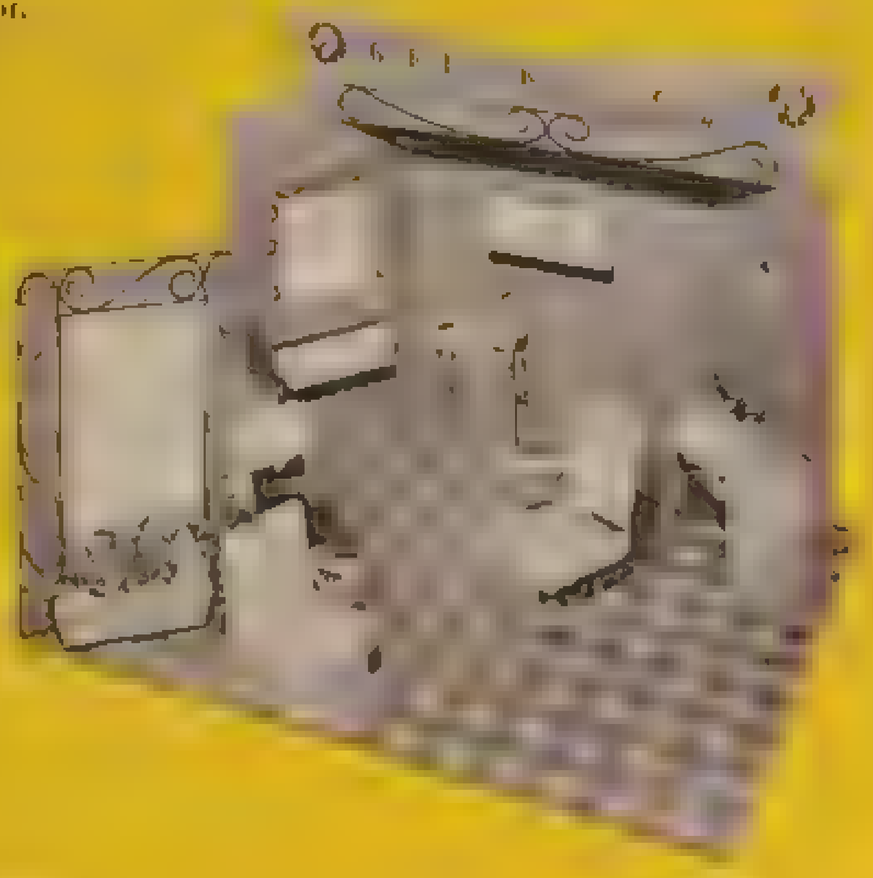
THE MOST TALKED ABOUT ITEM IN THE ENTIRE TOY FIELD ...

THE BRECK BEAUTY SALON

The [illegible] interest and exciting reaction to this unique play theme has been simply overwhelming.

It can therefore be stated that it will be the No. 1 toy in '58.

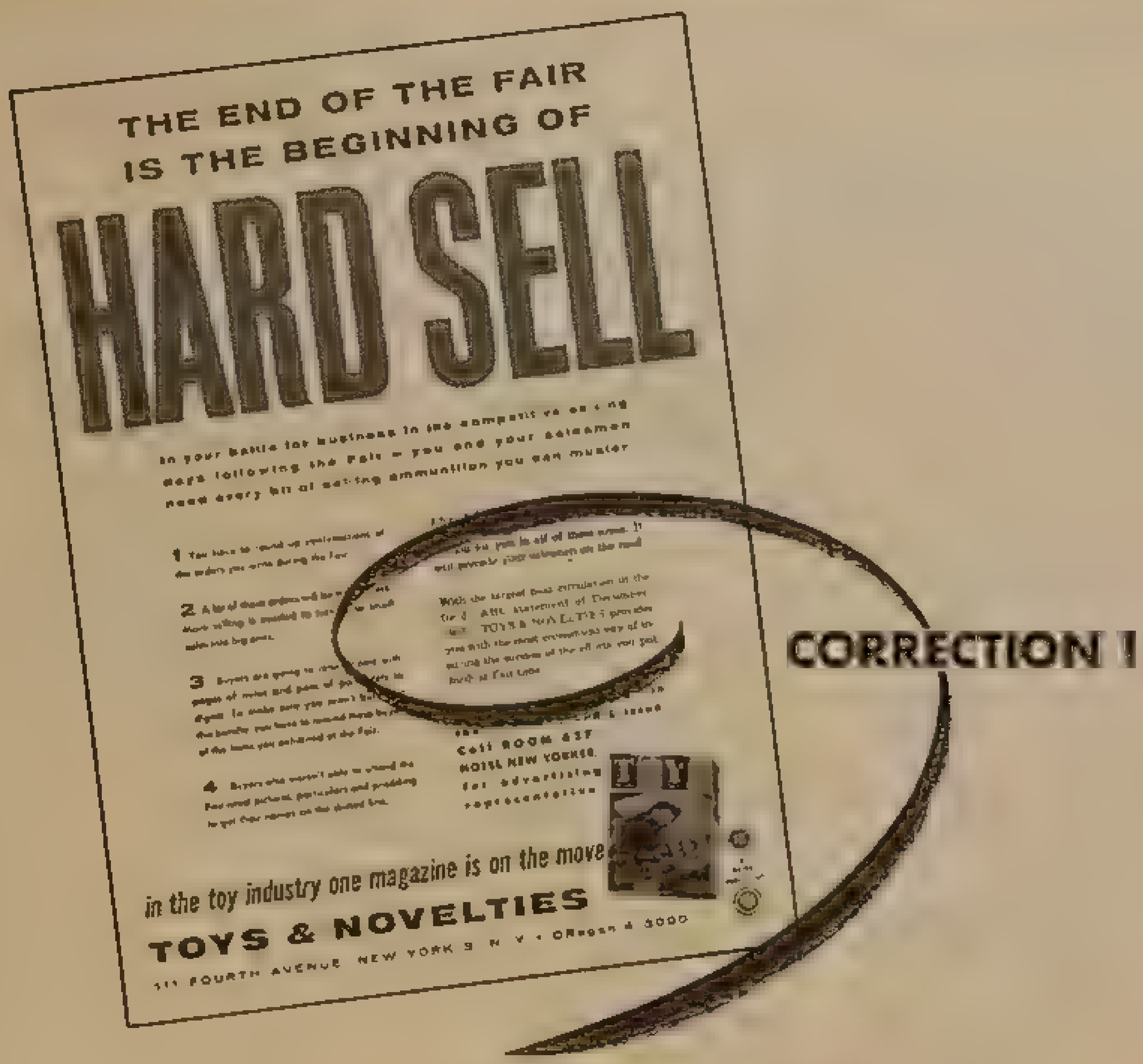
No. 50 To retail at $8.00



Not for [illegible] purchase

Manufactured by:
DENIS CRIB, INC.
[illegible]

Sales Representative
JOBAR INDUSTRIES INC
[illegible]


THE END OF THE FAIR
IS THE BEGINNING OF
HARD SELL
in the toy industry one magazine is on the move
TOYS & NOVELTIES
111 FOURTH AVENUE NEW YORK 3 N Y • ORegon 4 5000
CORRECTION !

This advertisement promoting the April issue of TOYS & NOVELTIES included the following paragraph:

> "With the largest paid circulation in the field (ABC statement of December, 1957), TOYS & NOVELTIES provides you with the most economical way of insuring the success of the efforts you put forth at Fair time."

The ABC statement referred to should have been that of *June, 1957.*

To set the record straight, we quote as follows from the ABC statements of December 31, 1957:

PLAYTHINGS average total paid circulation 10,248

TOYS & NOVELTIES average total paid circulation 10,113

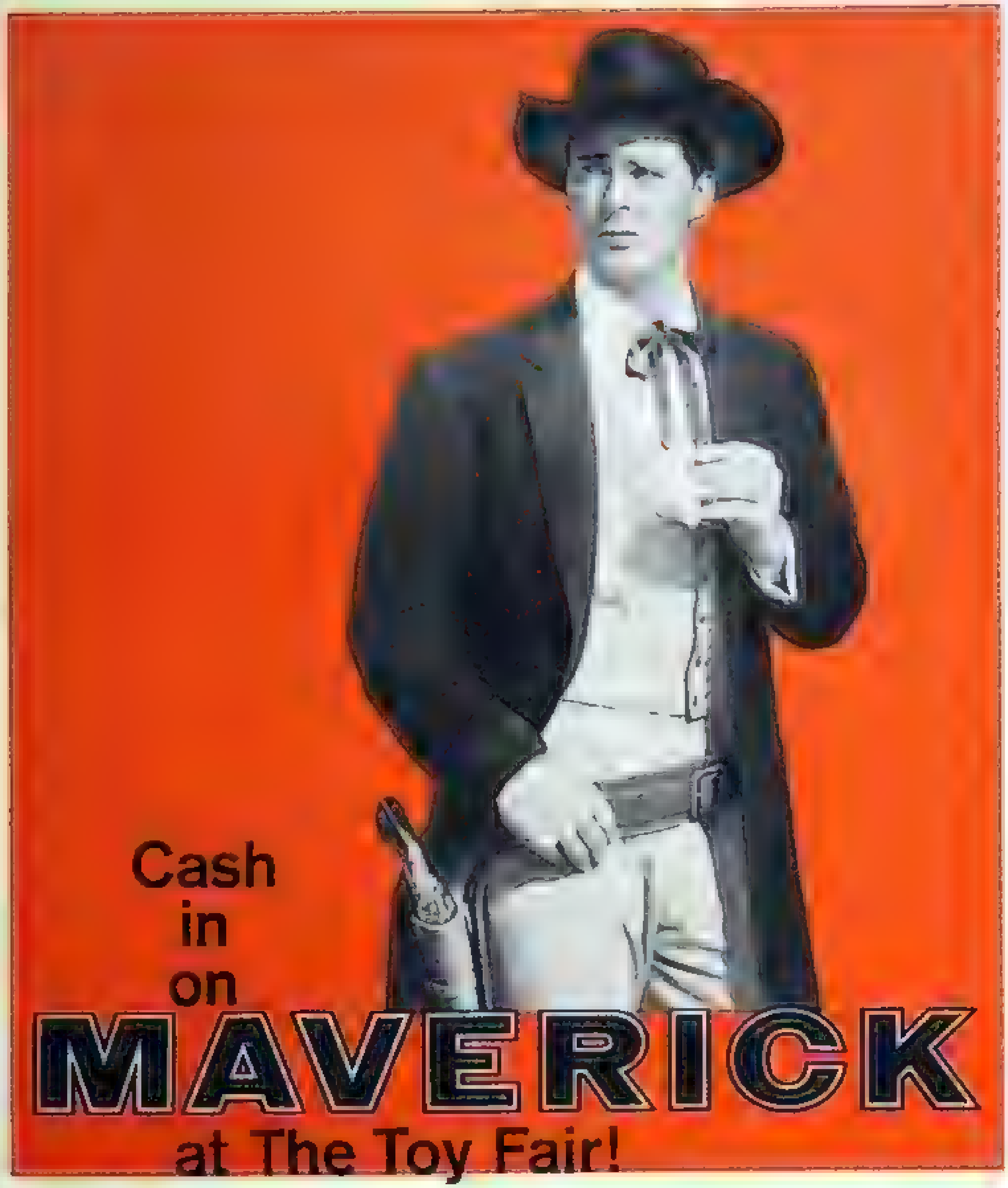
We sincerely regret the error that was made, and we are deeply sorry if we have unintentionally misled any of our advertisers or prospects. We equally regret the injustice we have done Playthings.

TOYS & NOVELTIES

a HAIRE publication

111 Fourth Avenue, • New York 3, New York

64



The nation's TV audience has "bought" **MAVERICK** in a big way—making **MAVERICK** merchandise the smart buy at THE TOY FAIR! Pistols or playsuits, knapsacks or coloring books—you're buying a pre-sold item if it carries the **MAVERICK** brand! Note to toy and novelty manufacturers: For franchise information on **MAVERICK** and other top ABC shows, contact:

John Convery, ABC Merchandising, Inc., 1501 Broadway, New York • Tel. LOngacre 3-1100

[redacted]

THANKS, Mr. DOLL MAKER!

FOR USING

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MORE THAN

EVER BEFORE!

Yes, the industry's response to the incomparable *living* look of brite-eyes has sky-rocketed to new heights of enthusiasm . . . and we at Dollac are keenly grateful.

In ever-mounting numbers, doll manufacturers are profiting from all the "extras" that come only with moving doll eyes that bear the brite-eyes trademark . . .

brite eyes

Check These Guaranteed Features:

- superior diamond-bright sparkle
- amazing life-like naturalness
- controlled uniform quality
- forward-looking creative innovations
- precision mechanisms for "can't-fail" eye movement

Call or write us for complete information and a comparison test!

DOLLAC CORPORATION

[illegible] High Street · Brooklyn [illegible] N. Y. · Dexter 5-8668

Series "P" — Foolproof, lifelike moving eyes

Series "A&B" — Comprehensive line of moving eyes to fit any type of miniature doll

Series "F" — Longer charming lasting lash for dolls toys and novelties

Series "G" — New distinctive natural color eyes

Special Series — Eye features for special applications.

255

SURE HE CAN . . .
HE USES

BRAND NEW

INSTANT MIRACLE BUBBLE MIX

MAKES A FULL PINT

SELF MERCHANDISING DISPLAY **FREE**

AND YOU CAN MAKE MORE PROFITS

WITH AMERICA'S *FASTEST SELLING* BUBBLE MIX

COLORFUL SELF MERCHANDISING DISPLAYS
(1 gross, 6 dz or 3 dz sizes)

Also available in RAK-PACK

FULL FREIGHT ALLOWANCE
on minimum order of 20 gross (100#)

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COLORFUL BANNERS
with each display

FULL TRADE DISCOUNT

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EMPIRE ENTERPRISES, INC.
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TOPS THEM ALL!

NEW

FASTER SELLING

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MAKES A FULL PINT

4 TIMES MORE

FOR ONLY 10c

- There is NO BREAKAGE
- A SPACE SAVING item
- It's SAFE — HARMLESS — WILL NOT STAIN
- Cannot EVAPORATE

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falcon
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AMERICAN MFG. CONCERN
FALCONER, N.Y.

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BLACKBOARDS
Slate and Composition
WALL BOARDS
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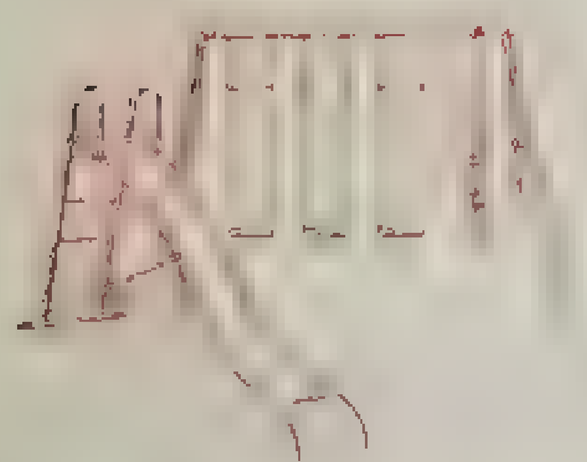
CORK BULLETIN
FANCY WALL BOARDS
DESK PEG SETS
SHOOFLYS
DOLL CRADLES
ROCKING HORSES
OTHER WOOD TOYS

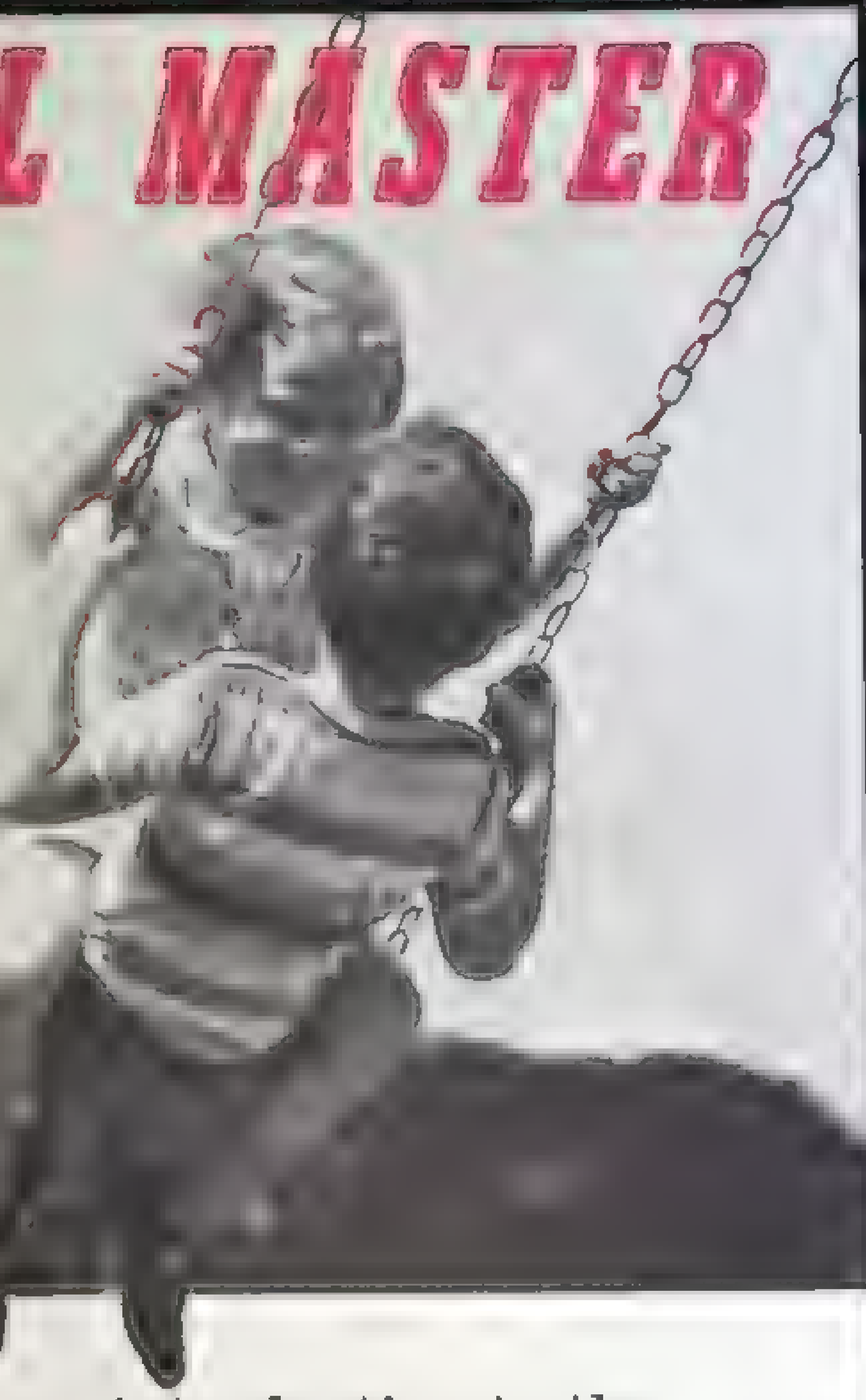
NEW YORK SHOWROOM

ROOM 348

THE FIFTH AVENUE BUILDING

CHANNEL MASTER





Mom and Dad need no introduction to the Big New Name in PLAY GYMS!

CHANNEL MASTER, the world's largest manufacturer of television antennas, now brings new profit opportunities to America's retailers of playground equipment

An established, *nationally-advertised* consumer brand name

A reputation for outstanding engineering, ideas, quality, and merchandising know-how

A full line of superior Play Gyms, produced in one of the industry's largest most modern fully integrated plants

Murray Christmas

MURRAY

OHIO MFG. CO.

Nashville 4, Tennessee

DECEMBER 1958 • Fifty Cents

TOYS AND NOVELTIES

TABLE OF CONTENTS, PAGE 5

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AMERICA'S OUTSTANDING TOY PUBLISHERS' PUBLICATION

your future...

INCREASED SALES

with **BRADFORD'S** UNBREAKABLE PLASTIC CHRISTMAS ORNAMENTS

MADE IN U.S.A.

Every year the leader of the
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Christmas ornaments . . . see us at the TOY FAIR . . .

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WAtkins 4-0093

776

GLOLITE for '58 like the Satellite

IS OUT OF THIS WORLD!

- for Christmas Tree Lights and Illuminated Decorations that are simply OUT OF THIS WORLD

see the GLOLITE DISPLAY HOTEL McALPIN East Room, First Mezzanine

NEW YORK TOY FAIR—March 10 to 19

The
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CORPORATION
1472 Merchandise Mart
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ADVERTISED IN LIFE

Guaranteed by Good Housekeeping

GLO-IN-THE-DARK!

CHRISTMAS ORNAMENTS

A new startling effect
for the home and tree!

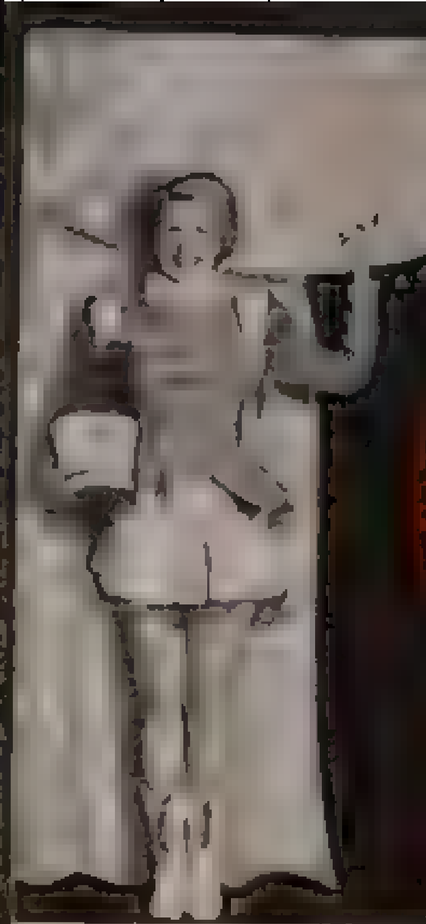
NO WIRES! NO BATTERIES!
RECHARGE BY THEMSELVES
WHEN EXPOSED TO BRIGHT LIGHT

A SHINY-BRITE Product

MAX ECKARDT & SONS, INC., NEW YORK, N. Y.

PERMANENT SHOWROOM 45 E. 17 ST. N. Y. C. • HOTEL NEW YORKER ROOM 883

Whee! Look at 'em Fly!
PLM-45 $12.95
PLM-30 $7.95
COMET
USAF
U.S. AIR FORCE
PLM-46—$14.95
Control handle and lines included on all Ready-to-Fly Models
PLM-44 —$11.95
They're SKY-HIGH in Design, Flyability and Value!
COMMENDED PARENTS MAGAZINE
Comet
Ready-to-Fly
U-Control ALL-PLASTIC GAS MODELS
What a picture they make—Comet's 4 big-'n-beautiful Ready-to-Fly U-Control Gas Models zooming through the sky—while their youthful "pilots" get the thrill of their lives putting them through their paces! These all-plastic beauties were deliberately designed to out-fly, out-value and out-sell them all—and they're doing just that! Young Americans want action these days—and they get it in Comet's Ready-to-Fly Gas Models. Stunningly packaged in richly color-printed chests—complete with powerful "OK" Cub fast-starting engines, control handles and lines—and they cover every popular price range from $7.95 to $14.95!
PIPER TRI-PACER
PLM-30—$7.95
MUSTANG
PLM-45—$12.95
STARFIGHTER,
PLM-46—$14.95
SABRE
PLM-44—$11.95
COMET MODEL HOBBYCRAFT, INC.

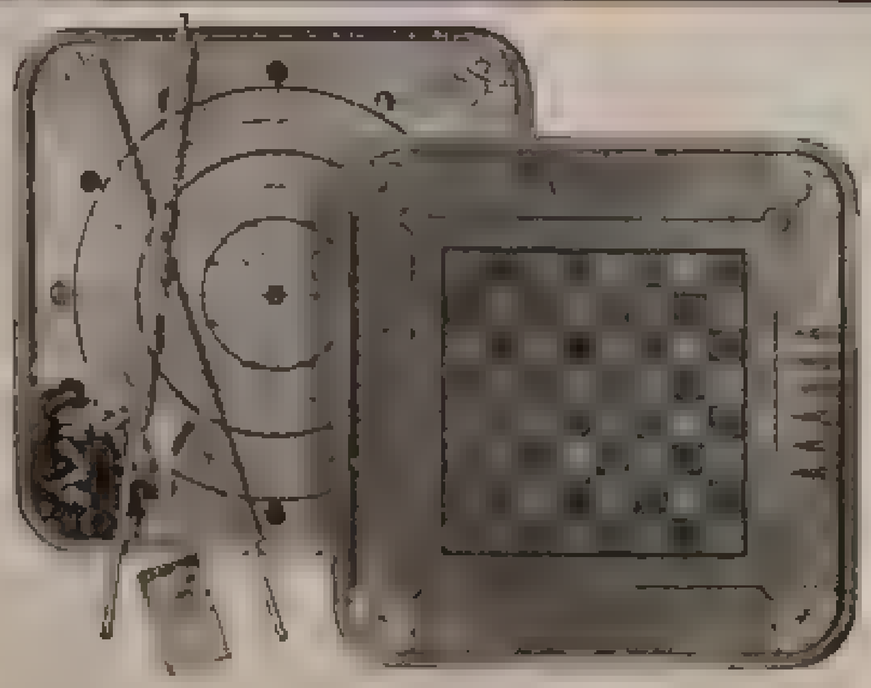


The world's leading
manufacturer of action-skill games

CARROM

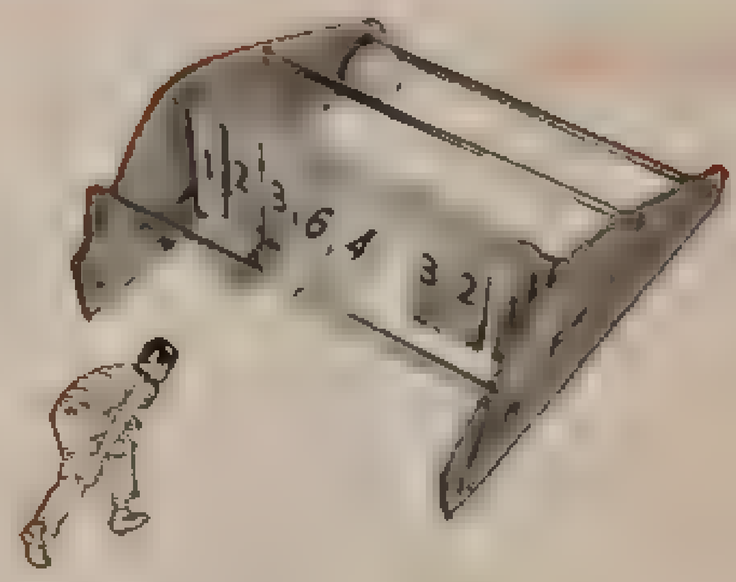
Presents

YEAR-ROUND GAMES FOR ALL AGE GROUPS



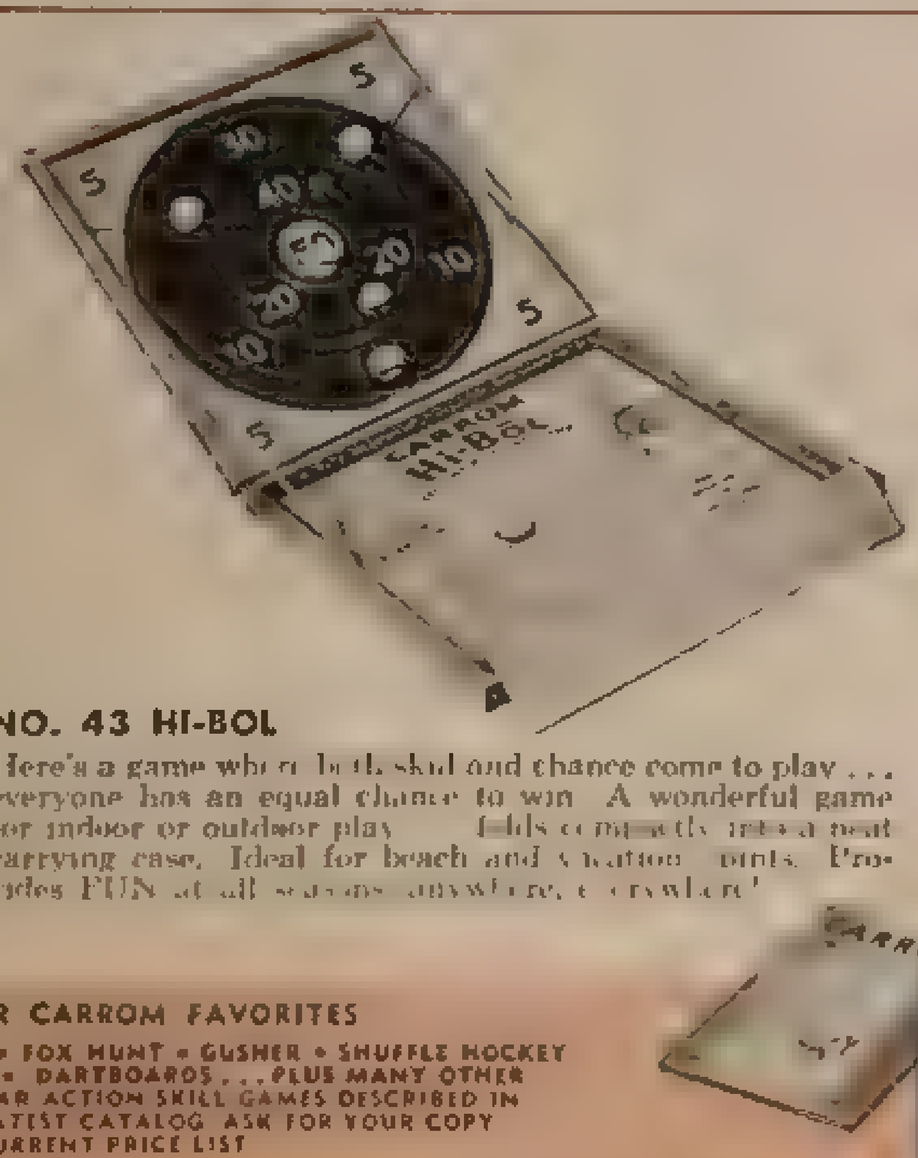
85 Games played on this No. 85 Reversible CARROM-CROKINOLE GAME BOARD

From the customers' standpoint, this is undoubtedly the BIGGEST MONEY'S WORTH in the toy and game business! Endless entertainment for both children and adults. Complete rules book and all accessories, including two 26-inch cues with every game. Also, Numbers 95 and 105.



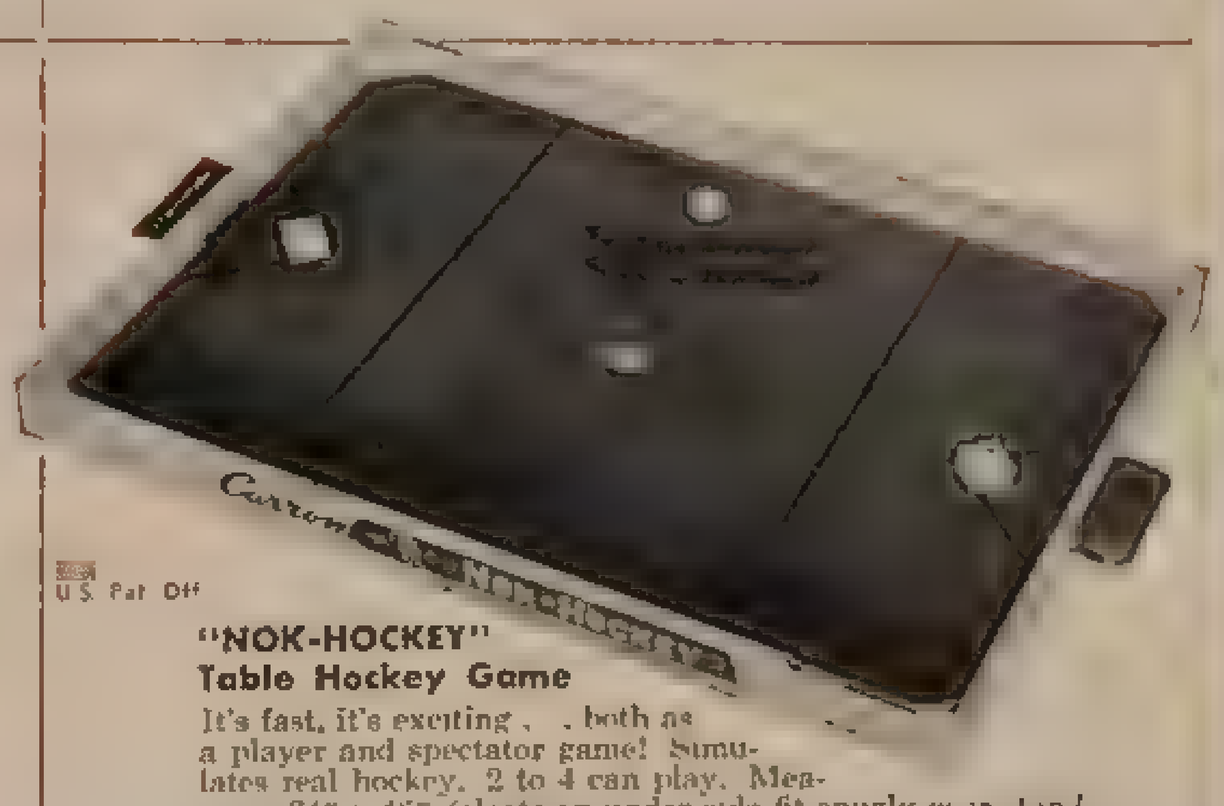
NO. 44 BOWL BALL

Big, sturdy (28" wide, 30" long, 10" high), this rugged bowling game appeals to all age groups. Any number can play. Scores similar to real bowling. Furnished with 2 balls. An ideal home game for parlor or rumpus room. FUN for everyone! Metal tubular braces and bump bar.



NO. 43 HI-BOL

Here's a game where both skill and chance come to play . . . everyone has an equal chance to win. A wonderful game for indoor or outdoor play. Folds compactly into a neat carrying case. Ideal for beach and vacation spots. Provides FUN at all seasons, anywhere, everywhere!



"NOK-HOCKEY"
Table Hockey Game

It's fast, it's exciting . . . both as a player and spectator game! Simulates real hockey. 2 to 4 can play. Measures 34" x 46" (cleats on under side fit snugly over standard card table). Packed singly in corrugated shipping carton. FUN to play, profitable to sell. Two models No. 21 (illustrated) with two wooden sticks for recreational use. No. 20 with 4 wooden sticks for home fun.

OTHER CARROM FAVORITES

KIKIT • FOX HUNT • GUSHER • SHUFFLE HOCKEY
RIFFA • DARTBOARDS . . . PLUS MANY OTHER POPULAR ACTION SKILL GAMES DESCRIBED IN OUR LATEST CATALOG. ASK FOR YOUR COPY AND CURRENT PRICE LIST

CARROM INDUSTRIES, INC.

LUDINGTON, MICHIGAN

Largest Makers of Game Boards in the World

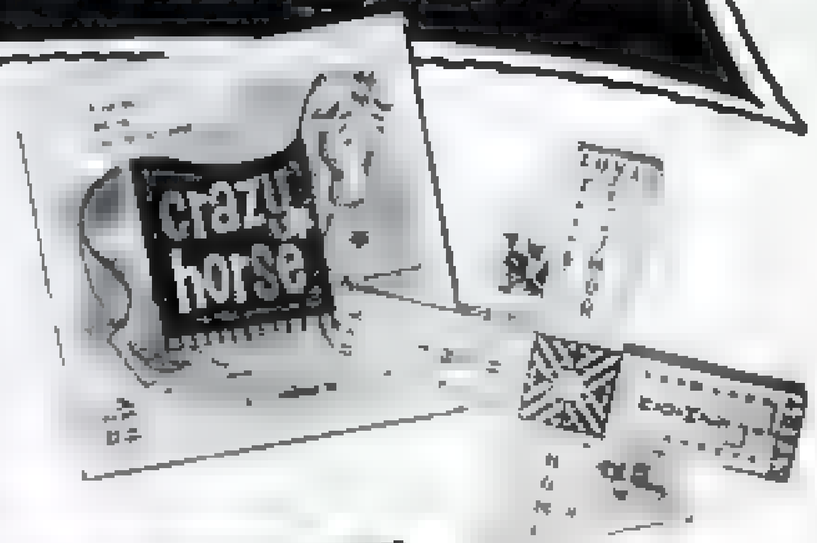
New York Showroom • 135 Fifth Ave. at Corner of 20th Street

a SHAMPAINE Industry

BIG TOP GAMES

PROUDLY PRESENT

Crazy horse



The original BIG TOP game for alert minds . . . the game that hit the magic circle of fast turnover and BIG profits with a BANG! Old and proven, yet it's brand new.

Crazy Horse's peg type playing board in multi-colors is made of heavy, hi-impact styrene, built to take abuse. Playing pieces, also of styrene, represent horses and are in four game colors for easier player identification. Horses progress is determined by a toss of the dice. Packed 12 to a carton, weight 12 lbs. Retail $2.98.

...and 2 NEW SENSATIONS IN THE SURE-SELL BRACKET

Another new game for alert minds . . . a banking type game that will delight the entire family . . . never ending . . . continuous excitement. Can be played by from 2 to 6 players using colorful player cards and [illegible]. Retail $2.00

[illegible] Retail $2.00

All Big Top Games are provocatively packaged . . . and have instant counter appeal for fast action volume sales

YOU'RE INVITED

to visit the display of Big Top Games in Room 747 [illegible]

MANUFACTURED BY

SABAS & CARNEY • 312 W. 42nd St. • Mpls. 9, Minn.

264

NEW YORK TOY & GAME MFG. CORP. • 200 Fifth Avenue • New York 10, N. Y. Factory Lawrence, Mass

Also manufacturers of Jr. Ace juvenile sporting goods and tool sets

[redacted]

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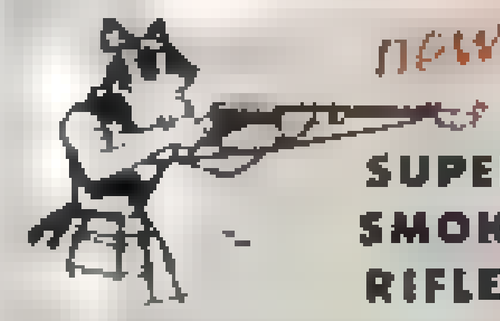
GUN AND EQUIPMENT HEADQUARTERS FOR YOUNG SHOOTERS

at 114 Arcade
Lobby of 200 Fifth Avenue Building



new!
SUPER SMOKE RIFLES

new!
HOLSTER and CANTEEN SETS

new!
GUNS of the WEST OUTFITS

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new!
COWBOY CANTEENS

new!
AIR RIFLES • BB SHOT
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America's Headquarters for Juvenile Guns and Equipment

COMMENDED PARENTS

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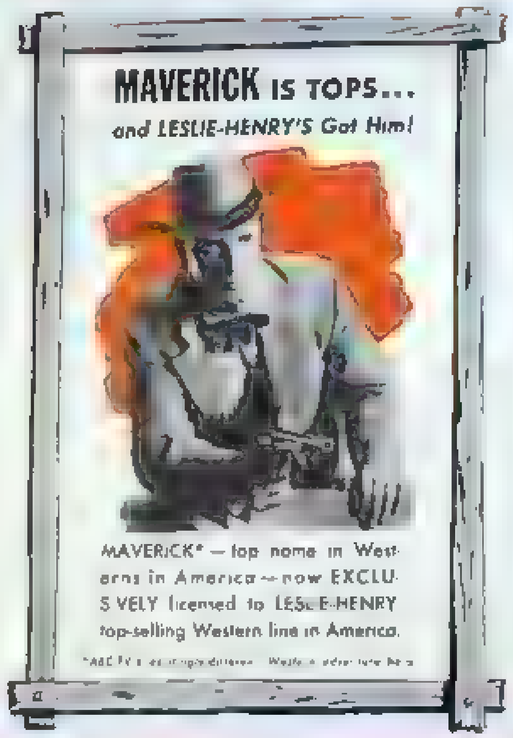
FOR THE BIG SURPRISES

RELY ON LESLIE-HENRY & DELUXE FOR


MAVERICK IS TOPS...
and LESLIE-HENRY'S Got Him!
MAVERICK* — top name in Westerns in America — now EXCLUSIVELY licensed to LESLIE-HENRY top-selling Western line in America.

LESLIE-HENRY BRINGS FAMOUS WESTERN NAMES TO HELP YOU SELL MORE WESTERN GOODS!

Don't fail to see the great new Leslie-Henry Line for '58! See the many surprises that mean hi-impact, point-of-sale punch! See the line nationally known for being tops in sales, "over the counter"!

- NEW GUNS!
- NEW HOLSTER SETS!
- NEW SELLING IDEAS!

PISTOLS
HOLSTER SETS
CAPS FOR PISTOLS
COWBOY SUITS
WESTERN ACCESSORIES
DIE CAST TOYS

456

WILD BILL HICKOCK and JINGLES
GENE AUTRY
YOUNG BUFFALO BILL
TEXAS RANGER

The World's Largest Manufacturers of Western Playthings

LESLIE-HENRY COMPANY, INC.

SHOWROOM: 200 5th AVE., N.Y. 10, N.Y.
FACTORY: MOUNT VERNON, N.Y.

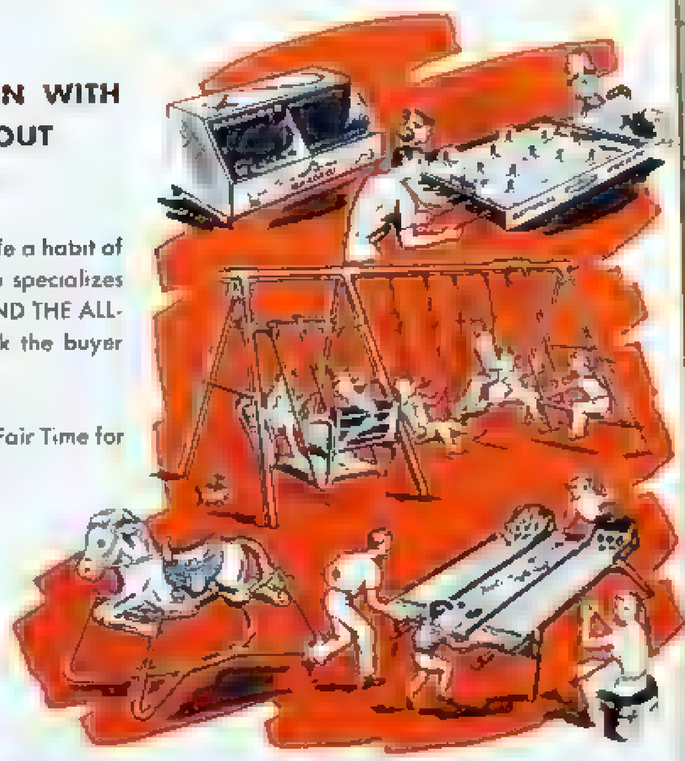
—SEE THE BIG TWO!!

THE SELLINGEST IDEAS IN AMERICA!

DELUXE SCORES AGAIN WITH THE MOST TALKED ABOUT PROMOTIONS OF '58!

Year after year, DeLuxe has made a habit of coming up with winners! DeLuxe specializes in promoting toys for profit — AND THE ALL-IMPORTANT PLUS VOLUME! Ask the buyer who buys DeLuxe!

We invite you to come in during Fair Time for the full promotion story



OUTDOOR PLAY-GYMS
PLAYGROUND EQUIPMENT
SLIDES

458

SPRING HORSES
PEG TABLES
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DESK SETS
BOXED TOYS

The World's Leading Maker of Promotional Toys and Gyms

DE LUXE GAME CORPORATION

SHOWROOM: 200 5th AVE., N.Y. 10, N.Y.
FACTORIES:
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11 10 9 8 7 6 5 4 3 2 1 0
17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

DEN RICKS

LINE OF POOL TABLES FOR THE HOME

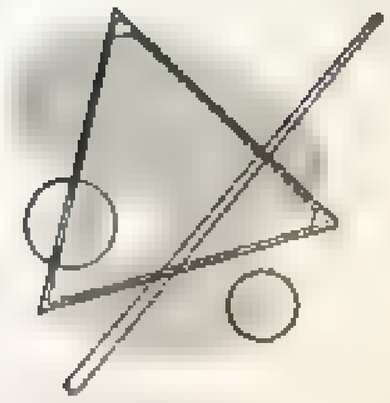
see our complete line
of sales sensational models

at the Toy Fair—**Room 524 · HOTEL NEW YORKER**

Check These Exclusive Den-Ricks Features

- Removable Cushions!
- Built-in Ball Storage!
- Warp-Resistant "Floating Mount" Installation of Playing Surface!

Den-Ricks Pool Tables are even more "wanted" than ever before—that's your cue to settle for nothing less than the best—the Den-Rick's Line.



DEN-RICKS, Inc.

Office:
10718 FRANCE AVE., SO., MINNEAPOLIS 20, MINN.

Factory:
NORTHFIELD, MINN.

350

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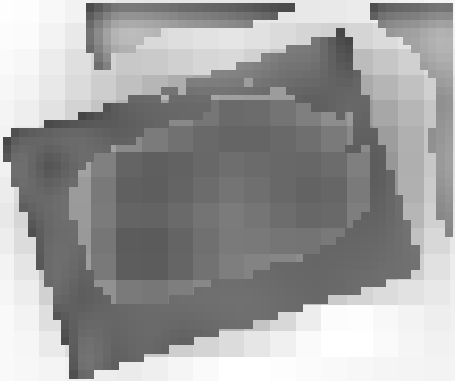

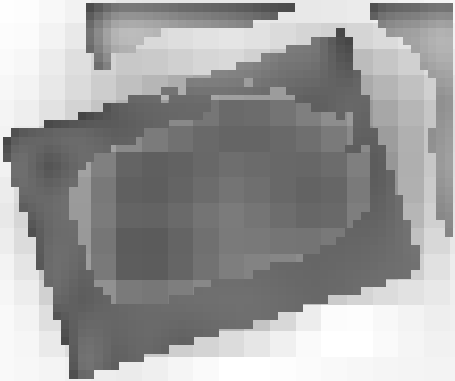

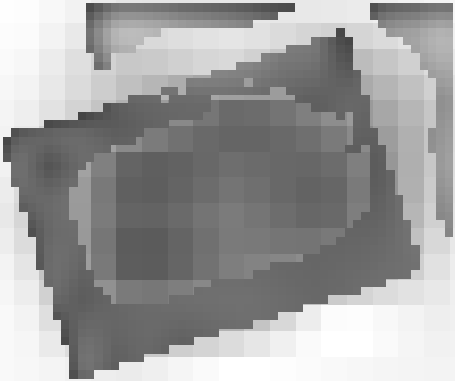

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AMERICA'S
FINEST
QUALITY
DOLL
FURNITURE

"Just Like
The One
Your Baby
Slept In"

WEST COAST REPRESENTATIVE
KEN ROBERTS & ASSOC.
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NEW YORK OFFICE
HERMAN ROBBEN
200 Fifth Avenue (Room 303)

Whitney Bros. Co.

SINCE 1904

FACTORY: MARLBORO, NEW HAMPSHIRE

[redacted]

even mimi will be there...

Yes Mimi will be there
along with Lenny,
Duncan Bernie
Allen and Esther
in fact
Everybody who is **Anybody**
will be at

room 1208

1107 BROADWAY

to see Belle's exciting complete line

Andy Capp

BELLE DOLL AND TOY CORPORATION

1107 BROADWAY ROOM 1208 Factory: 33 Nassau Ave., Brooklyn 22, N. Y.

"Psst . . . wanna see some hot numbers?"
'58's hottest numbers in "playing grown-up" and pre-school toys are at SUITE 240, 200 FIFTH AVENUE

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Dept. P-3 • Hatboro, Pa

Sales Offices: Room 240, 200 Fifth Ave., New York City — WAtkins 4-9288

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HARVILL CORPORATION

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The **DREADNOUGHT** *Line*

of

ALL-METAL CANNONS

As indestructible as toys can be ...

ON VIEW—GRAND BALLROOM, MEZZANINE, HOTEL NEW YORKER

Permanent Showroom: **EVERLY ASSOCIATES, 1107 BROADWAY**

DREADNOUGHT

Super CANNON

Sug Ret
$7.95
#108 G

Shoots soft-nosed, rubber-tipped shells...with a real bang!

Mechanical aiming and firing action!

From HARVILL CORPORATION — one of America's leading makers of fine metal die castings, come the new Dreadnought Cannons — toys with eye and ear appeal, outstanding mechanical realism, true "service longevity." Press the fire control button and the projectile rises with a satisfying bang. Carefully engineered gears permit artillery accuracy in aiming and firing. Once zeroed in, shell after shell lands smack on the target! Add Dreadnought Cannons to your list of bigger ticket guaranteed customer pleasers. All metal — no breakage worries — no child disappointments! See and stock the year's most intriguing line of ordnance toys – today.

Manufactured by

HARVILL

Designed by
MATT MILLER

Available from G. Orange and [illegible]
[illegible] D, U. & Dc
[illegible] CANNONS
[illegible]

. . . cover the market with Dreadnought Sky-Raider Cannon—see next page ▶

DREADNOUGHT

Sky-Raider CANNON

Rotating and Elevating Projectile Gun
Fires With or Without Caps

[illegible]

$6.95

#208 O D

Manufactured by

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RUSHTON'S NEWEST CREATION

SONNY BUNNY . . . *He is a HONEY!*

LOTS of size and NOT much MONEY.

Made of very long pile lustrous plush in vivid EASTER COLORS . . . Soft and cuddly . . . light as a feather . . . Write for a catalogue with full description of this new sensation and watch him HOPPING down the PROFIT trail to greater SPRING SALES.

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every
little
girl
loves an
EEGEE
doll

Be sure to see
this
exciting new
line at the
TOY SHOW

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will be at a
NEW LOCATION
during the TOY SHOW

See them at our modern
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BEN HELLER
and
EDDIE ROSE

will be at the
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Straight to the Heart
of all that's finest and best
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ROOM 442

EFFANBEE DOLL CORP. 200 FIFTH AVENUE · NEW YORK 10

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gives you the 3 most popular TRU-ACTION® sporting games that appeal to young and old, year-in and year-out!

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Every sale you make multiplies . . . one youngster buys and suddenly everyone in the neighborhood wants Tudor games. Attractively packaged to sell right from the colorful display box.

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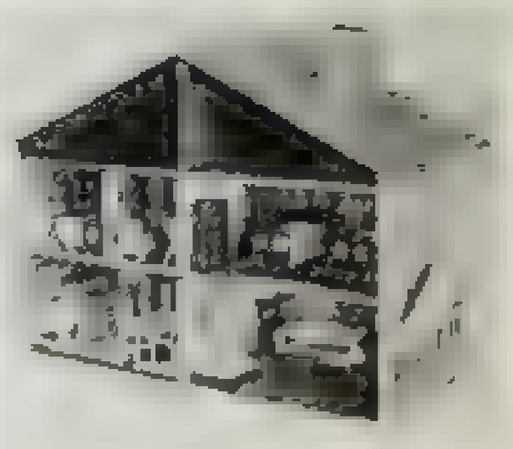
*the really built *fibreboard toy*

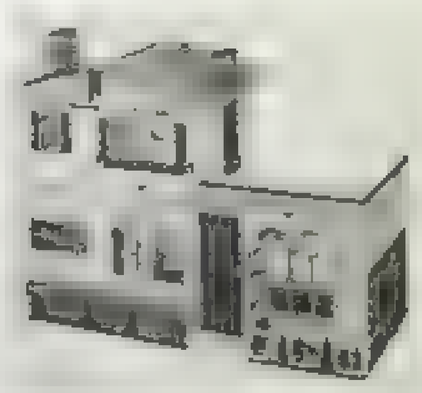
Durable—Light—*All* Play Value
Quick, Easy Assembly
Packaged and Priced to Sell
Conforms to all Parcel Post Regulations



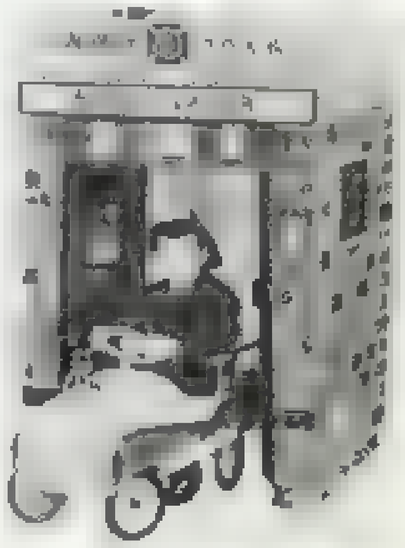
SUB-BUR-BANNETTE Doll House
No. 106
List price $1.98

VISIT US AT THE HOTEL NEW YORKER, ROOM 1048, DURING THE TOY FAIR

Manufacturers' Representatives: — We still have a few desirable territories open.



"SPLIT-LEVEL" for 8" and 10" Dolls
List Price $5.98



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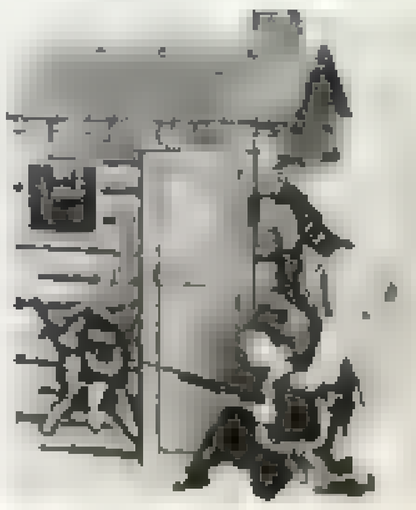

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★
and MOON-JET . . .
★ to be unveiled at the Toy Fair
No. 111 — **$3.49**
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Division of **ATLANTIC CONTAINER CORP.**
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358

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Puppets
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One call buys them all in ROOM 560

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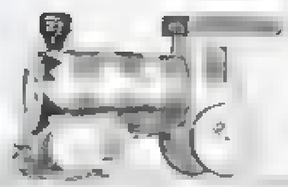
NEW FISHER

AHEAD AGAIN

in ideas....in value....in sales!

PRICE TOYS



TOY FAIR HEADQUARTERS

New York Suite 417, 200 Fifth Ave Bldg

FISHER-PRICE TOYS

EAST AURORA ERIE COUNTY N.Y.

now there are

VOGUE DOLLS, INC

MEDFORD, MASS.

Only ADMIRATION Offers This Great Potential!

Miss Francie 10½" ALL VINYL DOLL

- Fashionably Dressed
- MARGON'S Patented MOVING EYES
- Washable Rooted Hair

Can be retailed IN COMBINATION FOR 98¢ EACH

SEE THE COMPLETE ADMIRATION LINE at the HOTEL McALPIN ROOM 1052

12 different dresses in a separate eye-catching box — designed for the Miss Francie Doll

10½" All Vinyl Miss Francie Doll — Individually Window-Boxed

ADMIRATION TOY Co., Inc.

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COMPARE COMET'S GREAT Piper Tri-Pacer

Handsome 4-color Protective Chest

ALL-PLASTIC True-to-Scale ***READY-TO-FLY***

GAS MODEL

PLM-30

True-to-Scale from Official Blueprints

Big 16" Wingspan

$7.95

Complete with "O.K. Cub" .049A Engine

Easy-starting "O.K. Cub" Engine

Rich 2-tone Colors

Control Handle, Lines and Twist-Cord Starter Included

Tricycle Landing Gear

Rubber Cushion Wheels

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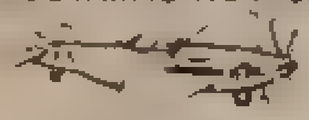
Nothing at anywhere near its low price can touch it for Value, Flyability, Quality and Packaging

3 other GREAT COMET GAS MODELS

PLM 46 STARFIGHTER $14.95



PLM 45 MUSTANG—$12.95

PLM-44 SABRE—$9.95

There's never been a value like Comet's Tri-Pacer in the ready-to-fly field—and sales figures show it! Compare it with any other ready-to-fly model at anywhere near its price—and this faithful replica of the popular Piper sports plane is 'way out in front! We've used Comet's outstanding designing and manufacturing facilities to produce a model that's tops in quality, with features usually found only in much higher-priced gas models—put it in a stunning 4-color box—and priced it to attract the greatest number of buyers! Result: maximum sales and profits for YOU!

COMET MODEL HOBBYCRAFT, INC.
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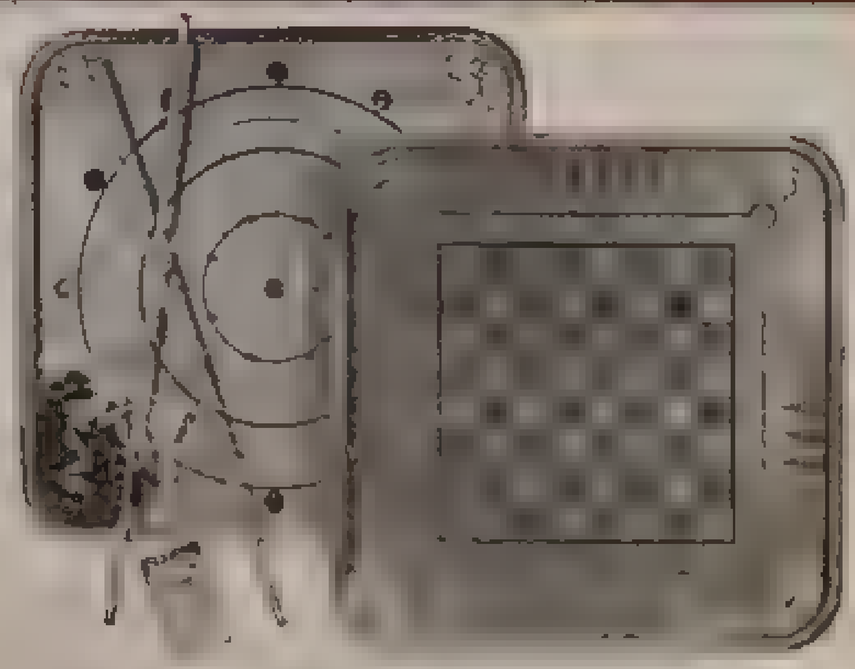
The world's leading
manufacturer of action-skill games

CARROM

Presents

YEAR-ROUND GAMES FOR ALL AGE GROUPS

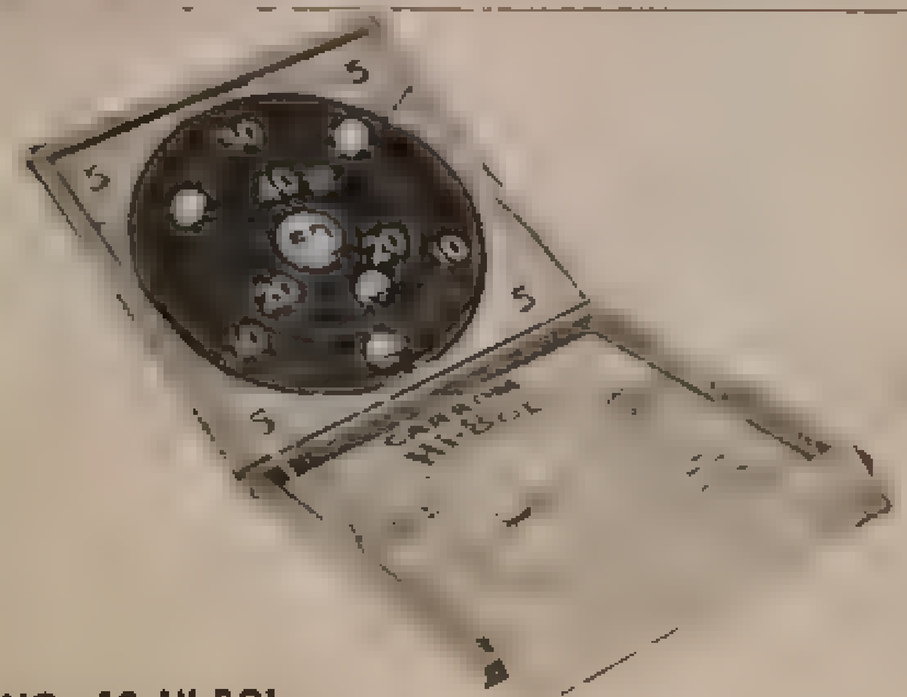


85 Games played on this No. 85 Reversible CARROM-CROKINOLE GAME BOARD

From the consumer's standpoint, this is undoubtedly the BIGGEST MONEY'S WORTH in the toy and game business! Endless entertainment for both children and adults. Complete rule book and all accessories included for each game. Also, Numbers 95 and 107

NO. TK-4 KIKIT GAME

Here's action-packed fun and a real test of skill! This game features [illegible] players of fancy, accurate and powerful shooting. Each player has [illegible] Kikits and 2 Striking Weight Kikits. The [illegible] Kikits are 2¼" diameter. Striking Weight Kikits, [illegible] Kikits 2¾" diameter. [illegible]



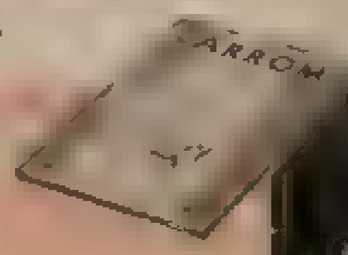
NO. 43 HI-BOL

Here's a game where both skill and chance come into play [illegible] everyone can [illegible] game for [illegible] a quick game for [illegible] and [illegible] Hi-Bol [illegible]

WRITE FOR CATALOG

"NOK-HOCKEY"
Table Hockey Game

It's fast, it's exciting . . . both as a player and spectator sport! Novel miniature table hockey. 2 to 4 players. Measures 4' x 8'. Features on water base hit surface over standard playing surface. Easily dismantled, compact, sturdy. Ready to play, portable to sell. Two models: No. [illegible] illustrated with [illegible] for home fun. No. [illegible] recreational model with 2 plastic sticks.



OTHER CARROM FAVORITES

CRO-CARROM (table croquet) • BOWL BALL • TOSS UP GAME • GUSHER OIL FIELD GAME • 8 FFA GAME SHUFFLE HOCKEY • CARROM BAGATELLE • BALLA ROLLA • FOX HUNT (Shuffle) • DART BOARDS

CARROM INDUSTRIES, INC.
LUDINGTON, MICHIGAN
Largest Makers of Game Boards in the World
New York Showroom — 135 Fifth Ave. at Corner of 20th Street

a CHAMPAINE Industry

The Gerber Baby Invites You

To See the New Line of Quality Gift Toys at the Toy Fair

(ROOM # 580, SHERATON-McALPIN HOTEL)

Making an impression on mothers and fathers is easy for the Gerber Baby, loved and trusted trademark that is scheduled to make literally billions of visual impressions in 1958. The Gerber Baby on the package of this new line of toys will mean quality and value to the customer — sales for you.

Also on permanent display in the offices of our national sales representatives, Portugal & Kreitman, Inc., Room 561, 200 Fifth Avenue, New York City

Gerber Plastic Company

ST. LOUIS 3, MISSOURI

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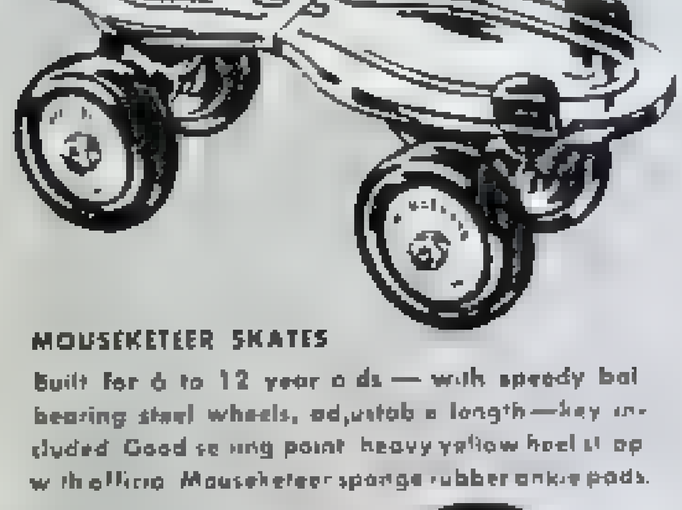
352

Mickey Mouse starts 'em skating...



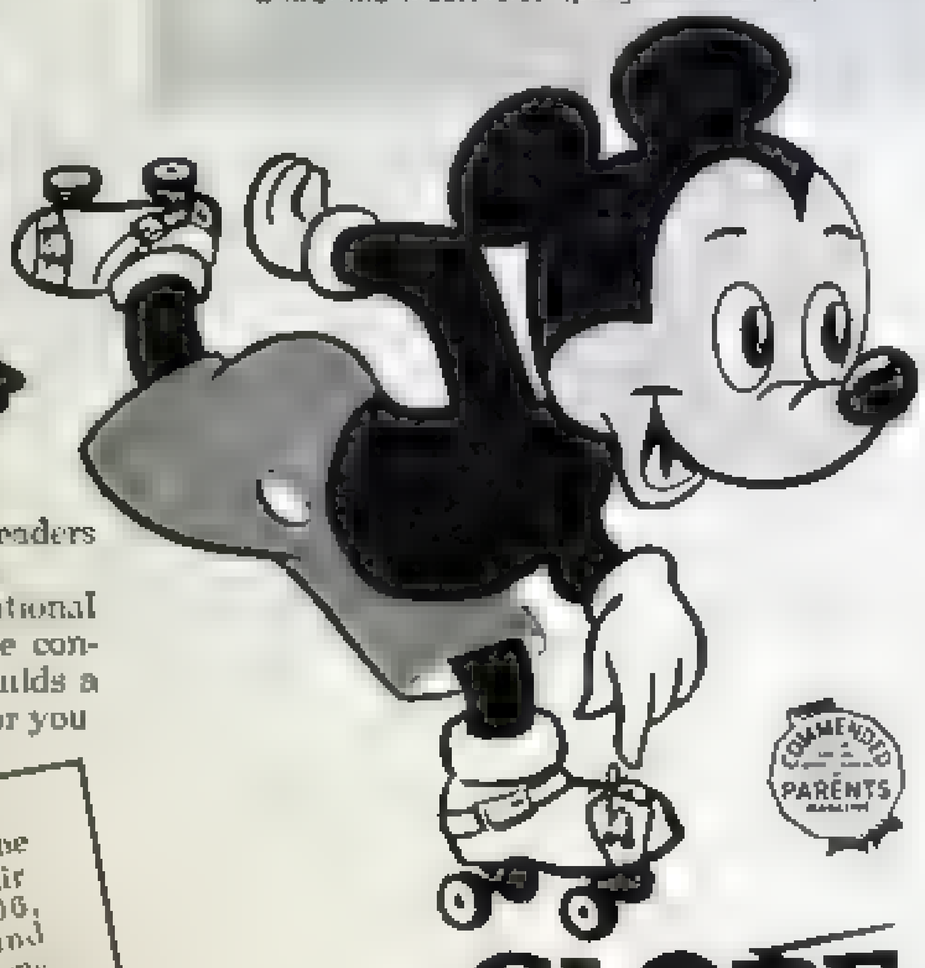
MICKEY MOUSE SKATES

Favored by the beginners (3 to 5 years) because they have Mickey's picture on the heel plate and toe strap. Good selling point: non-bearing wheels safer for beginners.

MOUSEKETEER SKATES

Built for 6 to 12 year olds — with speedy ball bearing steel wheels, adjustable length—key included. Good selling point: heavy yellow heel strap with Mickey Mouseketeer sponge rubber ankle pads.

...starts you rolling up big skate sales!



Presold! Several million youngsters who read Walt Disney Comics, Mouseketeer Comics and New Fun ones which make up the popular Dell Comic group.

Presold! 1,708,121 readers of Parents' Magazine.

Yes our powerful, national advertising covers the consumer market and builds a ready-made market for you.

Stop in and see us at the big American Toy Fair. We're in Room 1006, Hotel New Yorker and F A B 520. Take a long look at our whole line of Globe, Mickey Mouse and Mouseketeer skates.

© Walt Disney Productions

GLOBE

ROLLER SKATES

GLOBE-UNION INC., Milwaukee 1, Wis.

Manufacturers of world famous Globe and Marvel roller skates

Men Who Build the Future of American Railroads

"To maintain their role as the leading mass transportation agency, railroads must seek not merely to meet the competition but be the competition.

"And the Norfolk and Western is busy today preparing for a busy future. Although we now have more than 61,000 revenue freight cars—more per mile of road than any other railroad 250 miles or more in length—we are adding to our fleet because of our faith in an expanding market for the high quality coal mined along our line. We are also building a branch line including an 8,220-foot tunnel, to tap a new large coal area adjacent to our Clinch Valley District in Southwestern Virginia.

"With this District fully Dieselized, we will be able to move this coal tonnage efficiently and economically."

R. H. SMITH, President,
Norfolk and Western Railway Company

Further evidence of the N & W's progressive and competitive development are the 105 General Motors General Purpose locomotives in service on the road today.

ELECTRO-MOTIVE DIVISION
GENERAL MOTORS
LA GRANGE, ILLINOIS
Home of the Diesel Locomotive
In Canada:
General Motors Diesel Ltd.,
London, Ontario

Within these

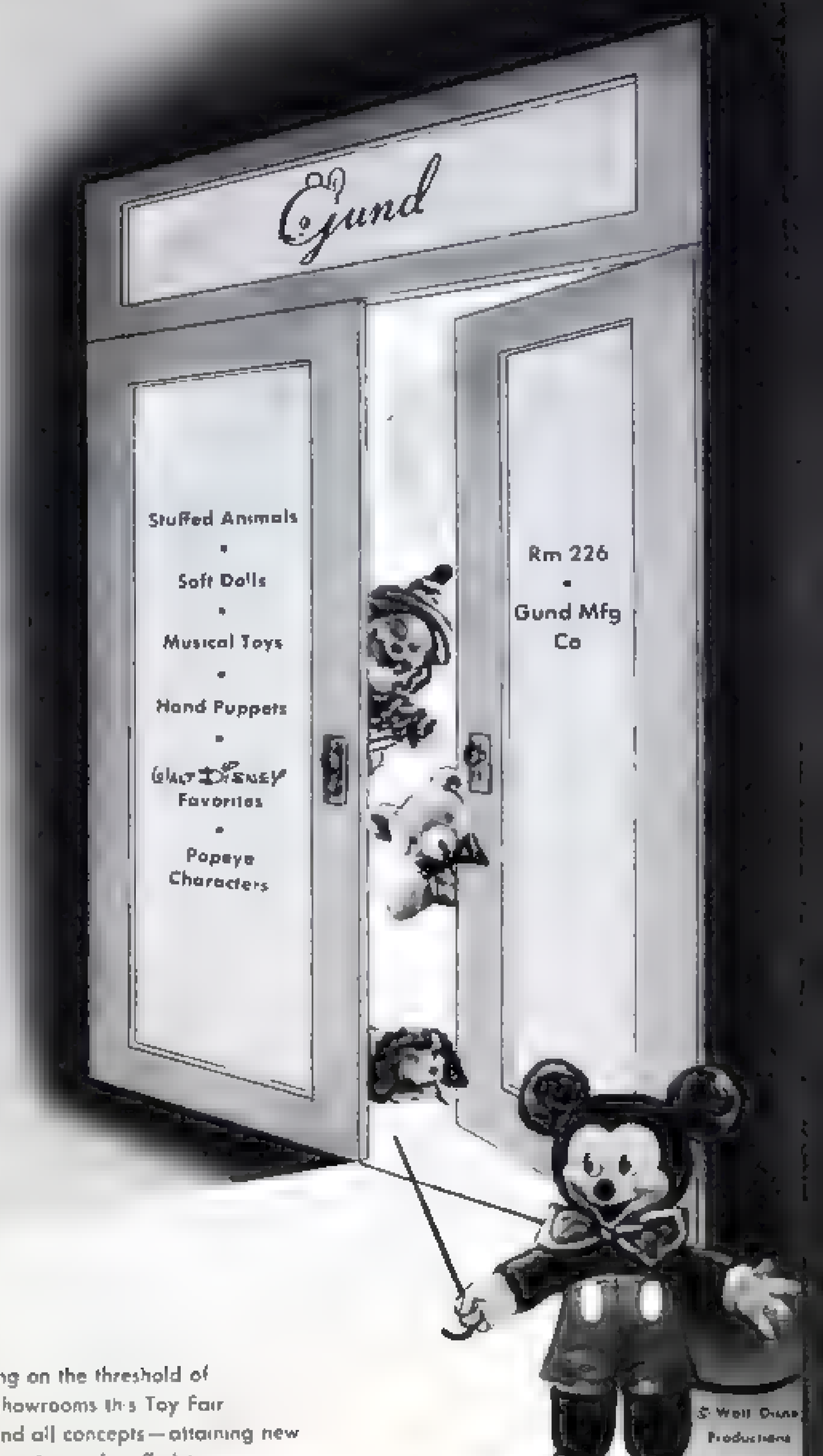
Doors...are

the Most

Gunderful

Stuffed Creations in all

Our 60-Year History



You'll experience a tingle of excitement . . . a sense of being on the threshold of something truly important . . . with your first step into our showrooms this Toy Fair For the new presentation of Gunds for 1958 goes far beyond all concepts—attaining new levels of imaginative design and beauty . . . It provides new vistas of stuffed toy creation—new colors—new techniques, new merchandising ideas that mean bigger better sales for all Gund dealers . . . Fitting tribute to Gund's sixtieth birthday—and the inauguration of our great new plant . . . Gunderland Park

Gunderland Park

Gund Manufacturing Co.
J. Swedlin, Inc.
Rm. 226 • 200 Fifth Ave., New York 10

Visit the Gund Showrooms NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

2 OUT OF 3 CHILDREN IN AMERICA

WILL
WEAR
BENAY-ALBEE
HATS
IN
1958*

SEE WHY AT THE TOY SHOW..HOTEL NEW YORKER..ROOM 1126, 200 FIFTH AVE...ROOM 1118

WESTERN, NOVELTY, CHARACTER AND SUN HATS
BENAY-ALBEE NOVELTY CO. 12-61 PLUSHING AVE., MASPETH, N. Y.

benay-albee

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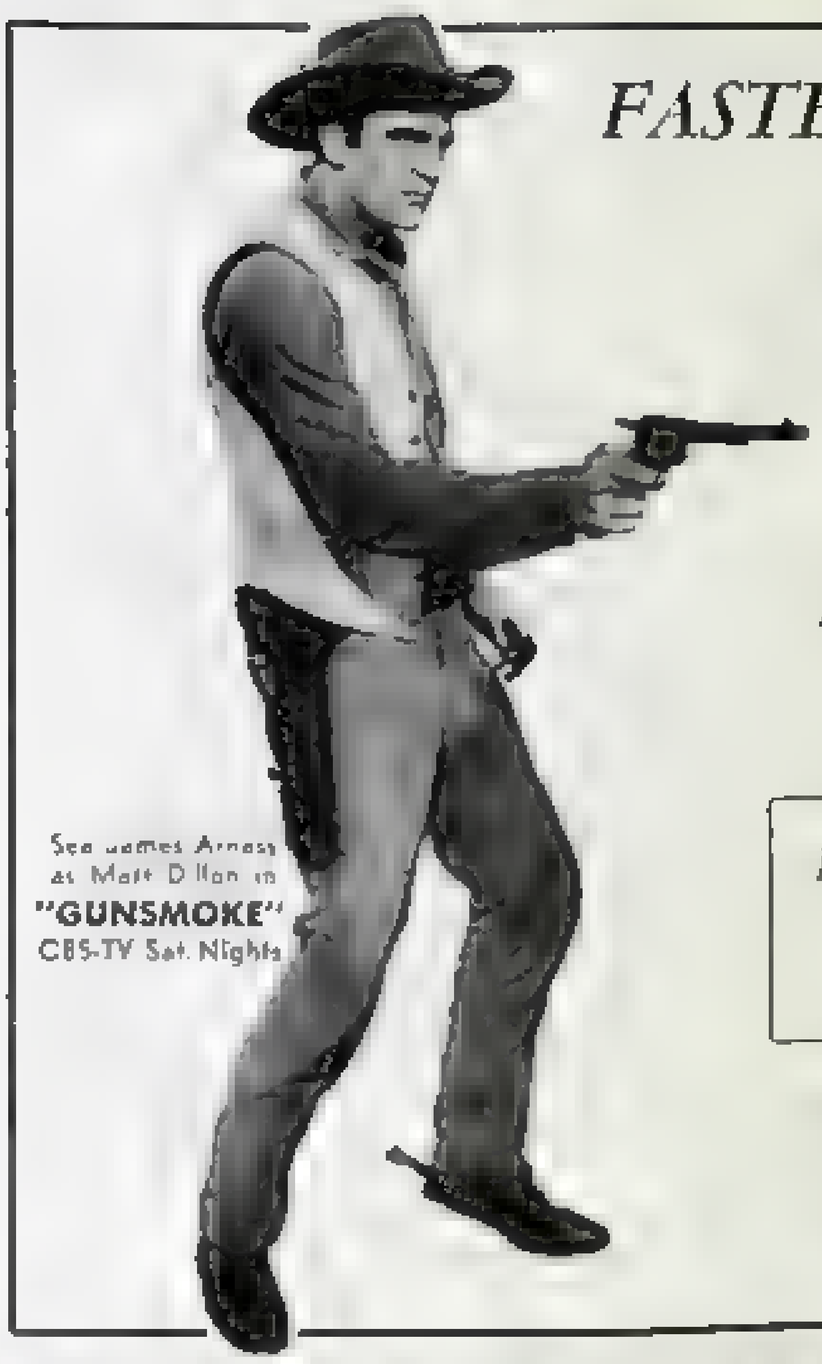
6



See James Arness as Matt Dillon in "GUNSMOKE" CBS-TV Sat. Nights

FASTEST DRAW IN PLAYSUITS!

"GUNSMOKE"

BOYS' WESTERN OUTFITS by

SENECA

AMERICA'S NEWEST TELEVISION SENSATION
AUTHENTICALLY RECREATED FOR
SURE-FIRE PLAYSUIT SALES

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HOTEL McALPIN — ROOM 480

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Makers of "FRONTIER" Playclothes

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Always Leaders In The Field — Always Leaders In New Features

"If you don't check,
You're the loser
for the year"

NEW — SENSATIONAL

AMPLIPHONE

with Tone Control

Amplifies Sound in
Low Cost Acoustical Models
Plays Like
High Price Phonographs

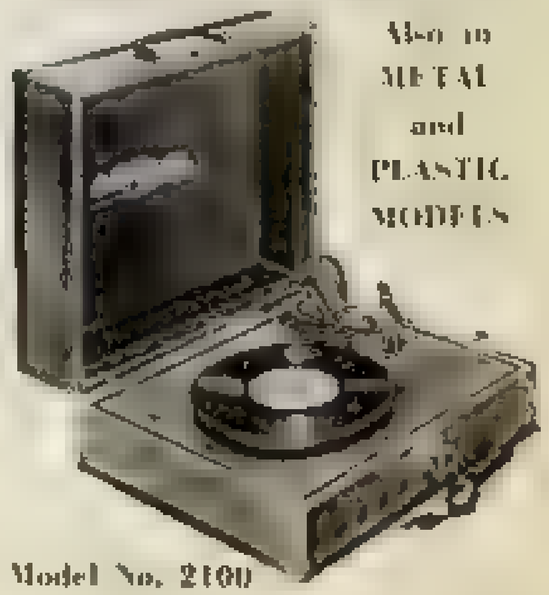
FEATURES

- Volume Control.
- Non Skid Turn Table. For Better Record Playing—Especially on Poorly Made Records.
- Needle Screw Cannot Be Lost.
- Balanced Tone Arm—for Less Record Wear.
- More Durable Diaphragm for Sound Reproducer.
- Motor—overpowered and free wheeling.

2 Speed
78 and 45 R.P.M.
Low Price Models

TWO TONE ACOUSTICAL PORTABLES

Also in METAL and PLASTIC MODELS



Model No. 2100

Durably constructed of ¼ inch wood fiber to withstand abuse.

A LIFE GUARANTEE—Our Returns Policy Keeps Your Stock Clean

2 AMPLIFIED MODELS
- 3 SPEED
- 45 R.P.M. ONLY

29 YEARS' MANUFACTURING

The only manufacturer of Phonographs that makes all parts—resulting in the Best Quality—Lowest Price—and Insured Delivery when you need it most

Manufacturers of Motors for Leaders in the Appliance Field. Our Motors Must Be Tested and Right in the Field.

See Display
MOSELEY & ABRAHAMS
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ROOM 315

CARRON MFG. CO.

900 SO. DESPLAINES ST
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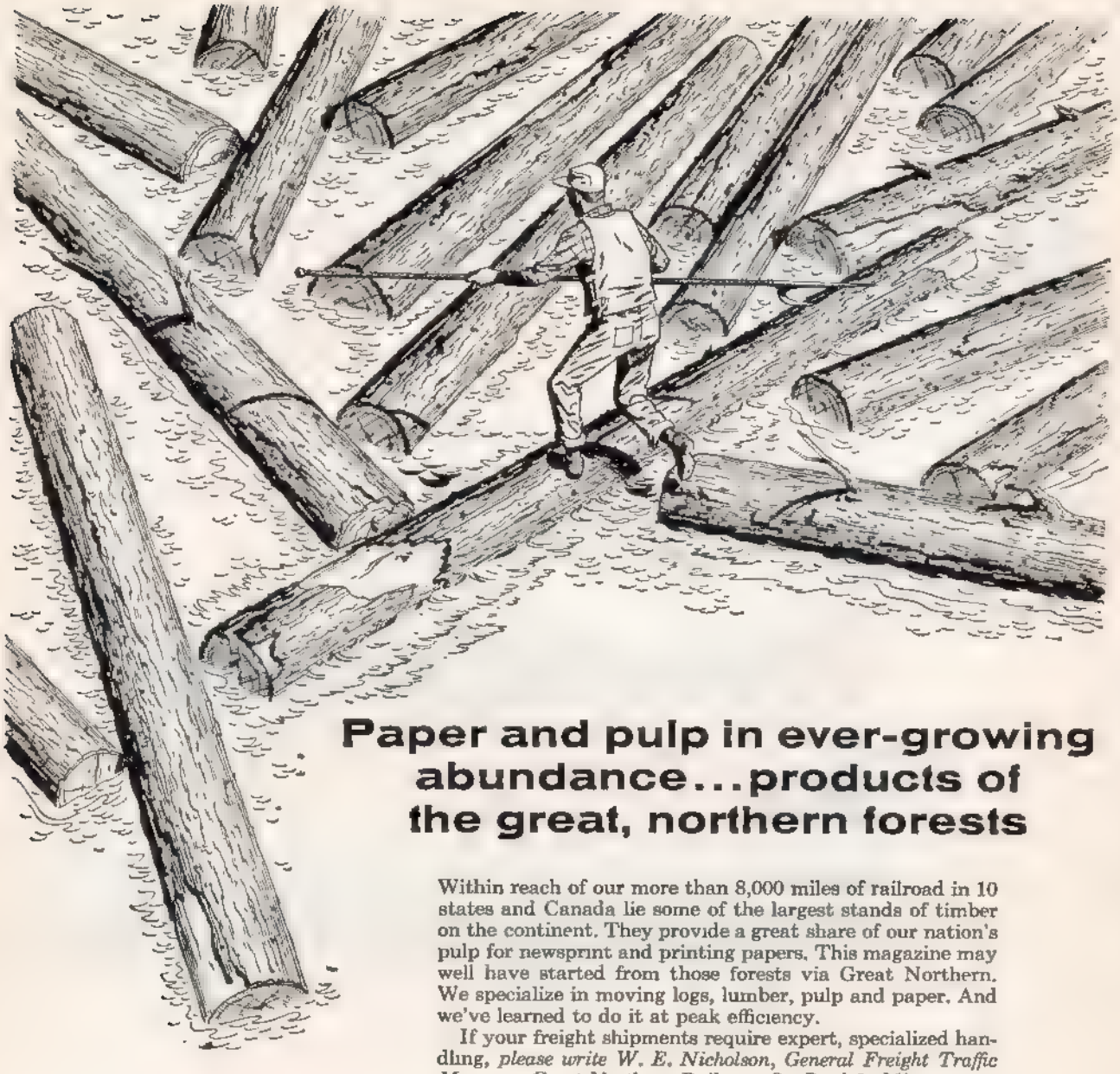


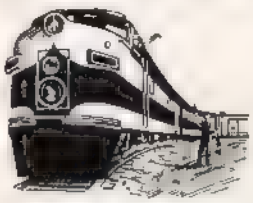
Paper and pulp in ever-growing abundance... products of the great, northern forests

Within reach of our more than 8,000 miles of railroad in 10 states and Canada lie some of the largest stands of timber on the continent. They provide a great share of our nation's pulp for newsprint and printing papers. This magazine may well have started from those forests via Great Northern. We specialize in moving logs, lumber, pulp and paper. And we've learned to do it at peak efficiency.

If your freight shipments require expert, specialized handling, *please write W. E. Nicholson, General Freight Traffic Manager, Great Northern Railway, St. Paul 1, Minn.*

11 NATIONAL SAFETY CITATIONS!

No wonder freight goes great on Great Northern



Great Northern has one of the top safety records among the nation's railroads. You can be sure your shipment will be handled with care . . . by railroad men who've *proved* they are careful.

GO GREAT... GO GREAT NORTHERN

on the incomparable

EMPIRE BUILDER

See Glacier National Park in the Montana Rockies, the snow-capped Cascades. Great Dome seats aplenty on a great streamliner. *Write P. G. Holmes, Passenger Traffic Mgr., Great Northern Ry., St. Paul 1, Minn.*

GREAT NORTHERN RAILWAY

OFFICES IN PRINCIPAL CITIES OF U.S. AND CANADA

BEN COOPER

HALLOWEEN *Costumes*

Featuring

WALT DISNEY

CHARACTERS

- Mickey Mouse
- Donald Duck
- Zorro
- Cinderella
- Jimminy Cricket

Seen and Wanted by More Than 30 Million People.

and

other famous Comic Book and T V Characters.

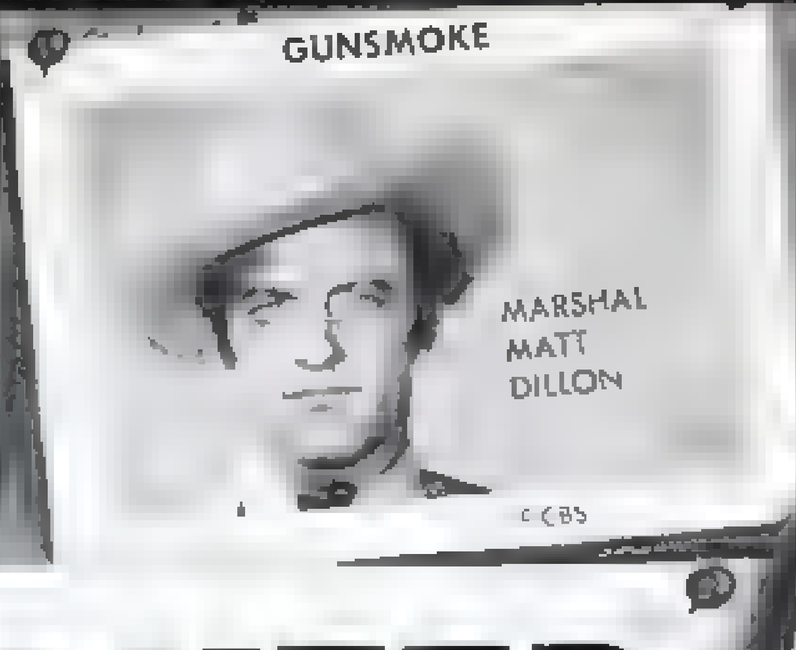
New!

SUPERMAN

- Costume
- Playsuit

BEN COOPER, INC. NEW Showroom: Room 264 200—5th Ave., New York 10.

Eastern Representatives: Sam & Herbert Dreilich, Room 325, 200 Fifth Ave., New York — Rooms 441 - 443 SHERATON-McALPIN



WANTED

Here are your 1958 *WANTED* Holster and Halloween Costume Designs – the greatest line-up of pre-sold licensed tie-ins with television [illegible] characters. Only Halco gives you the – EXCLUSIVES!

EXCLUSIVE-LICENSED HOLSTER SETS

✓GUNSMOKE ✓HAVE GUN WILL TRAVEL
✓HIGHWAY PATROL ✓CAPTAIN GALLANT

EXCLUSIVE-LICENSED HALLOWEEN COSTUMES

✓MIGHTY MOUSE ✓TOM and JERRY
✓HECKLE and JECKLE ✓CHARLIE CHAN
✓TOM TERRIFIC

OTHER HALCO PRODUCTS

✓TOY PISTOLS ✓TOY PISTOL CAPS
✓SKY FLIERS ✓SPARKLERS
✓SANTA SUITS ✓ICICLES
✓DREAM WORLD PLAY CLOTHES

J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH, PA.

200 FIFTH AVENUE
NEW YORK, N. Y.

Once Again, DESSART Pioneers a New Halloween Era!

DESSART **ZANY COSTUMES**

Sponsored by LIFE

Sanitized MASQUERADE WIGS

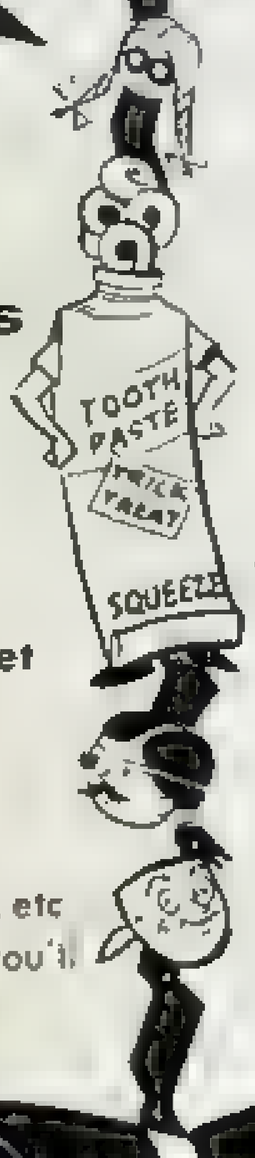
Deigned by the zaniest of all comedians

- **UNUSUAL**
- **HILARIOUS**
- **IMAGINATIVE**

Be sure to come to see them!

- **Mr. Hot Dog**
- **Ham Sandwich**
- **Overturned Paint Bucket**
- **Topsy Turvy**
- **Mr. Toothpaste**
- **Mr. Egghead**

The sedate old Devils, Clowns, Skeletons, etc have been restyled, too! We know you'll agree this big style change is welcome!



- **Parents will no longer hesitate to buy!**
- **Bacteria- and Germ-Resistant . . . Non-Toxic . . . Antiseptically Clean!**
- **Dessart Sanitized Wigs will now sell as fast as masks!**

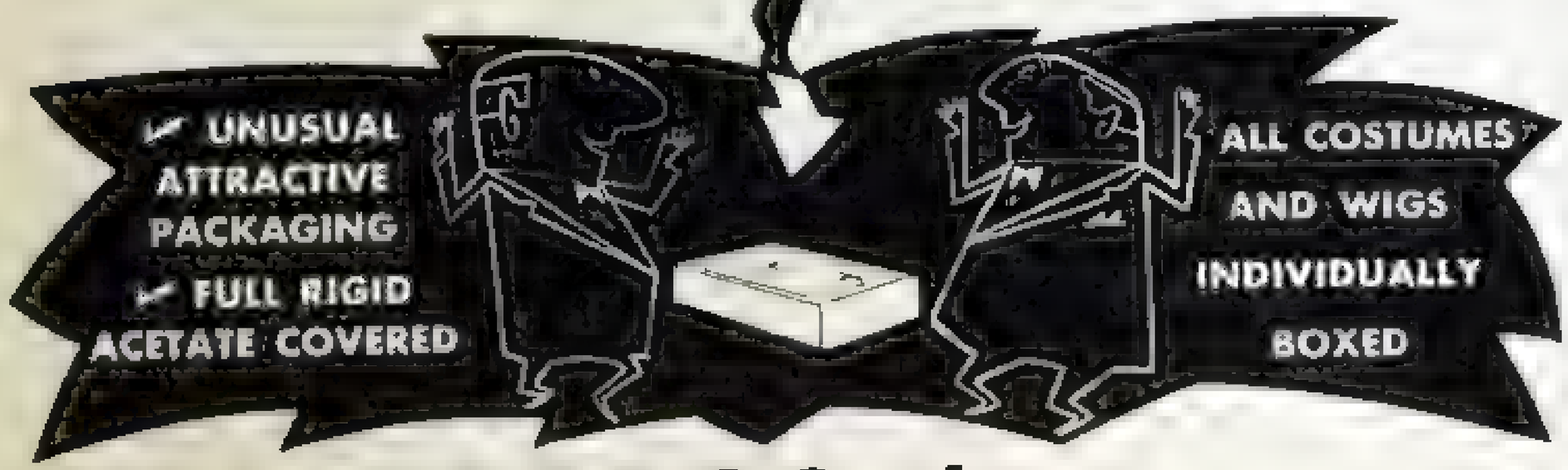
A full assortment of all traditional and comical characters . . in Rayon or Dynel

AND

Sanitized® MASKS, too!

in Cloth . . . Vinyl . . . Rubber

Additional characters—colorful and realistic —grotesque or pretty faces.



DESSART BROS., Inc. WEST WARWICK, R. I.

Permanent Showroom **200 Fifth Ave., Room 965, New York 10, N. Y.**

at the TOY FAIR • **Hotel McAlpin • Room 997**

[redacted]

375

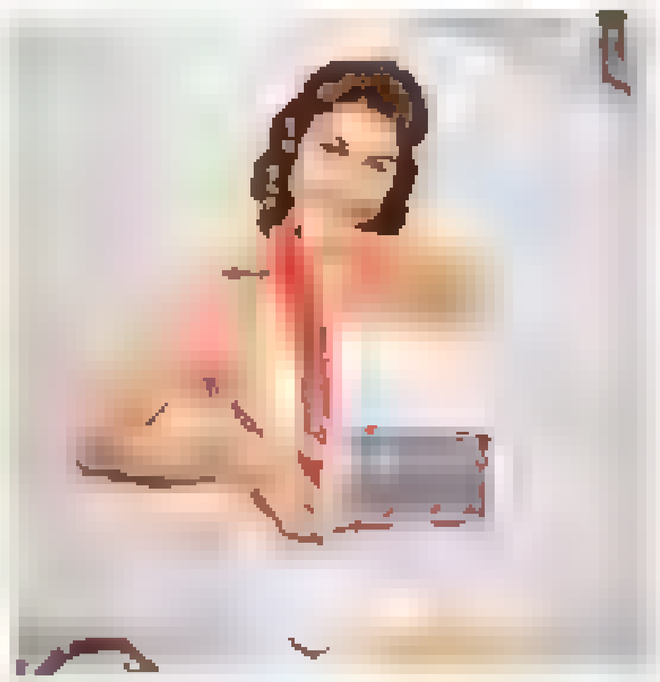
ALL NEW!!! DIAMOND **miracle vision**

D CHR

The successful introduction of Miracle Vision Infra-Red Beam set year is well known by our trade readers. It also saw the beginning of a complete switch by all manufacturers to imitate Hoaday's 3D

STYLE	SIZE	WT PER DOZ	COLORS
D PHR	24" x 72"	28 lbs	ASST
D CHR SWIM	30 x 72	38 lbs	ASST
D CHR	36 x 72	49 lbs	ASST
D SWM	46 x 72	10 lbs	ASST
D-9 B-B	4 ft	32 lbs	AQUA ONLY
D BIB-O	6 ft	44 lbs	AQUA ONLY
D-CAC	15 x 5 x 3	37 lbs	2 arms + body
DPB 12	12	3 lbs	ASST
DPB 18	9	3½ lbs	ASST
DPB 24	24	7 lbs	ASST

D PHR



D-CCAC

D-PB 16

The HOLIDAY LINE

American Toy Fair, March 10-19, 1958 Hotel New Yorker N.Y.C.

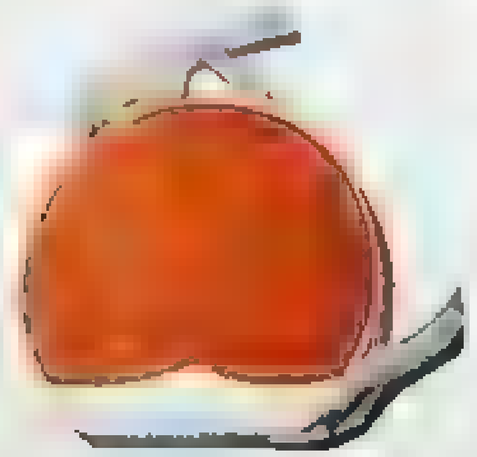
NEW!!! DIAMOND

beach & picnic bags

D-C

We've added with mattress, wher
great [illegible] cost no more! Love
ca's where's des gres may dwa le
erped at e-er dr ther! No
carpet st wash quality regardless of
w t trop. Again the best buy is
H day Lre

VYLENE



D-HB

STYLE	INF SIZE	WT PER DOZ	COLORS
D-D INS	[illegible]	33 lbs	ASST
D-HB	[illegible]	14 lbs	ASST
D-TB	[illegible]	14 lbs	ASST
D-EB	[illegible]	14 lbs	ASST
D-CB25	[illegible]	11 lbs	ASST
D-A	9 x 6½ x 4½	4 lbs	ASST
D-B	14 x 8 x 8	6½ lbs	ASST
D-C	17½ x 11 x 8	17 lbs	ASST

D-D

The finest design
in Plastics history
Years ahead of the field
in beauty and design

54 GREENE STREET • NEW YORK 13, N Y
2313 S. OLYMPIC BLVD. • LOS ANGELES, CAL.

American Toy Fair, March 10-19, 1958 Hotel New Yorker N Y C, Room 1514-1515

ALL NEW!!!
DIAMOND
miracle vision

DP-80

THE HOLIDAY LINE proves again that research keynotes success. Pioneers in 3D Miracle Vision Inflatables, Proudly present their finest and latest achievement, "Miracle Vision Diamond."

VYLENE

BUILT STRONGEST TO LAST LONGEST

DP-51

STYLE	INF SIZE	WT PER DOZ	COLORS
DP 5	51 x 6 3 ring	30 lbs	ASST
DP 51	51 x 9 3 ring	36 lbs	ASST
DP 57	57 x 9 3 ring	42 lbs	ASST
DP 64	64 x 9 3 ring	51 lbs	ASST
DP 72	72 x 9 3 ring	63 lbs	ASST
DP 80	80 x 12 3 ring	82 lbs	ASST

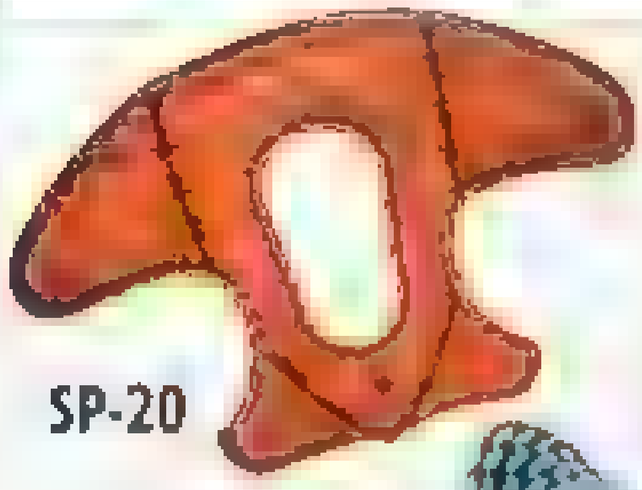
54 GREENE STREET • NEW YORK 13, N Y
2313 S. OLYMPIC BLVD • LOS ANGELES 21, CAL

The HOLIDAY LINE INC

American Toy Fair, March 10-19, 1958 Hotel New Yorker N.Y.C.

ALL NEW!!!

miracle vision



SP-20

WH-40

D-SRD

DD-200

DOR-22

DSR-16

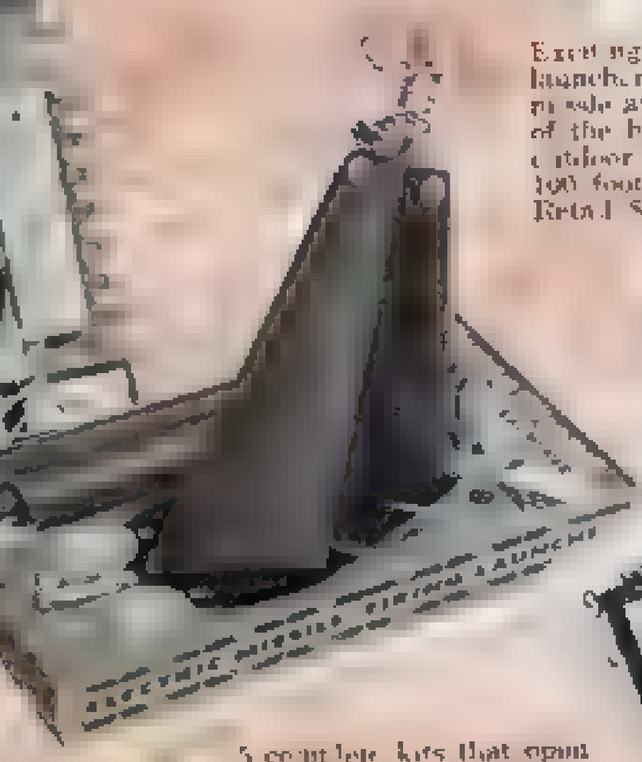
YOUR DEPENDABLE RESOURCE

CREATES NEW IDEAS

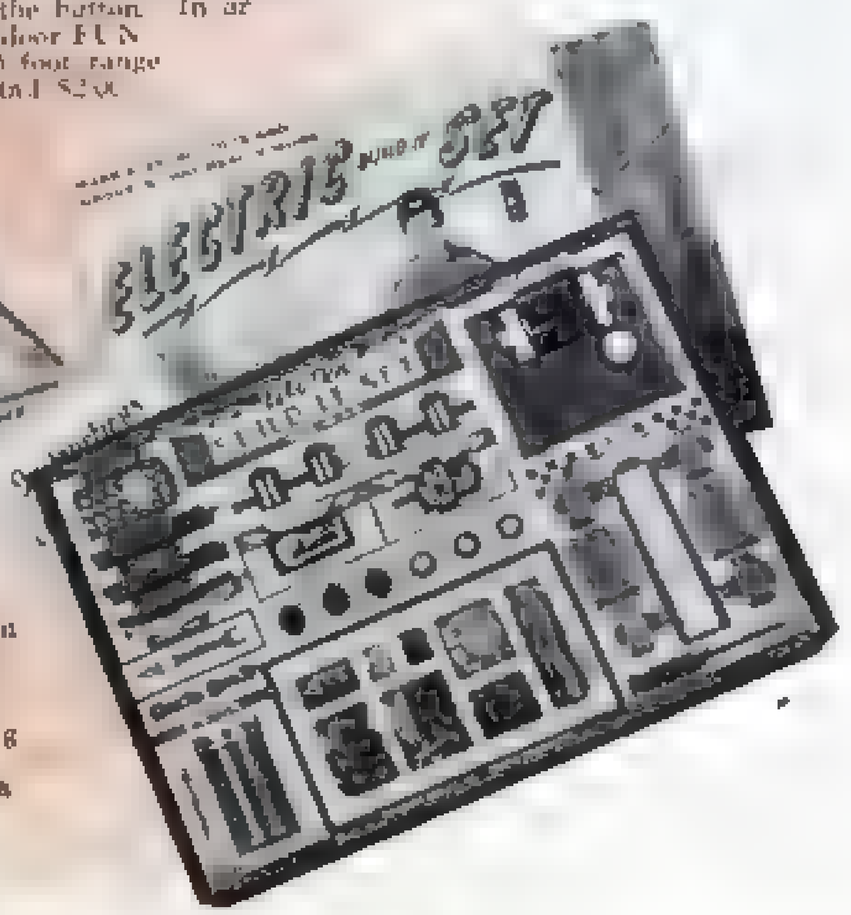
FOR YOU!

- ELECTRIC BASEBALL
- SILLY CYLINDER
- FUZZ BUZZ RAZOR
- ELECTRIC ETCHER
- HOLE IN THE HEAD
- KRAZY KOODLES
- ELECTRIC JACK STRAWS
- HOT POTATO
- HAIRLESS HARRY
- ELECTRIC FOOTBALL

FUN to build, FUN to race. Chassis, wheels, electric motor and all parts to complete. Rack packed. Retail $1.00



Exciting electrical launcher sends the space missile away at the push of the button. In an instant FUN 100 foot range. Retail $2.00



5 complete kits that open up the world of creative electrical experimenting. Buzzers, batteries, all parts and lamps with Big Manual that tells, in easy steps, how to make a variety of models for electric FUN. Retail $2.00 to $10.00.

HOTEL NEW YORKER
ROOM 628
FIFTH AVE. BLDG.
ROOM 210

THE ELECTRIC GAME CO. Inc.

HOLYOKE, MASS.

DAVID K. OSHRIN
200 FIFTH AVE.
NEW YORK 10, N. Y.

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1702 B VERDALE ROAD
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BRAND NEW FOR '58

modern version of the wonderful Irish Mail

NOW . . . a smartly styled, top quality four wheeler with 100% play value!

DURABLE

- Rigid steel construction
- Completely welded frame
- Lifetime nylon bearings
- Oil-impregnated bronze bushings

COLORFUL BAKED ENAMELS

- Red, pink or blue with black, ivory and chrome trim

SAFE

- Enclosed chain drive
- Positive turn control
- Protective hand rails
- Front wheel guards

DELUXE FEATURES

- Adjustable back rest
- Hitch-hikers platform

SPECIFICATIONS

- Length 33"
- Height 14¾"
- Width 17⅞"
- Shipping Weight 36½ lbs.
- One to carton

ON DISPLAY AT

American Toy Fair, March 10-19, Room 431
Sherman McAfee, New York
Western Toy Show, Apr. 27-May, Booth 236
Sherman Exposition, Los Angeles

[redacted]

the HUB MAIN-LINER

Irish Mail

HERE IS FINEST QUALITY construction and bright modern styling in a *different* wheeled product . . . The Hub Main-Liner Irish Mail — designed for boys and girls 3 to 10 — provides speedy action and healthful exercise.

The Hub-Line Division is right now in full production — in a position to fill your orders immediately. Complete information is detailed on Spec Sheet which will be mailed promptly in answer to your request. Write today to

HUB LINE
DIVISION
HUB TOOL MFG. and MACHINE COMPANY
Reading, Pennsylvania

Western Representative
SUN GLO STUDIOS
527 West Seventh Street / Los Angeles 14, Calif.

329

PART OF A CHILD'S WORLD

"Big Truck" styling makes new Tonka Toys top attraction

TONKA TOYS INC MOUND, MINNESOTA

ROOM 202
200 FIFTH AVE BUILDING
NEW YORK CITY

See our exciting exhibit of
the very latest in Jr Cowboy
merchandise at the New York
Toy Fair Aug 11 to 19 Keyston styling
and real Western know how can mean
extra profits to you

The following representatives
will be on hand to welcome you
Robert Peterson Pete Fox,
Lou Greene Hy Friedman
Jack Finnbe[illegible] Jack Stephens
Charles Serr[illegible] Don DaCosta
Abe Mes[illegible] Jim Hughes
Hoel [illegible]

KEYSTON BROS.
755 MISSION STREET · SAN FRANCISCO CALIF
FAMOUS HOLSTERS COWBOY SUITS
BELTS · HATS WESTERN ACCESSORIES

KEYSTON BROS. ESTABLISHED 1919 SAN FRANCISCO

KEYSTON BROS.
755 MISSION STREET · SAN FRANCISCO CALIF
FAMOUS HOLSTERS COWBOY SUITS
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CELEBRATING OUR 40th ANNIVERSARY AS A MANUFACTURER OF WESTERN MERCHANDISE

On Exhibit AT THE TOY FAIR

MARCH 10-19
ROOMS 918-920
SHERATON-ALPINE HOTEL

KALAMAZOO

Champion SLEDS

- *Four Lines Covering All Price Classes*
- *Plenty of Sparkle and Color at Competitive Prices*
- *Fast, Geared-to-the-Weather Shipping Service Throughout the Season*

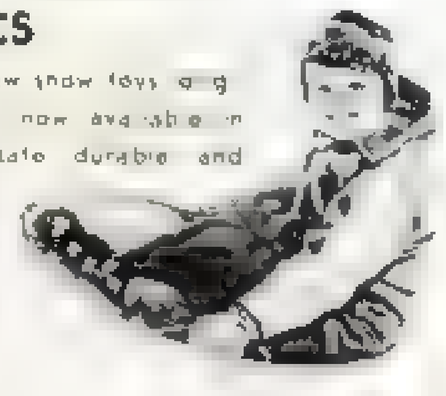
COMING to the Toy Fair? Be sure to drop in and see us at Rooms 918-920, Sheraton-McAlpin Hotel. We'll offer you a new low cost and show you the greatest line of Kalamazoo Champion sleds that we've ever produced.

Here are *four* Lines, covering all price brackets and each number is tops for quality and sparkle at strictly competitive prices.

Let us tell you, too, about Kalamazoo's amazing "geared-to-the-weather" shipping service that helps you do *more* business on a *smaller* inventory, with a *faster* turn-over and a *larger* profit margin!

New Low Prices

ON FABULOUS FIBREGLASS FLYING DISCS



Amazingly popular new snow toys designated by Kalamazoo now available in two models. Light, safe, durable and wonderful fun. Dents pop right out. Bright colors won't wear off because they go clear through.

KALAMAZOO SLED CO.

844 CROSSTOWN PARKWAY, EAST
KALAMAZOO, MICHIGAN

340

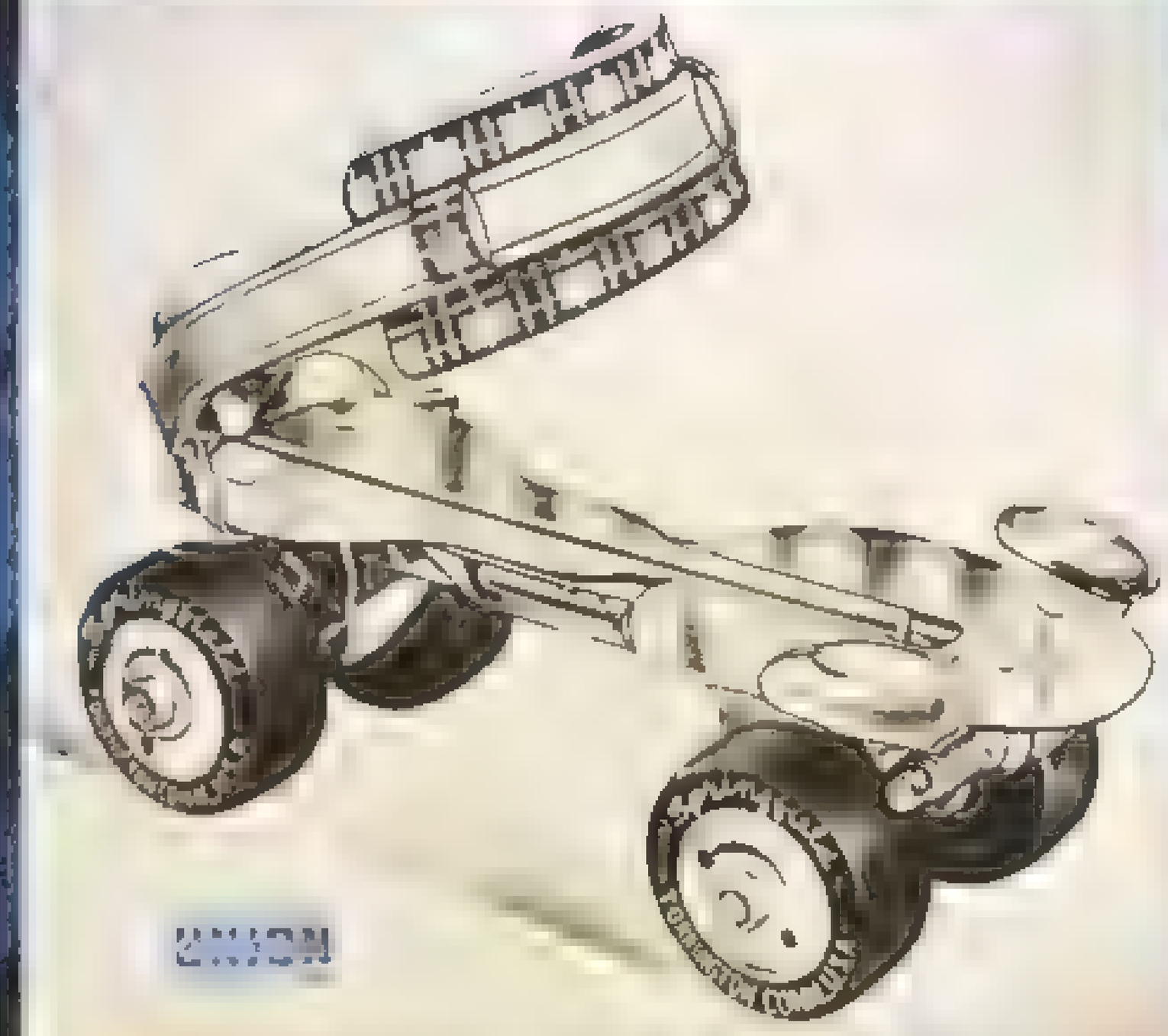
[redacted]

they'll never tire of

Springfield NEW QUIET RIDER

WITH AROUND THE WORLD
SPRINGFLITE SAFETY WHEELS

by far the most advanced non-metal wheeled roller skate on the market



This is one of the many new Springfield roller skates designed for all ages ... from tiny tots to teen-agers. Ask to see them.

impregnated with [illegible] plastic rubber compound

UNION HARDWARE Sealand CONNECTICUT

THE HENRY KATZ ORGANIZATION Suite 540

OVER 50 YEARS

1928
1938
1948
1958

Always in demand!

Ask almost any Grandfather and he'll tell you, "Why I had one when I was a boy", and so it goes through the years.

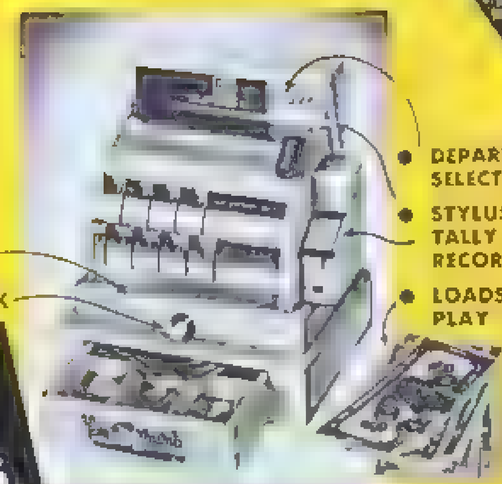
The Uncle Sam's Bank is in greater demand today than ever a good toy for more than fifty years.

THE HENRY KATZ ORGANIZATION Suite 540

DURABLE TOY & NOVELTY CO.
DIVISION OF WESTERN STAMPING CO. HACKENSACK, NEW JERSEY

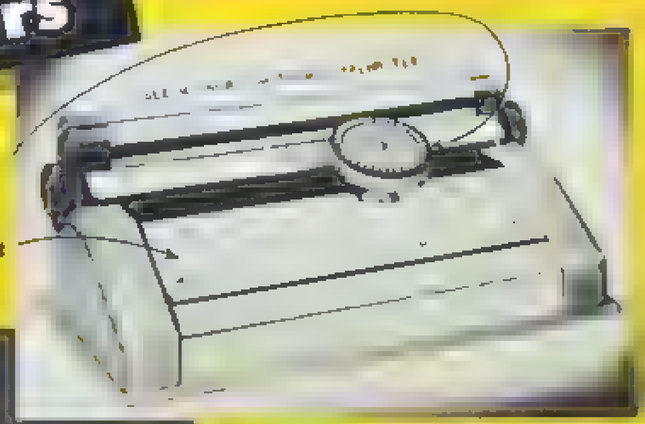
NEW TOYS

TOM THUMB, the ever popular cash registers... loaded with new 1958 features... and... more appealing than ever!

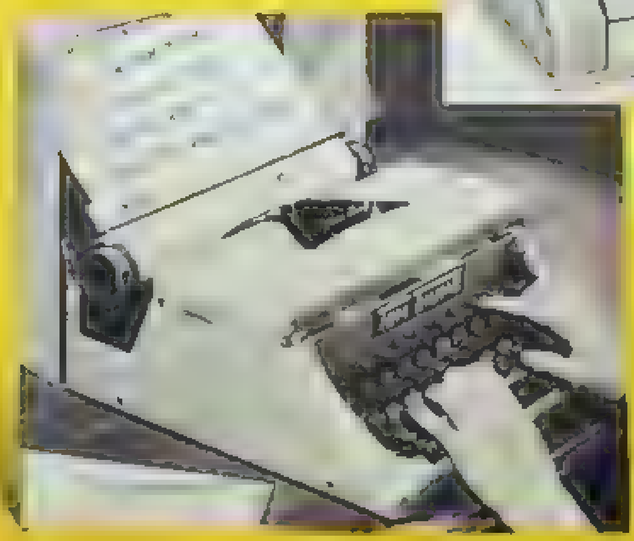


- SECRET DRAWER
- COMBINATION LOCK
- DEPARTMENT SELECTOR
- STYLUS and TALLY-RECORDER
- LOADS OF PLAY MONEY

TOM THUMB cash registers typewriters



- DIAL OPERATION
- KEYBOARD ACTION



BRAND NEW TOM THUMB JUNIOR TYPEWRITER *it actually types!*

Tom Thumb typewriters, always the peak of quality now offers popular priced machines with the same crafts monship as the deluxe models Prices range from $2.98 to $20.00

THE HENRY KATZ ORGANIZATION Suite 540

WESTERN STAMPING CO. JACKSON MICH

11 10 9 8 7 6 5 4 3 2 1 0
17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

not 1.. but 2 in 1

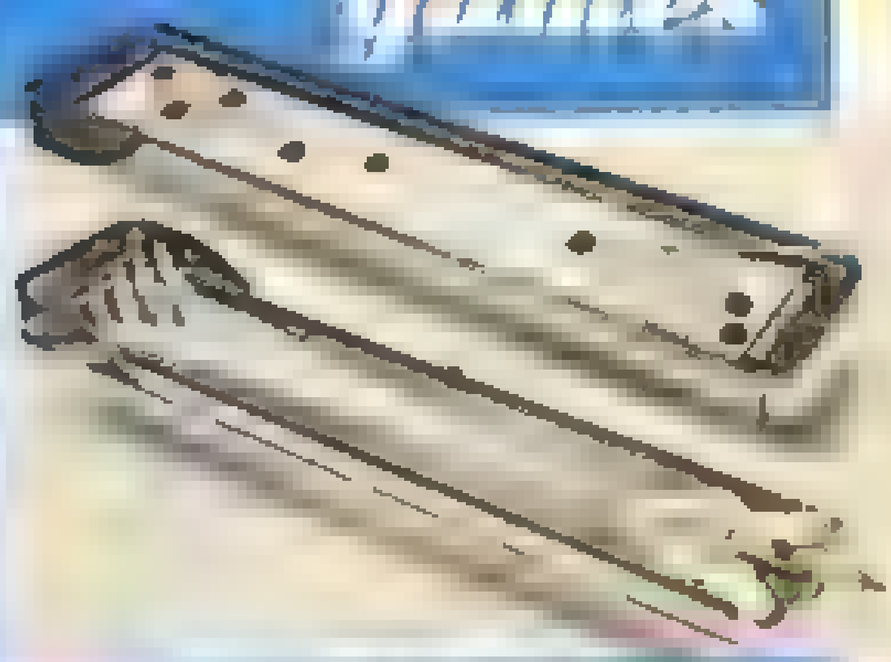
WOODHAVEN'S

ELECTRONIC TWIN TRAIN SET

MYSTERIOUSLY INTRIGUING for the young engineer...

Metal Base

2 in 1 gimmick



CHINESE CHECKER SIDE

turn it over...

and PRESTO!

it's a COMPLETE CHECKER-BOARD GAME

THE HENRY KATZ ORGANIZATION Suite 540

WOODHAVEN METAL STAMPING CO., Inc.
234 CHESTNUT ST. BROOKLYN 8, N. Y.

Don't Miss 'em...Completely New!

17 MODELS...priced from $2.98 to $19.98

KAY an EE SEWMASTER

Sewing Machines for Children

Including ...

- Battery Operated with Automatic Clutch for Hand Operation.
- Electric Operated 110 Volts, A.C.

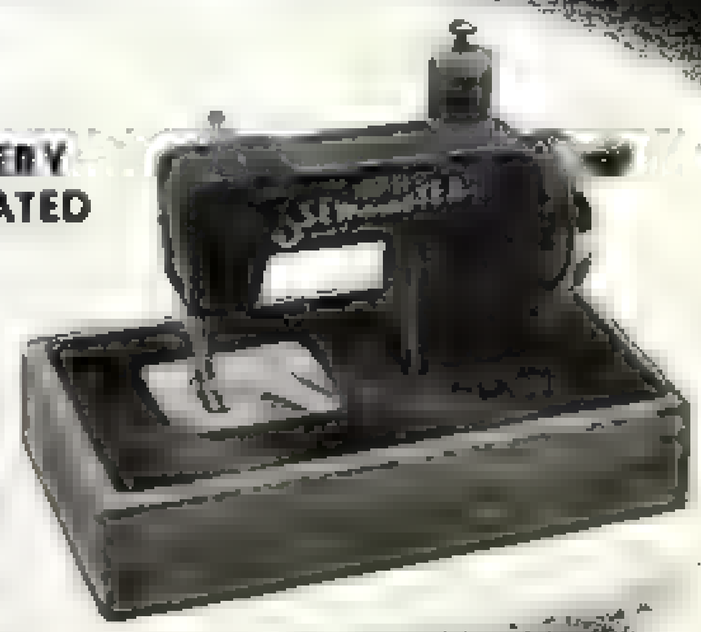
SPECIAL KAY an EE FEATURES

- Extension Tables
- Built-in Drawers
- Protective Presser Feet

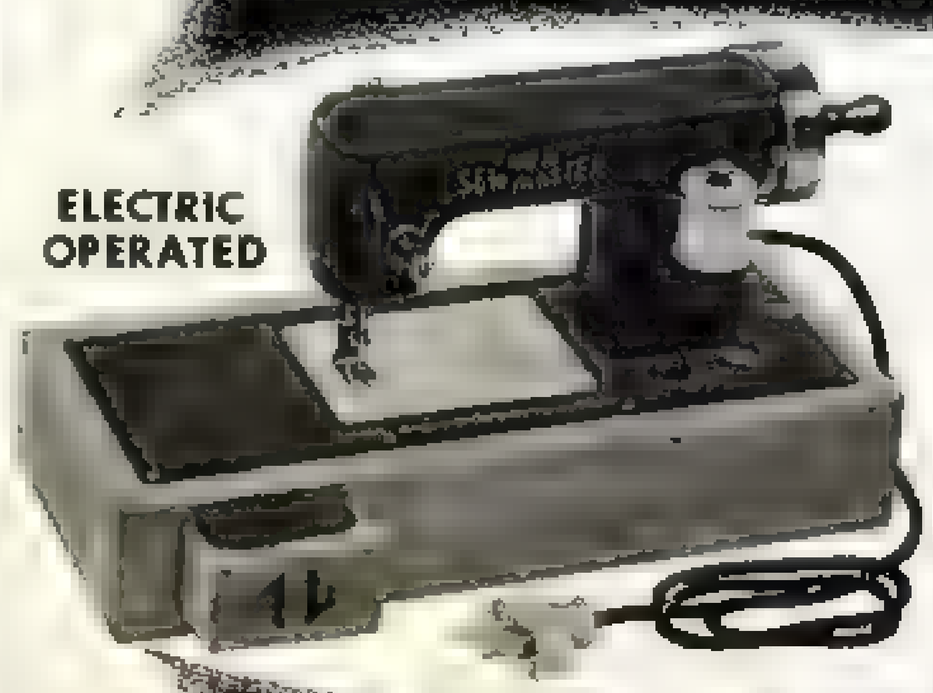
The ONLY fully guaranteed Sewing Machine Line with Complete *Safety* Features.

For the Safety of the child, compare the SAFETY FEATURES of KAY an EE Sewmaster against the unprotected other makes.

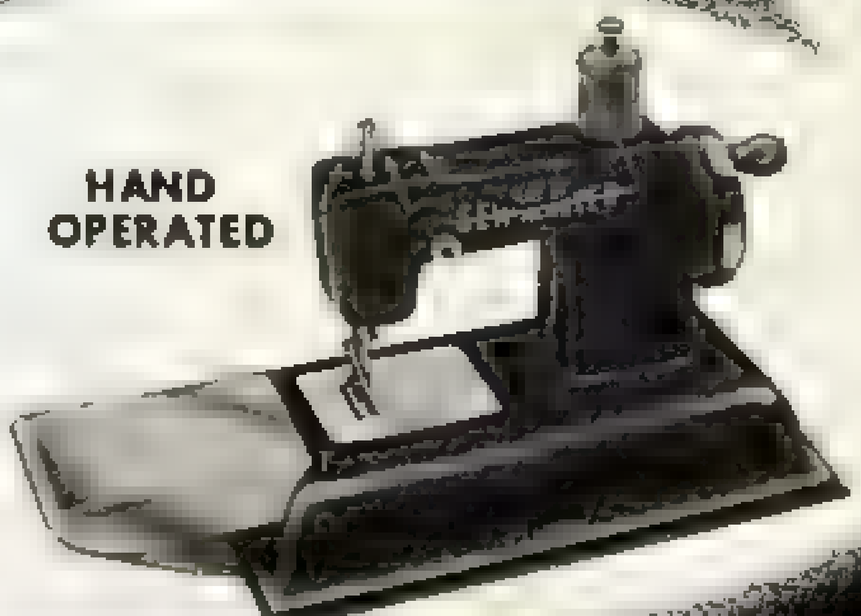
BATTERY OPERATED



ELECTRIC OPERATED



HAND OPERATED



KAY an EE

CORPORATION OF AMERICA

1107 BROADWAY • NEW YORK 10, N. Y.

Machines also on display in Room 204, 200 Fifth Avenue Building

290

Hotter than ever!

The now-famous KIDEE-KROME LINE that made Toy Jobbers sit up, take notice and profit!

THE $19 95 RETAILER
THAT SOLD OUT
FROM COAST TO COAST!

C27 KIDDIE SET A chrome-plated tubular steel beauty! Laminated plastic table top is a full 18" x 24" and has a polished aluminum trim. Sturdy wire-backed chairs are upholstered in turquoise, yellow, or grey. NEW FOR 1958—Available in rich Bronze finish.

Retail—$19 95

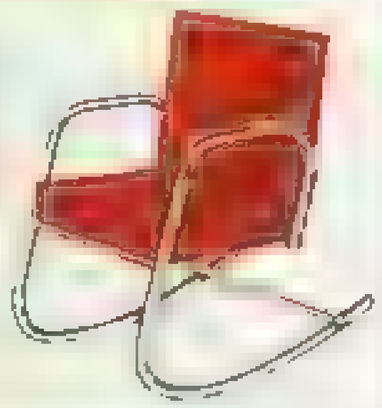
A TASTE OF WHAT'S NEW FOR 1958 VOLUME SELLING!

J2 PLAY-DESK'N BOARD A deluxe seat and desk combination that can be sold with confidence and pride. The wood has a fine furniture finish, the seat is generously upholstered; the chrome-plated steel frame is built for rugged use; it is by far the most durable in the market. **Retail—$9 95**

THE ROCKER THAT ROCKED THE INDUSTRY!

R14 ROCKER For the first time a really comfortable, good-looking chrome rocker in the fast turnover promotional range. Heavy gauge plastic (wipes clean with a damp cloth) in yellow, turquoise, or grey.

Retail—$8.95



THE "CAPTAIN'S CHAIR" SET
AT THE NEW LOW PRICE
OF ORDINARY SETS!

C20 KIDDIE SET A striking, luxury set in chrome. Large (20" x 30") table top is high pressure laminate that's heat, stain, alcohol, and acid resistant. Arm chairs are upholstered in latest fabric in red, turquoise, pink, or grey. NEW FOR 1958 Lowest price ever. **Retail—$27.95**

Write for catalog sheets and samples!

KIDEE-KROME INC.

a subsidiary of the Gilton Mfg. Corp.

85-99 Fifth Avenue, Paterson, New Jersey

SHOWROOMS: Chicago—Amberg & Landy, 14-167 Merchandise Mart
New York—Gabriel Brothers, 200 Fifth Ave. • Columbus, S. C.—Paul Circus, 418 Saluda Ave.
Los Angeles—Jalel & Lewis, 1304 S. Maple Ave. • Miami—Seymour Poinier, 157 N. E. 86th St.
Philadelphia—Alliance Associates, 210 Green Street
Shreveport, La.—Abe Chapman Associates, 348 Atlantic Street

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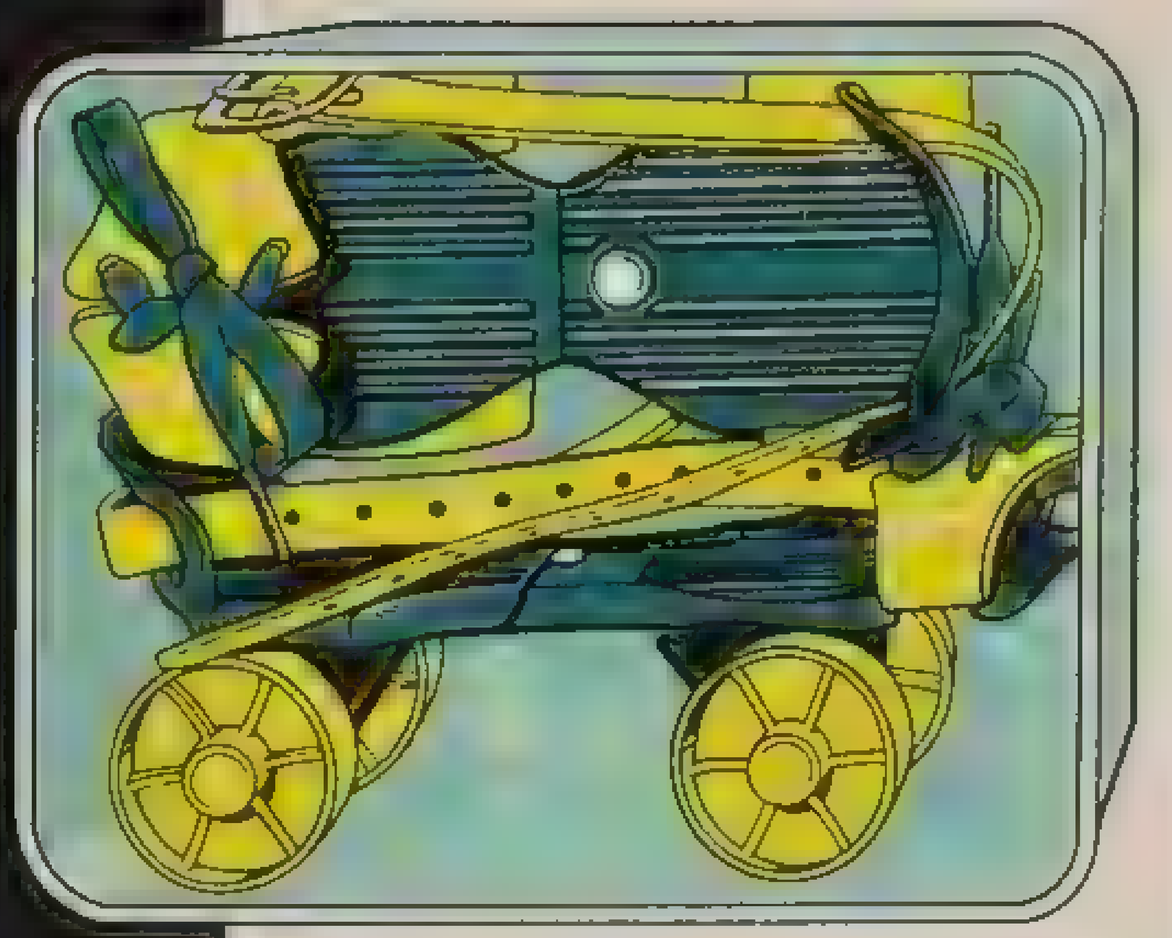
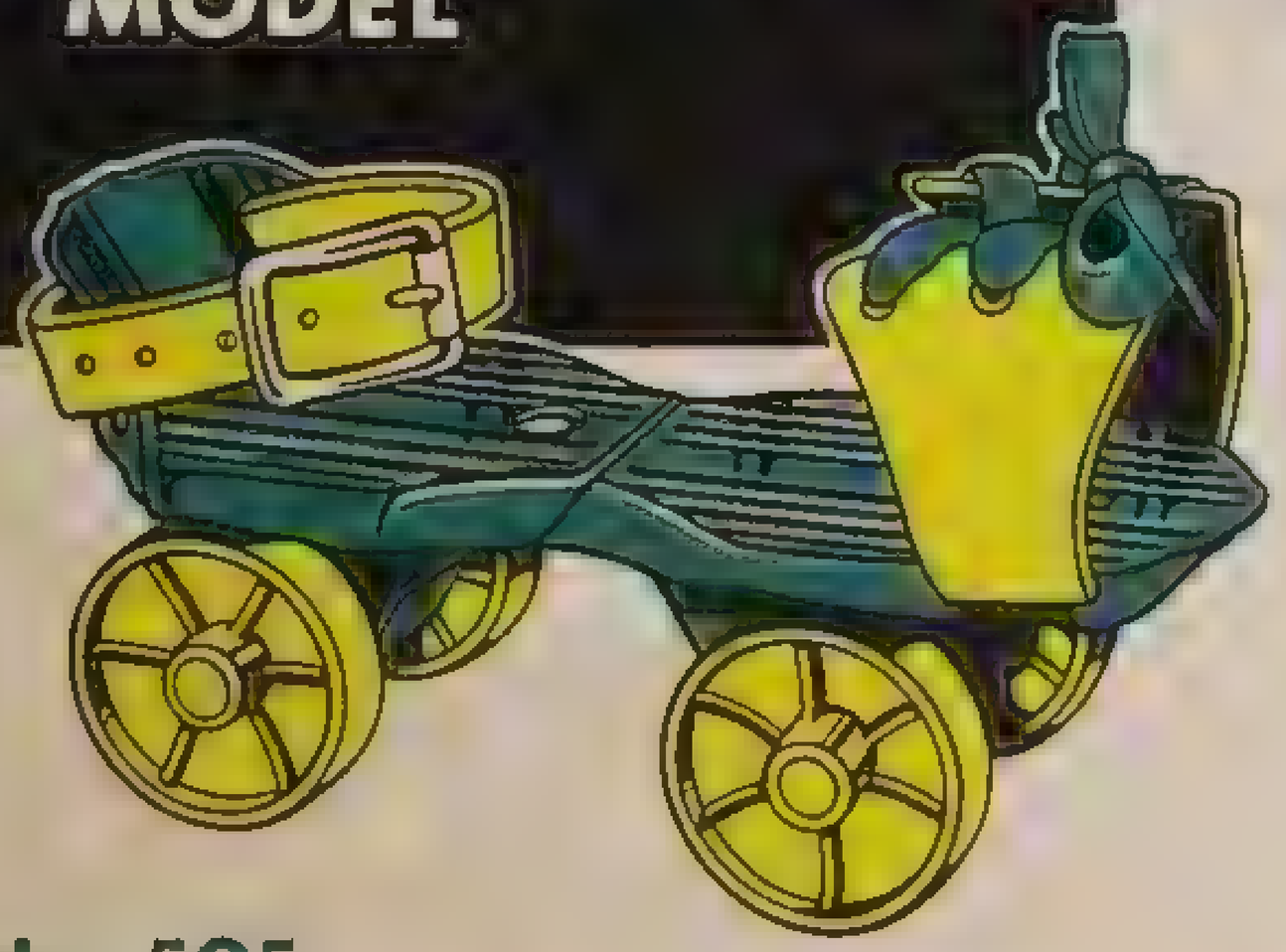
Plus—
Don't miss the "Toy Fair Special"
A BIG EXTRA PROFIT
DEAL for TOY JOBBERS!
See the entire Kidee-Krome line at THE TOY FAIR
PARLOR A, Hotel New Yorker

Announcing an exciting addition to the quality

KINGSTON line

ALL-STEEL INDOOR/OUTDOOR MODEL





Each pair attractively packaged in this distinctive polystyrene plastic case with picture-window top—so strong and sturdy, it's perfect for home storage and carrying. Modern clear-view package design also helps this colorful model sell itself, easily stacks to make traffic-stopping displays.

No. 505

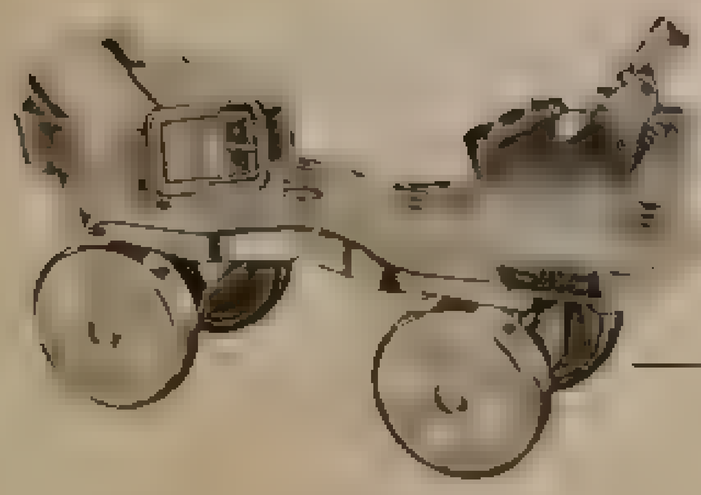
BRAND-NEW JUVENILE MODEL IN A RIOT OF COLOR, WITH PURE NYLON WHEELS

Non-marking nylon wheels, rugged enough for outdoor use • Free-rolling nylon bearings • Baked-on metallic paint finish on all-steel chassis • Yellow toe and ankle straps of genuine leather • For age group 3 to 6 • Adjustable to fit child shoe sizes 6 to 13 • Weight per shipping carton of 12 pairs, each individually packaged in a colorful, picture-window plastic case, 21 lbs. (approx.)

KINGSTON PRODUCTS CORPORATION

HARDWARE DIVISION KOKOMO, INDIANA

QUALITY MANUFACTURERS SINCE 1902



No. 205

Juvenile skate with plain bearings • Bright satin-finish nickel plate throughout • Wing-nut extension, no key to lose • POS-TIV-LOK extension bar • Red leather toe and ankle straps • Plaid-colored toe lace • For age group 3 to 6 • Adjustable to fit child shoe sizes 6 to 13 • Weight per shipping carton of 12 pairs, each attractively packaged, 27 lbs. (approx.)

No. 305

Newly designed • Wheels with single-row ball bearings • Bright satin-finish nickel plate throughout • Wing-nut extension, no key to lose • POS-TIV-LOK extension bar • Green leather toe and ankle straps • Plaid-colored toe lace • For age group 3 to 6 • Adjustable to fit child shoe sizes 6 to 13 • Weight per shipping carton of 12 pairs, each attractively packaged, 31 lbs (approx.)

No. 405

With beginner s clamps • Wheels with single-row ball bearings • Bright satin-finish nickel plate throughout • Wing-nut extension • POS-TIV-LOK extension bar • Red leather onkle strap • For age group 3 to 6 • Adjustable to fit child shoe sizes 6 to 13 • Weight per sh pping carton of 12 pairs, each attractively packaged, 33 lbs. (approx.)

No. 612

Popular model • Long-wearing 16-gage steel wheels with single-row ball bearings • Ten steel balls in each wheel • Br ght sat n-fin sh nickel plate over flash copper plate • Quality leather ankle strap • For age group 6 to 12 • Adjustable to fit child shoe s ze 9 to adu t shoe s ze 5 • Weight per sh pping carton of 12 pairs, each attractively packaged, 35 lbs. (approx.)

No. 115

Sturdy model • Highly-carburized balloon-type steel wheels with double-row ball bearings • Bright satin-finish nickel plate throughout • Dual-channel double extension bar • Leather ankle strap • For age group 8 to 80 • Adjustable to fit adult shoe sizes 1 to 12 • Weight per shipping carton of 12 pairs, each attractively packaged, 50 lbs. (approx.)

No. 110

Finest roller skate manufactured • Solid steel "Year Guarantee" wheels with double-row ball bearings • Sixteen 3 16" steel balls in each wheel • Heavy-duty chassis with dual-channel double extension bar, mounted on live rubber cushions in heavy-gage axle supports • Bright satin-finish nickel plate over flash copper plate • High form-fitting heel back for comfort • Genuine full-grain leather ankle strap equipped with non-slip buckle • Extra heavy-duty streamlined toe clamps • For age group 8 to 80 • Adjustable to fit adult shoe sizes 1 to 12 • Weight per shipping carton of 12 pairs, each attractively packaged, 66 lbs. (approx.)

KINGSTON PRODUCTS CORPORATION

HARDWARE DIVISION / KOKOMO, INDIANA

QUALITY MANUFACTURERS SINCE 1902

KNICKERBOCKER'S

BATTERY OPERATED

MAGIC Ballroom

No. 170

SCHEDULED TO BE
Nationally Advertised
ON TV
LIFE • PARENTS
AND OTHER MAGAZINES

THEY DANCE!

THEY WHIRL!

THEY TWIRL!

A STORY-BOOK COUPLE DANCE AGAINST A MIRROR BACKDROP AND GLIDE ACROSS A MAGIC BALLROOM FLOOR.

$4.95

TAP

The Magic Castinet

TO ANY TUNE OR MUSICAL STRAIN. WATCH THE PERFORMANCE!

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FACTORY NORTH HOLLYWOOD CALIF
SHOWROOMS 1107 BROADWAY NEW YORK CITY

CORRUGATED PACKAGING GIVES MAXIMUM PROTECTION

"KNICKERBOCKER'S"

SCHEDULED TO BE
Nationally Advertised
ON TV
LIFE • PARENTS
AND OTHER MAGAZINES

ELECTRONIC

Bell Organ

NO. 585 • BATTERY OPERATED •
CELESTE BELL TONES
INDIVIDUALLY FULL-COLOR PACKAGED
WITH MUSIC STAND & MUSIC BOOK

SUGGESTED RETAIL $12.95

ELECTRIC

Vibraphone

NO. 584

BATTERY OPERATED!

Precision-Tuned

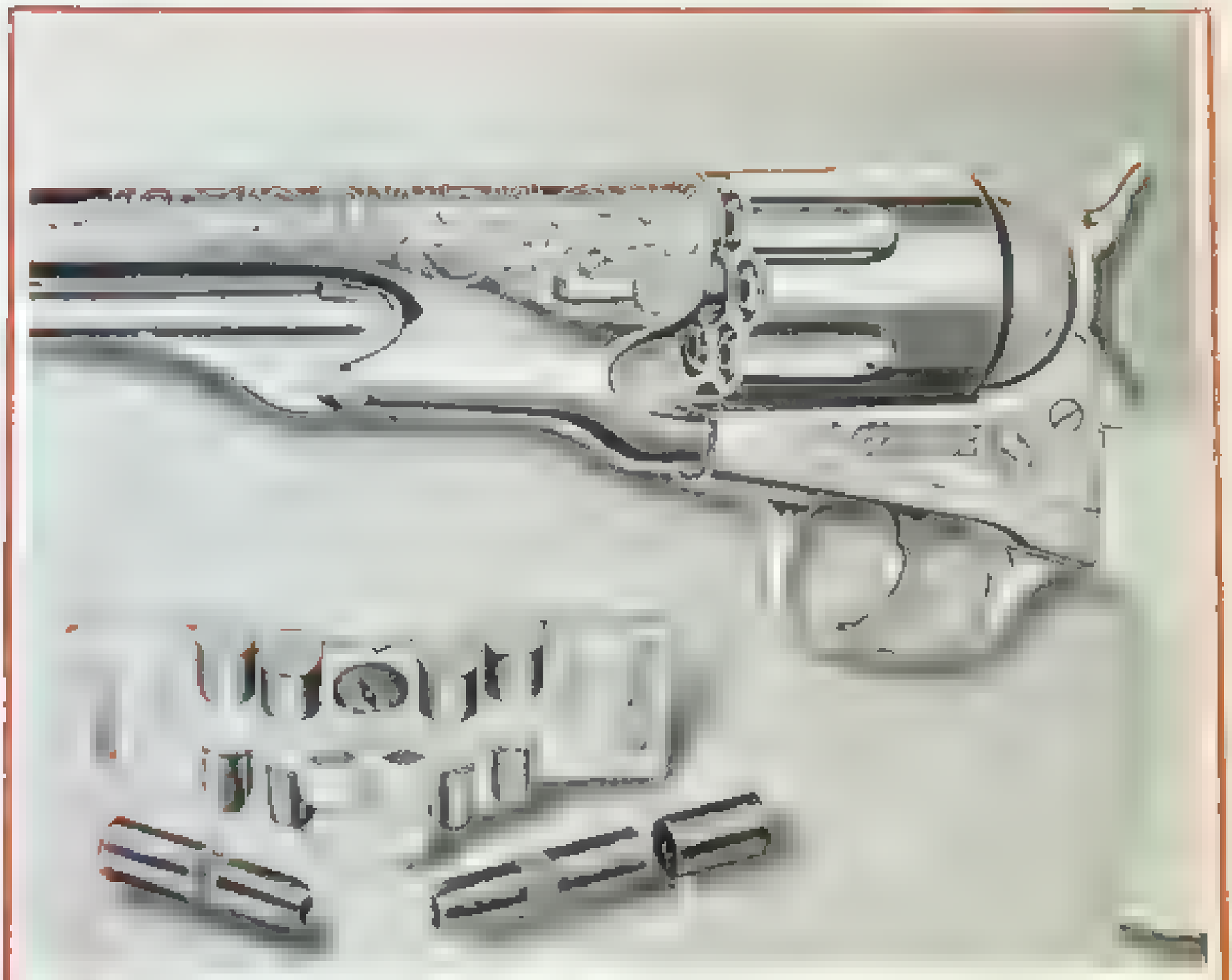
ALLOY TONE BARS

PACKAGED IN COLORFUL
DISPLAY BOX
WITH 16-SOLO MUSIC BOOK

SUGGESTED RETAIL $9.95

KNICKERBOCKER
FACTORY: NORTH HOLLYWOOD, CALIF
SHOWROOMS: 1107 BROADWAY, NEW YORK CITY

"America's Newest, Most Popular Musical Toys!"



Hubley LICENSED BY COLT

A TREMENDOUS WESTERN sa es combination for you! The Colt Patent [illegible] Hubley [illegible] use its name and [illegible] Hubley Cap Guns. There are two COLTS in the 1958 [illegible] there are many more to come!

THE HUBLEY MANUFACTURING CO LANCASTER PA U S A

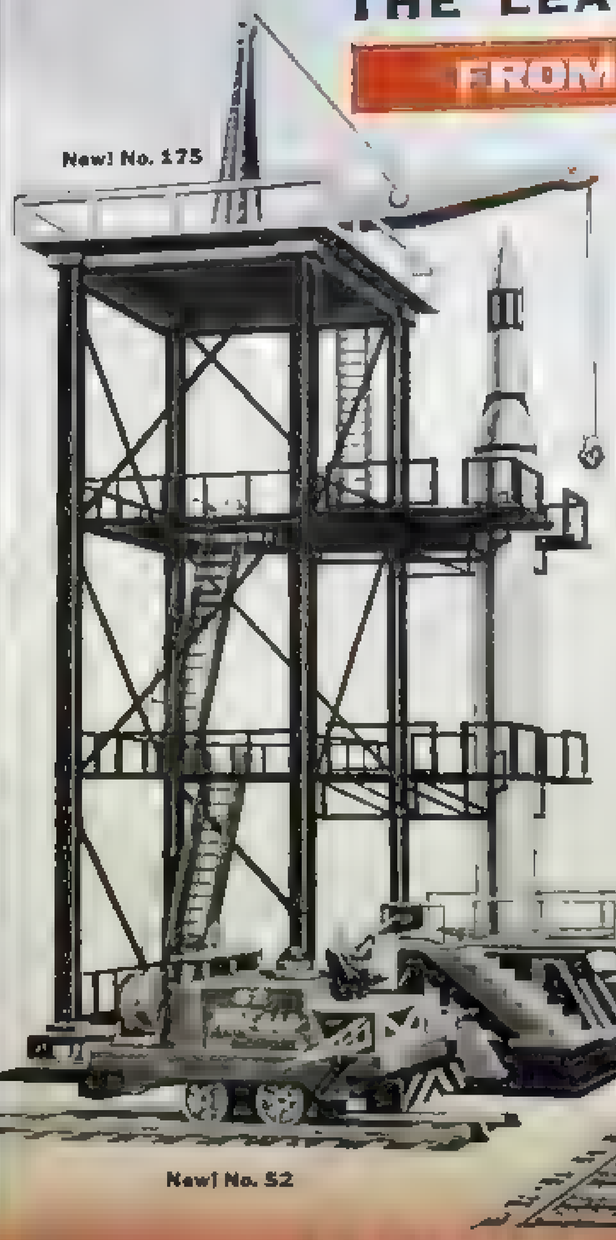
[illegible] GUNS • [illegible] HOLSTER SETS • [illegible] TOYS

ROOM 818 200 SIXTH AVENUE

LIONEL...

THE LEADER IN MODEL RAILROADING

FROM SUPER "O" ... TO "027" ... TO HO



New! No. 175

NEW! No. 175 Rocket Launcher This ... and exciting ... story ... realistic accuracy ... the firing ... for the ... satellite launching. Set ... includes ... motorized launching ... rocket ... with ... own ... A remote ... control ... Humming ... compatible with ... realistic ... sound ... when ... launching ... Rocket ... and firing ... launching ... pad ... with ... Transformer ... zone ... Handle ... new ... \$17.95

NEW! No. 6175 Rocket Car. This ... car ... a missile ... fuel ... or ... missile ... launcher ... missile ... with ... a ... made ... of ... plastic ... Comes ... safety ... \$5.95

NEW! No. 52 Fire Fighting Car. ... of fire fighting ... When ... speed ... car ... a ... bumper ... other ... it ... fireman ... at ... high ... water ... automatically ... equipped ... pair ... outrigger ... which ... the ... fire ... Red ... stop ... flashes ... when ... on ... Carries ... of ... wire ... can ... \$12.95

New! No. 6175

New! No. 52

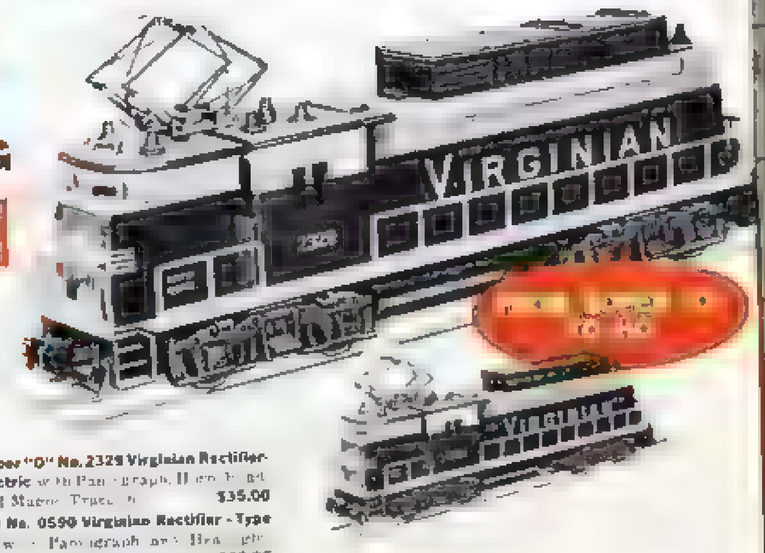
NEW! No. 54 Track Ballast Tamper ... from ... efficient ... means ... machine ... track ... modern ... roads. ... powered, ... own ... car. ... vibrates ... ballast ... where ... Then ... automatically ... to ... \$12.95

NEW! No. 58 Executive Inspection Car. ... unusual ... is an ... with ... extra ... when ... on ... track. ... used ... for ... over ... \$12.95

NEW! No. 6434 Illuminated Poultry Car. ... for ... chickens, ... and ... \$6.95

New! No. 68

New! No. 54



NEW! Super "O" No. 2329 Virginian Rectifier-Type Electric ... \$35.00

NEW! HO No. 0590 Virginian Rectifier-Type Electric ... \$10.95

NEW! Super "O" No. 2242 New Haven "A" and "B" Unit Diesel ... \$39.95.

NEW! HO New Haven "A" and "B" Unit Diesel ... **No. 0533** ... \$7.95. **No. 0543** ... \$3.50.

Super "O" No. 2379 Denver & Rio Grande Two-Motor "A" and "B" Unit Diesel with Horn, Headlight and Magne-Traction, \$47.50.

NEW! HO Denver & Rio Grande "A" and "B" Unit Diesel with Headlight. **No. 0536** ... \$7.95. **No. 0540** ... \$3.50.

New! No. 6434

The Lionel Corporation, 15 East 26th Street, New York 16, N. Y. Main Postal Office: 250 Dexter Street, East Pomfret, Lionel Chicago Office: 2 International Mart, Chicago 54

LIONEL TRAINS AND ACCESSORIES WITH MAGNE-TRACTION

The 2000 h.p. diesel-hydraulic locomotive (page 12, February TRAINS) is the most powerful diesel yet delivered to BR under the modernization scheme and the first high-power design having hydraulic transmission. Mounted on two six-wheeled trucks, it is 65 feet long and has a maximum speed of 90 mph. Power is provided by two 1000 h.p. NBL-MAN diesel engines, and the transmission is the Voith-North British L306r type. Both engines and transmission are of German origin. The transmission incorporates three torque converters: one designed to be most efficient at starting and low speeds, the next for intermediate speeds, and the third for high speeds. One converter is filled as another is emptied and the change is made without interruption to the transmission of torque to the wheels.

This diesel and the four others like it that are under construction are for the Western Region and follow the British steam locomotive tradition of carrying names. All five are being named after warships; the first is being called *Active*. On a press and VIP run to Bristol, *Active* touched 93 mph, but had to make part of its return journey on only one engine after a fault developed. Even with only half power it was able to maintain quite a healthy speed with a nine-car train, but it was rather an unfortunate start to the Western Region's entry into mainline diesel operation.

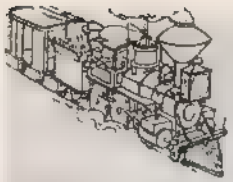
SUPER SERVICE. When the 25,000 v. A.C. 50-cycle electrification of the Paris-Lille line is completed in spring 1959, French Railroads will introduce a new series of high-speed schedules. There will be four trains in each direction daily, timed to cover the 160 miles between the two cities in 130 minutes. Each train will probably be composed of five cars, all made of stainless steel on the Budd principle. Some of the accommodation will include reclining seats and there will be a dining service, a bar and a telephone service to enable passengers to make or receive calls during their journey.

The cars will be equipped with the latest and most powerful type of brakes.

BEYOND THE PACIFIC

BY WILLIAM K. VIEKMAN

ROAD TO MANDALAY: The meter-gauge jungle-bound Burma Railway has announced plans to dieselize its operations. As part of a huge renovation project, a preliminary order for 6 diesel-electric locomotives has been placed. Other orders call for 8 three-car diesel trains, a new diesel maintenance shed in the yards at Rangoon, and 75 new passenger cars (including new diners) which have added to the streamlining of Rangoon-Mandalay express trains. Japanese rolling stock manufacturers have handled most of these contracts under war reparations agreements.



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CASEY JONES
Home & Railroad Museum
Jackson, Tennessee
Write for book
"The Story of Casey Jones, The Brave Engineer"
$1 postpaid. Order one today.
CASEY JONES MUSEUM
Box 382 • Jackson, Tenn.

STEAM FANS
RIDE YOUR HOBBY
Live steam, coal burning,
15½" gauge 4-4-0
park-type locomotives.
Cars and track also available.
SEND FOR CIRCULAR
CROWN METAL PRODUCTS CO.
WYANO, Pa.

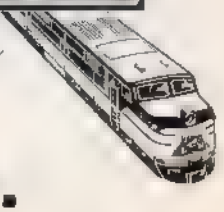
It's Smart
TO TRAVEL BY TRAIN

These Fine Trains to Serve You!

THE SOUTH WIND . . between Chicago and the East and West Coasts of Florida, every other day.
THE GULF WIND . . . deluxe overnighter between New Orleans and Jacksonville daily.
THE HUMMING BIRD daily Pullman-coach streamliner between Chicago, St. Louis, Cincinnati and the Mississippi Gulf Coast and New Orleans; through sleeper between Louisville and Atlanta
THE PAN-AMERICAN between Cincinnati and the Mississippi Gulf Coast and New Orleans, daily
THE GEORGIAN . . . . daily overnight Pullman-coach streamliner between Chicago, St. Louis and Atlanta; through sleeper between Atlanta and Louisville.

These famous L & N trains offer modern Pullman accommodations; comfortable reclining seat coaches; friendly lounge cars; unexcelled dining car service.

L&N
The Dixie Line



LOUISVILLE & NASHVILLE R. R.

WINCHESTER
SADDLE GUN
AND BANDOLIER

603

= 692

MATTEL INC
TOYMAKERS

SWIVELSHOT
TRICK HOLSTER

what's new...

POWERARM

BARBELLS

MATTEL INC. TOYMAKERS

what's new...

680

TIPPEE TIM
THE DANCING MONKEY

678

MONKEY O LA

490

NEW MUSIC MAKER BOOKS

POPEYE IN
THE MUSIC BOX

676

676

POPEYE
MUSICAL GUITAR

677

POPEYE
POP-UP

Popeye SPINACH

What's new... in guns

STAGECOACH SET

603

644

TWINCHESTER
SADDLE GUN
BY MATTEL

597

BULLET PAK

Stock # 597 Retail Price: $.50

8 all-metal play bullets for the Winchester® Saddle Gun, Bullet-Loading Pioneer® .58 Metal Holster and Bandolier.

512

FIREBOLT
DOUBLE-ACTION GUN

ANOTHER FIRST FROM MERRY!

Merryland Stores

So new. So cute. So saleable. That's what you'll say about the sensational Merryland stores. Ready for deliveries after Jan. 1st. Mr. Merry BANK (ST 1) My Merry INFANTS SHOP (ST 2) and My Merry ICE CREAM SHOP (ST 3). Companion Merryland stores will follow. ORDER TODAY.

MERRYLAND STORES

- Brand new toy concept!
- Chock full of unique and exclusive components!
- Outstandingly new packaging!
- Finest full color printing!
- Priced for volume sales now and all year 'round!

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EAST

OHIO KY W VA

SOUTH

MIDWEST
Paul Oberle, Jr.

MINN N D S D NEBR IOWA

MISSOURI KAN

OKLA TEX ARK LA

MOUNTAIN STATES
Mountain State Sales

WEST COAST, HAWAII
Frank A. McMillan

CANADA
Macpherson Watkins Ltd.

PUERTO RICO

CUBA

Bank

Amazing adventure play wall and paper plastic money. Mr. Merry counts in his checks at the Bank. Comes with coins.
Full color printed. No. ST 1

39c

Infants Shop

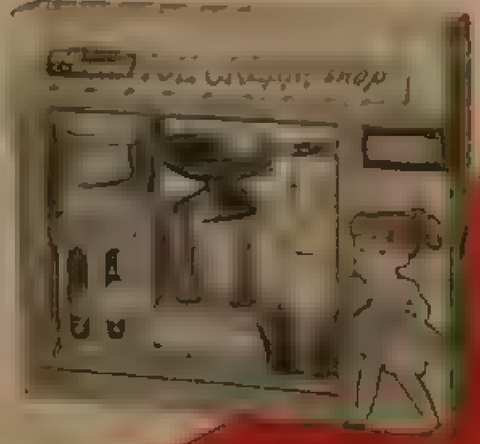
Everything new and Merry! Miniature Nappy Changer and bib, watering plate, potty and chair. Mr. Merry soap, bubbling bath, baby bath tub, wash shaved sponge.
Full color printed. No. ST 2

59c

Ice Cream Shop

How adorable and saleable can you get! Tiny Sweetheart plastic [illegible] ice cream, ice cream dish, spoon, napkin and a full size counter with 4 stools!
Full color printed. No. ST 3

59c



merry MANUFACTURING CO
952 WEST ST., CINCINNATI 3, OHIO

For the 86th consecutive Christmas, it is our privilege to extend

GREETINGS

O. Schoenhut is a name 86 years old to the toy piano trade but now as in 1872 we continue to pride ourselves on being young at heart.

As we approach the new year we pledge ourselves to continual development of product ideas as a responsibility of leadership in the field.

O. SCHOENHUT, INC. 2046 Castor Ave., Philadelphia 34, Pa

MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N Y

TOY PIANOS FOR FOUR GENERATIONS

TOYS and NOVELTIES—*December, 1958*

UNUSUAL! UNIQUE! UNDENIABLY TERRIFIC!

my merry BUBBLE HORN

What a tremendous toy idea! Blowing of Bubble Horn produces not only a musical note but many dancing bubbles. Fluid is stored right in horn, permitting the touring of thousands of bubbles without refilling. Colorful high impact plastic Bubble Horn is 7½" long and cleverly packaged with funnel for filling and 2-oz. bottle of bubble liquid.

NO. 900 RETAIL $1.00

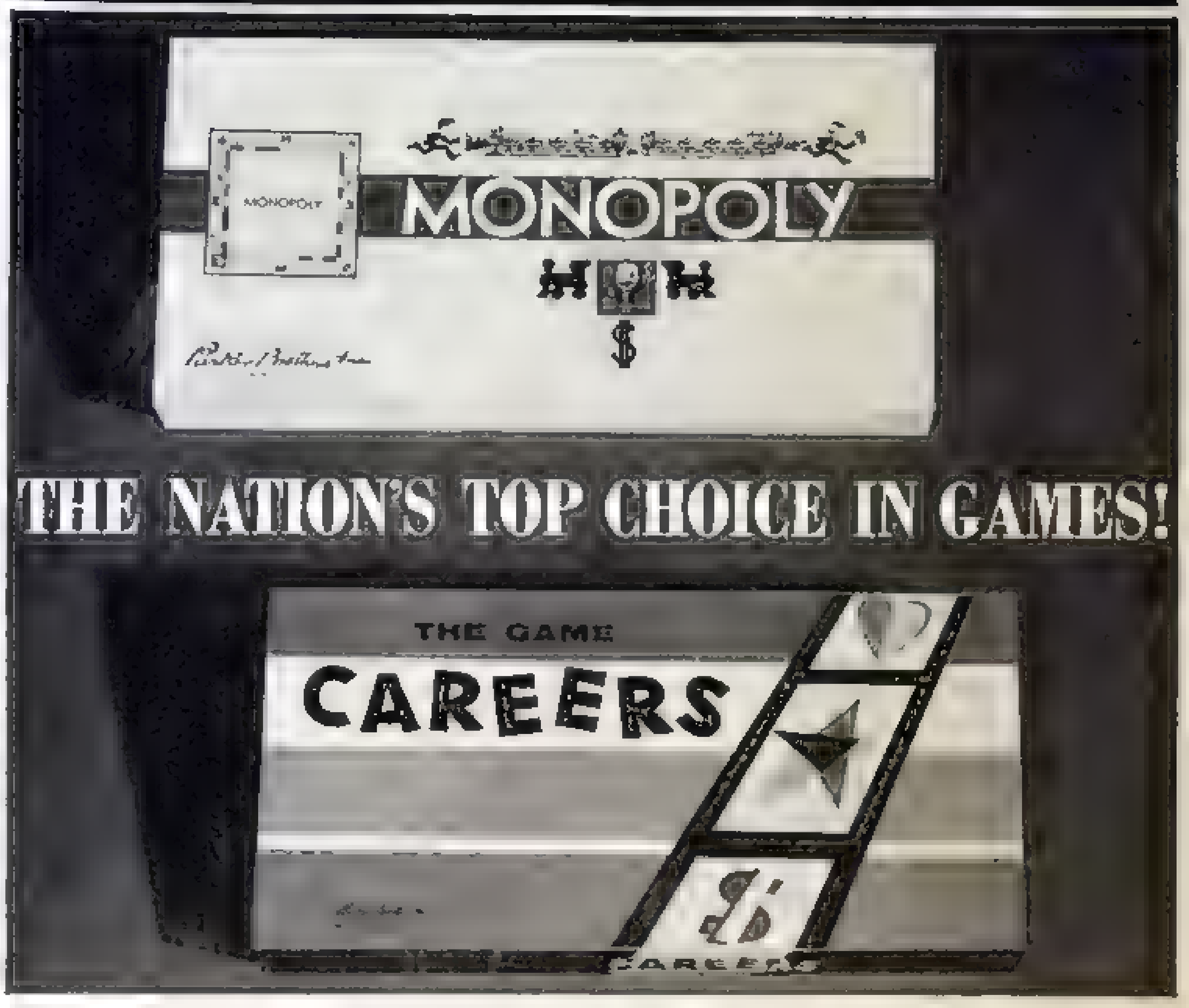
HEAVILY BACKED BY TV AND POINT-OF-SALE ADVERTISING

Order now for delivery after Jan. 1

MERRY MANUFACTURING CO.

FAMOUS Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD



THE NATION'S TOP CHOICE IN GAMES!

MONOPOLY *Parker Brothers' Trade Mark Name for its Real Estate Trading Game.* Year after year, season after season, the popularity of this world famous game continues unsurpassed. It's the top item in careers successful, current department stores in the steady demand for MONOPOLY in all three editions. Keep your stock and cash in with MONOPOLY—sell it.

CAREERS the new Parker game sensation that's ringing up phenomenal sales for dealers from coast-to-coast. With its popular appeal to teenagers and adults alike, its opportunity for Adventure, Excitement, and Fun as you all right fascinating careers of the players' choice—no wonder CAREERS is the most asked-for new game in years! If you don't have it—get it!

Parker Brothers, Inc. SALEM, MASSACHUSETTS

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Canadian Agent: Eaton-Burnett Sons, Limited, Toronto

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Mr. Wiggle's

GREAT NEW TOY LINE FOR 1958

NEW!

No 230 12

Retail at $200

Mr. Wiggle's ELEPHANT

WILKENING MANUFACTURING CO • Consumer Products Division

NEW!

Mr.Wiggle's ALLIGATOR

Amazing new polyethylene jointed body plus eccentric wheel makes for the craziest action filled pull toy ever! Absolutely irresistible

Individually packed in 4 color display box 12" x 5" x 2" 2 doz to carton shipping weight 11 lbs

No. 150/24
Retails at $100

Mr.Wiggle's APPLE JACK

Squeeze the bright red apple and see the wiggly worm pop out with a squeak!

Individually packed in 4 color display box 3"x3"x4" 2 doz to carton shipping weight 8 lbs Assorted

No. 110/24
Retails at
$100

NEW!

Mr.Wiggle's HAPPY GARDENER KIT

You've never seen a kit so complete at such low cost or one that's so sure to appeal to kids and parents alike! Lawn mower is 21" long, rake and shovel are 18" long. Tools have heavy gauge bright painted heads, painted hardwood handles, noise maker in lawn mower

Each set individually packed for impulse sale
1 doz to carton shipping wt 13 lbs

No. 180/12
Retails at $180

Mr.Wiggle's TURTLE

Runs in and out of his shell. Wears head, tail, feet and one leg with his head

No. 210/12 Retails at $200

Individually packed in 4 color display box
3" x 3" x 5" 2 doz to carton
Shipping weight 10 lbs

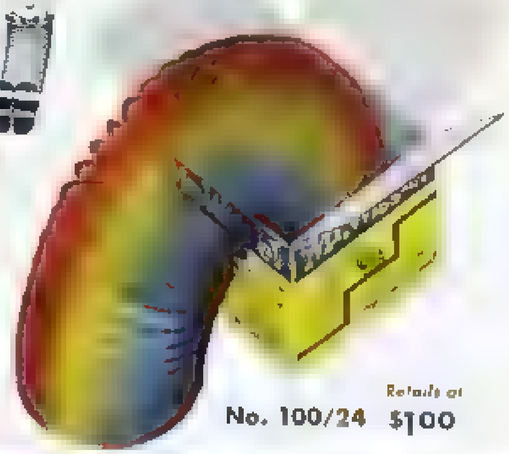
Mr.Wiggle!

The walking spring toy with personality now in glowing

RAINBOW COLORS!

Individually packed in 3 color display box
3" x 3" x 2" 2 doz to carton
Shipping weight 5 lbs

This Display Actually Shows Mr Wiggle's Star Walking Action!



No. 100/24 Retails at $100

Mr.Wiggle's LEAP FROG

Jumps in and out of his shell. Wears head, tail, feet and one leg with his head

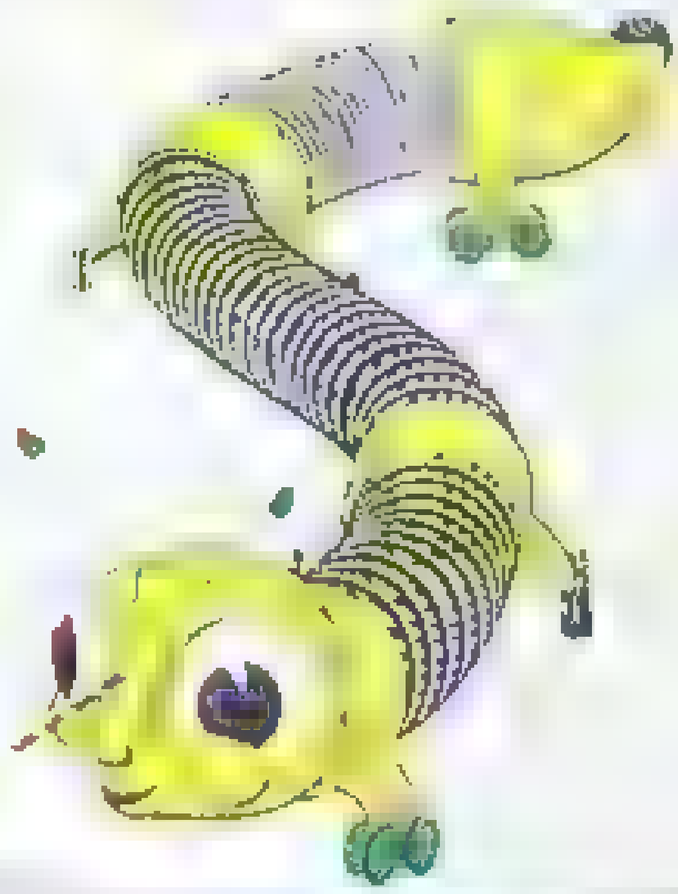
No. 120/24 Retails at $100

Mr.Wiggle's BUNNY

The cute bunny with the floppy ears and fuzzy tail

No. 130/24 Retails at
$100

Mr. Wiggle's



No. 250/12 Re... $200

Mr. Wiggle's MINUTE MOUSE

Every time the wheels go 'round

No. 220 12
R...
$250

Mr. Wiggle's FIRE ENGINE

It's more exciting and valuable than ever

No. 230 12
R...
$200

Free News Mats and Glossy Photos Available of Entire Mr. Wiggle Line

COAST-TO-COAST REPRESENTATION AND WAREHOUSING FOR PROMPT SERVICE

WILKENING MANUFACTURING CO • Consumer Product Division

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200 FIFTH AVE

MULTIPLE TOYS

Playthings
the national magazine of the toy trade

TOY FAIR ISSUE March 1958

ABC AUDITED PAID CIRCULATION

Stylish park cycle from MURRAY '58 style leaders

See MURRAY new designs and new colors at the Toy Fair

[illegible] Toy Fair Auditorium, 5th Floor, [illegible] At the Toy Fair March [illegible] New York City.

MURRAY
OHIO MFG. CO.
Nashville 4, Tennessee

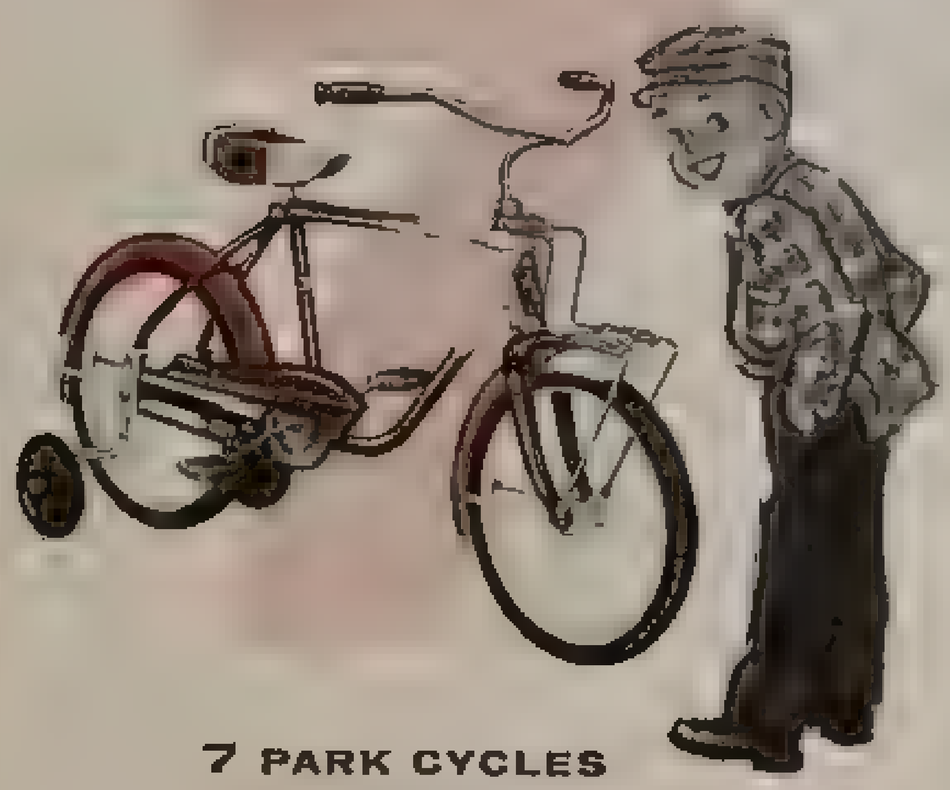
More children ride on Murray wheels than any other kind

PARENTS

MURRAY

More models, more advanced design are why
More children ride on
Murray wheels than any other kind

32 BICYCLES
in Murray's revolutionary
Speed Weight for '56 styling
— featuring the
flashy Strato Flite



7 PARK CYCLES
including this stylish model
with coaster brake

17 AUTOS,
fire trucks, dump trucks, tractors,
wagons, baby walkers, and easy-turning
3-wheelers like this Fire Patrol

18 VELOCIPEDES
in sizes and price ranges
up to the super DeLuxe Zephyr
with twin Z frame

MURRAY
OHIO MFG. CO.
Nashville 4 Tennessee

All Murray products are manufactured
and assembled in our own plant
in Nashville, Tennessee

JUNE 10, 1958 • 50¢

TOYS AND NOVELTIES

TABLE OF CONTENTS, PAGE 5

THE ONLY TOY PUBLICATION THAT IS BOTH

LET'S GET TOGETHER ON THIS!

Order this new No. 35 Disney Ass't today

- 4 completely new Disney designs
- More colorful—new size 8½" x 13½"
- 2 doz. asst in new counter display
- Turns over fast—retails 29c each

the WATKINS-STRATHMORE CO.
AURORA, ILLINOIS

AMERICA'S OUTSTANDING TOY BUYERS' PUBLICATION

NEW!

MURRAY

Unique drag design to move you out front in sales

ELIMINATOR MARK III

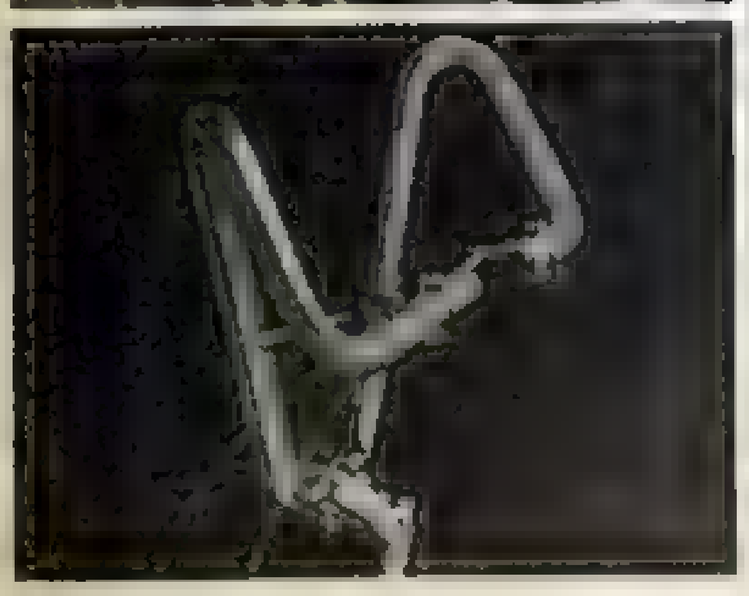
Kids go wild over the Mark II exclusive twin bar frame with raked front end. Five new models let you give customers their choice of these custom options —

- Super racy 20" 16" front and rear wheel combination (Also 20" 20" models)
- Deluxe console stick shift and parking brake 5 speed 3 speed and coaster brake models
- Custom bucket banana seat with high rise backrest and spring suspension
- Sensational "pretzel" handlebars
- Unique front end torsion spring suspension

Plus every other feature that has made Murray Eliminators so popular. Join the leader — MURRAY! Stock Mark II Eliminators and watch 'em sell!

SEE THEM AT THE TOY FAIR. Visit our new showrooms, Suite 1000, Two Penn Plaza...New York City

THE MURRAY OHIO MFG CO. Nashville, Tenn. 37204



AN IDEAL BIG SUNNY DRUM FOR MANY BEATS

No 701 $4.00

NATIONALLY ADVERTISED ON TV

EMENEE INDUSTRIES, Inc. 200 [illegible] Avenue, N Y 10, N Y

3 MORE REAL HOT ITEMS—

America's Biggest Selling Line of Popular Priced, Fast Moving

NOVELTY MUSICAL INSTRUMENTS

ALL CARD MOUNTED AND BLISTER-PACKED FOR TERRIFIC POINT-OF-SALE PROMOTION!

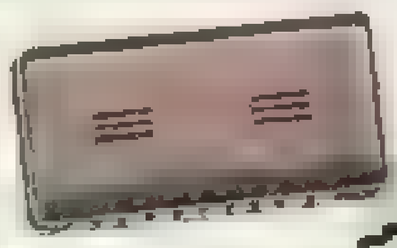
All Items Now Available In Beautiful Pastel Colors

THE HOTTEST ITEM IN THE COUNTRY...

NO 900 MELODY BELLS

Bright red plastic xylo with eight aluminum tuned bells. Plays one full scale. Complete with Plastic Hammer and song folio sheet. Blister packed on beautiful 3-color card.

Suggested retail — 98c

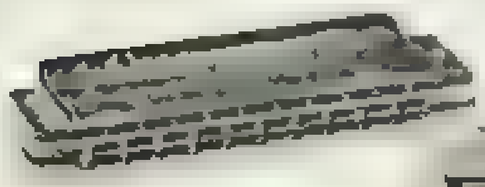


The Only One of Its Kind In the Field

NO 600 BIG TWIN HARMONICA

All plastic, double sided harmonica in two different keys. 20 holes, 40 keys. Complete printed instructions.

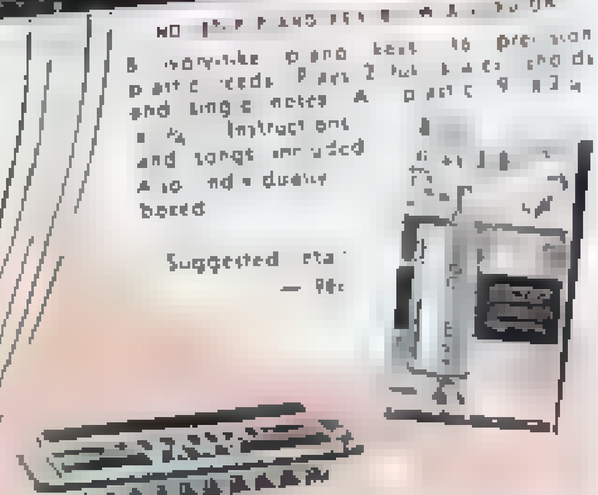
Suggested retail — 59c



NO 180 COMPANION HARMONICA

All plastic with nickel-plated covers. 10 double holes. 20 reeds. 4 ivory comb brass colored reed plates. Complete with printed instructions. Also available individually boxed.

Suggested retail — 59c



NO. 1-10 CARNIVAL BAND HARMONICA

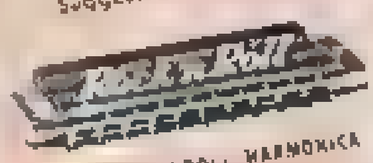
All plastic. 5 hole, 10 hole, 20 reed harmonica. 4 White reeds, black comb, red cover. Complete with printed instructions.

Suggested retail — 29c

NO. 1-20 CIRCUS BAND HARMONICA

All plastic. 10 double holes. 20 reeds. Ivory comb, white reeds, red cover. Complete with printed instructions.

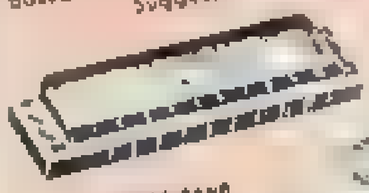
Suggested retail — 39c



NO 1-30 ROCK 'N ROLL HARMONICA

All plastic with nickel plated covers. 10 double holes, 20 reeds. 4 Ivory comb brass colored reed plates. Complete with printed instructions. Also available individually boxed.

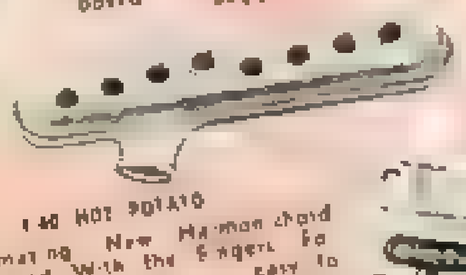
Suggested retail — 39c



NO M-60 BRASS BAND HARMONICA

Professional type 10 hole 20 piece on hand tuned brass reeds on brass plated Nickel plated tip comfort covers. Complete with instruction song folio. Also available individually boxed.

Suggested retail — 98c



NO 1-40 HOT POTATO

Amazing New Harmonichord Played With the Fingers. So easy to play young and old. Plays 2 octaves, chords and single notes. All plastic with printed instructions. Also available individually boxed.

Suggested retail — 39c

Harmonicas by [redacted] CORP.

Write for 3-color catalog sheets and price lists.

See Our Complete Line by Visiting Our National Representatives:

SILVER SALES

Room 406, 200 Fifth Ave., New York, N.Y.

A Subsidiary of WM. KRATT CO

988 JOHNSON PLACE • UNION, NEW JERSEY

[redacted]

Every Day, Everywhere—Kids Go For ZORRO

and here's
the biggest
Sales-Spurter yet

the brand new official

ZORRO

GUITAR

Zoom! Zowie ZORRO The he o ow p ays he guita
and your sa es will shaunt to hairpic heights with it Zorro
the b ggest th ng since Santa C aus the dol that keeps their eyes
and ea s g ued o the Ty set 33 m ion strong
now rap ures the r complete y w h an instrumental imp ession
that w be a sure s ocka on

- Range over 2 octaves • Rich professional tone
- Ligh weight • Fast tuning pegs • Fe pick
- Magnificently decorated mahogany body with pearl ornamentation
- Only $2.49 plus a few cents postage and handling
- Shipping weight Packed ready for mailing only 6 lbs.

EMENEE INDUSTRIES INC 200 FIFTH AVENUE NEW YORK

Priced low down to push your profits sky high Fill in the attached coupon and get set for the greatest Zorro boom yet

EMENEE INDUSTRIES, Inc FIFTH AVENUE NEW YORK N Y

Gentlemen: Please ship at once ZORRO guitars
Deposit $1.00 Emenee Zorro guitar

...from
Nancyland
U.S.A.

...designed
for loving!

Quality and style leadership...always!

Yet priced for profitable volume.

● Miss Nancy Ann 10½" all-vinyl...and now introducing Little Miss Nancy Ann 8½" all-vinyl...Debbie 10" walker ...Muffie 8" walker...Little Sue Sue 8" all-vinyl.. Storybook Character Dolls.

NANCY ANN Storybook Dolls, Inc.
1262 Post, San Francisco

195

...designed for loving!

Quality and style leadership...always!

Yet priced for profitable volume.

● Miss Nancy Ann 10 ½" all-vinyl.. and now introducing Little Miss Nancy Ann 8½" all-vinyl...Debbie 10" walker ...Muffie 8" walker ..Little Sue Sue 8" all-vinyl... Storybook Character Dolls.

NANCY ANN Storybook Dolls, Inc.

1262 Post, San Francisco

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AT THE TOY FAIR

Rooms 614 615
HOTEL NEW YORKER
And Our
Permanent Showroom
1107 BROADWAY N Y

300

New Monogram Hobby Kits WITH BUILT-IN RETAILER PROFIT MOTIF!

PLASTIKIT PA29

98¢

U.S. Navy **Blue Angels**

Flying F11F-1 Tiger Jet Fighters

Its New . . . Different . . . Unusual Value!

Four Models and Display Stand in One Super-Value Kit!

Flight Formation Display

Blue Angel Tiger Fighters flying in famous diamond formation. Official blue and gold mounted on clear plastic stand gives vision of actually being in flight. Four aircraft and stand 12½ inches high. Included in kit.

A new kind of kit and a new and bigger value. It's the Navy's Blue Angels, fabulous flight demonstration team and their group's famous Tiger Fighters. Your customers will be thrilled with this most unusual kit just as 35 million spectators have been thrilled with the "Blues" exacting close formation flying. All plastic display stand as pictured included in kit.

A wealth of detail for each plane and four sets of elaborate and authentic decals of Navy and Blue Angel markings and decorations. You can make kit sales history with the "Blues." See your distributor now.

Special Dealer Display in Retailer Pack

Built up model and display mounted on special dealer's display in red, gold and black, included in Retailer pack with 18 Blue Angels kits.

NEXT SHOWING
N. Y. Toy Fair
March 10-19
Hotel New Yorker
Suite 1111

Other New Plastikit Models—Now 58 Monogram Profit Makers

Monogram

Monogram Models, Inc. • Chicago 32, Illinois

NY-LINT TOYS

QUALITY Road Action SCALE MODEL TOYS

ALSO CARRIES OTHER LOADS ON PALLET

TRANSPORTER
GUIDED MISSILE CARRIER
SCALE MODEL AUTHORIZED BY
[illegible] EQUATOR COMPANY
BARTER INDUSTRIAL TRUCK DIVISION

Size: 18¼" long, 11" wide, 13½" high with platform raised
Weight PER DOZEN 120 lbs.

PLACE MISSILE ON LAUNCHING PAD

CARRY MISSILE TO LAUNCHING SITE

MOVE CARRIAGE INTO POSITION

No 2800 GUIDED MISSILE CARRIER

Junior boy scouts get the launching pad ready [illegible] your battle is [illegible] truck for painted loads of lumber logs, stone, or other toys. All-mechanical, has steerable front [illegible]

SUGGESTED RETAIL PRICE $3.98

ACTION AND SOUND

JUST LIKE REAL

RAT-TAT-TAT-TAT

PATENT PENDING

No. 2900 JUNIOR JACK HAMMER DRILL

We W[illegible] What A [illegible]

You have to see and hear this to believe it

[illegible]

SUGGESTED RETAIL PRICE $3.98

All steel NY-LINT TOYS feature welded construction of 20-gauge and heavier metal, with safe smoothed edges, finished in brilliant colors of durable sprayed baked enamel. Each NY-LINT TOY is individually packed in a 200-lb. test carton, 6 units to a standard shipping carton.

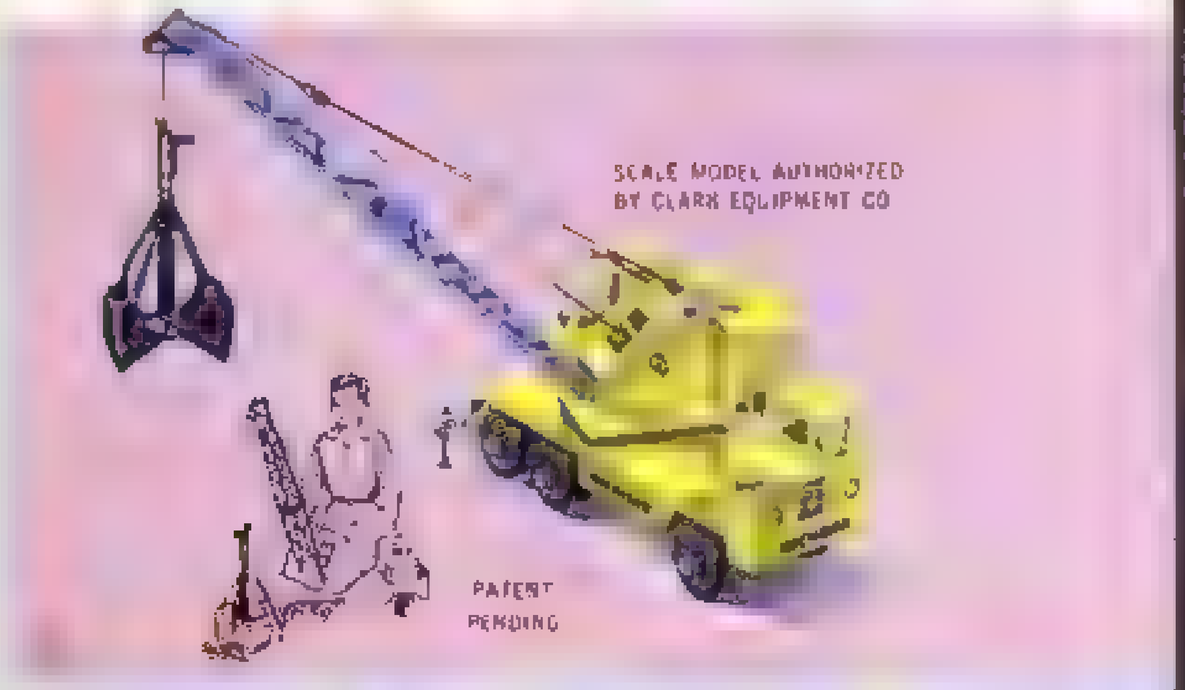
POWERFUL HYDRAULIC CYLINDER

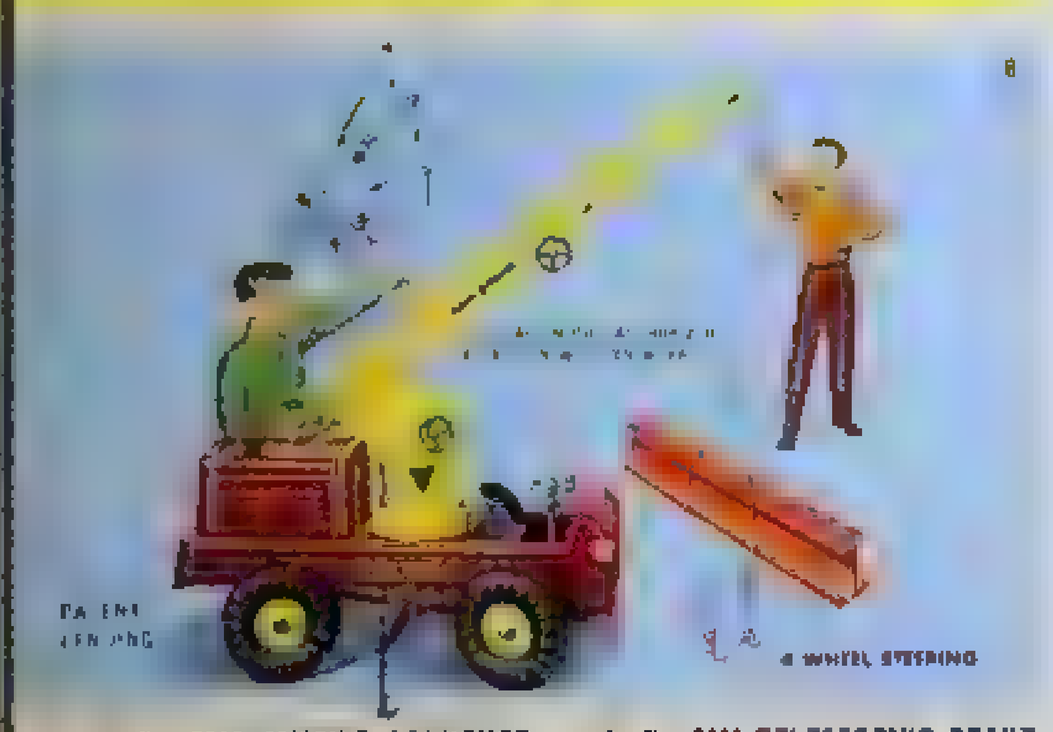
Size [illegible] with bucket raised.

No. 2700 URANIUM HAULER

[illegible] just strong enough to lift and dump a heaping load of ore and when the latch lever is released, a rear axle and [illegible] pivot for lots of maneuverability

SUGGESTED RETAIL PRICE $7.98





A No. 2500 MISSILE LAUNCHER

SUGGESTED RETAIL PRICE $9.99

B No. 2500 TELESCOPING CRANE

SUGGESTED RETAIL PRICE $8.98

C No. 2200 MICHIGAN SHOVEL

Size 13" long 6½" wide 7" high
Weight PER DOZEN 16 lbs.
SUGGESTED RETAIL PRICE $9.98

D No. 2400 ELECTRONIC CANNON

Size 13" long 6½" wide 7" high
Weight PER DOZEN 16 lbs.
SUGGESTED RETAIL PRICE $12.98

No. 2400 SPEED SWING

Size 13" long 6½" wide 7" high
Weight PER DOZEN 16 lbs.
SUGGESTED RETAIL PRICE $7.98

No. 2700 TOURNADOZER

Size 13" long 6½" wide 7" high
Weight PER DOZEN 16 lbs.
SUGGESTED RETAIL PRICE $7.98

No. 1400 ROADGRADER

Size 13" long 6½" wide 7" high
Weight PER DOZEN 16 lbs.
SUGGESTED RETAIL PRICE $6.98

No. 1600 PAYLOADER

Size 13" long 6½" wide 7" high
Weight PER DOZEN 16 lbs.
SUGGESTED RETAIL PRICE $7.98

All aboard for better service! N&W traffic men tour the road to learn more about their product

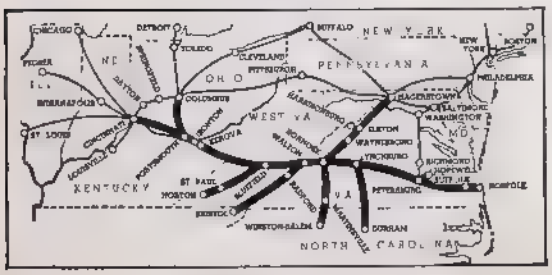
Norfolk and Western freight traffic representatives are salesmen of Precision Transportation. To help keep them up-to-date on this dynamic "product," to be of maximum service to shippers, the N&W sponsors educational tours for these men.

In small groups they visit key points along the line, observing the N&W in action. They see first-hand how your freight is handled en route, at terminals and interchange points.

N&W freight traffic representatives are located in 40 key cities of the U. S., as near to you as your telephone. Call on them for shipping advice and information, provided without obligation.

At the Port of Norfolk on famed Hampton Roads they watch ocean cargo moving smoothly and efficiently between trains and ships. Everywhere, veteran railroaders are on hand at every point to answer questions and to explain various facilities and operational procedures.

The tours result in joint benefits for N&W traffic men and customers. The tour members themselves return to their jobs with a clearer picture of their railroad, its facilities, equipment and services. And, being more fully informed, they can be of even greater service in providing dependable shipping advice and information.



Norfolk and Western RAILWAY

PRECISION TRANSPORTATION

because
young eyes
look to
the skies...

HARMONIC REED

MOONSCOPE • SPITZ JR. PLANETARIUM • PORTABLE JR. PLANETARIUM

the scientific toys of the century

HARMONIC REED CORPORATION • ROSEMONT, PENNA.

NEW...a budget price buys the whole universe!

NEW BATTERY-OPERATED

Planetarium

No. 6500
$10.00

The ideal planetarium for beginners and budget-conscious families — volume-priced to satisfy the new mass interest in the geography of space! Completely portable — operates anywhere, on regular dry-cell batteries, with bright or medium light intensity. Projects over 60 constellations on the ceiling and walls of any darkened room — can be adjusted for any Northern Hemisphere location, any month of the year. Complete with flashlight pointer (batteries included) and instruction sheet with charts showing constellations.

OPERATES ANYWHERE—REQUIRES NO CURRENT!

PROJECTS OVER 60 CONSTELLATIONS!

BEAUTIFUL 3-COLOR INSTRUCTION SHEET

Giant 16¼"x25½" Instruction Sheet with colorful constellation charts can be hung on wall will beautify any room

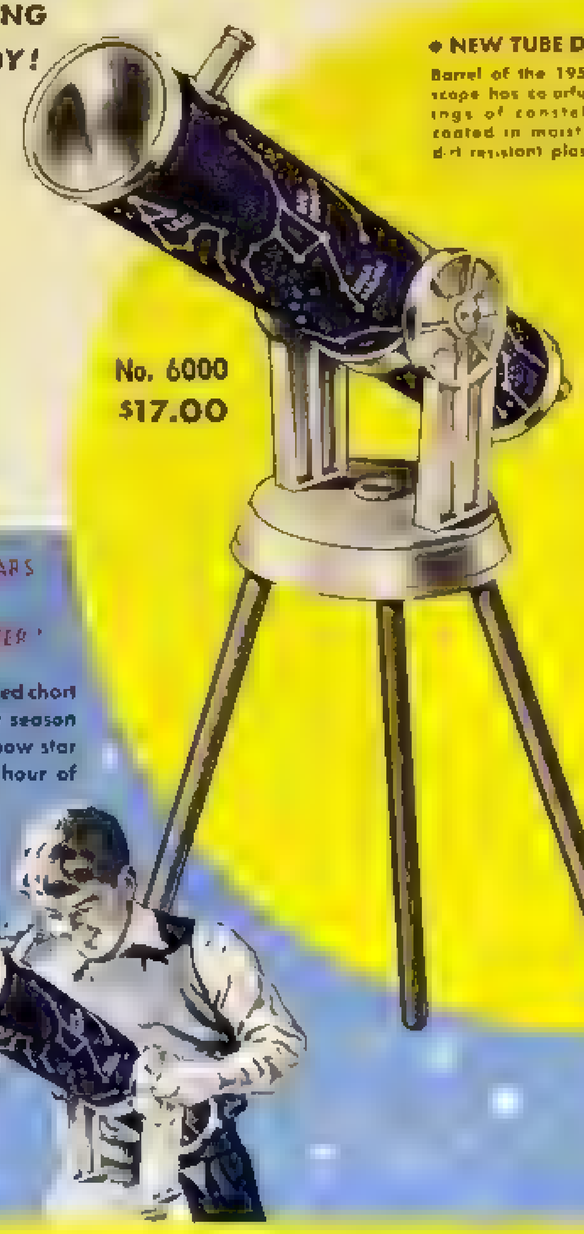
EXCITING NEW "SPACE AGE" PACKAGING!

HARMONIC REED CORPORATION • ROSEMONT, PENNA.

The "Space Age" is NOW! ...and its Number One Toy is MOONSCOPE

A PRECISION-MADE REFLECTING TELESCOPE...*NOT JUST A TOY!*

Man-made satellites . . . rockets to the moon! With young eyes all over America straining to see these marvels, the Moonscope is sure to enjoy a tremendous acceleration in demand in 1958. A precision-made reflecting telescope . . . now stepped up to 45 power that clearly reveals craters on the moon, Saturn's rings and other wonders of the heavens, it stands 38" high on removable tripod legs, has optical system of precision-ground and polished glass, including an adjustable 3" polished and corrected mirror. Fork-type Alt-Azimuth mount rotates a full 360 degrees to take in any part of the sky. Accessories include sturdy carrying case, 20-page instruction booklet, and beautiful Junior Stargazer chart.



No. 6000
$17.00

◆ NEW TUBE DESIGN

Barrel of the 1958 Moonscope has colorful renderings of constellations coated in moisture and dirt resistant plastic!

NEW "MACE FINDER" LOCATES STARS EASILY

COMPLETE WITH "JUNIOR STARGAZER" CHART!

This colorfully printed chart can be set for any season of the year, will show star positions for any hour of the night!

HARMONIC REED CORPORATION • ROSEMONT, PENNA.

Now Better Than Ever!

the famous toy that brings
outer space indoors

THE SPITZ JUNIOR Planetarium

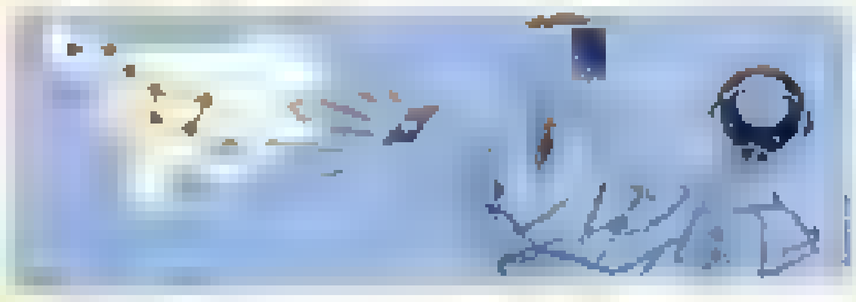
New refinements and accessories bring the Spitz Jr. Planetarium up to date . . . make it as timely as satellites and space travel as timeless as the constellations! Plugs into any AC outlet, projects over 60 constellations as seen from any geographical location in the Northern Hemisphere, at any month of the year. Pointer and projection units operate from p ortable um current; clip on p anetarium ho ds pointer. co orful 32-page instruction booklet is included

Available Separately

SOUTHERN HEMISPHERE PROJECTOR No. 3500

Enables user to locate h mself anywhere in the Southern Hemisphere and see the heavens as they wou d appear from that location

NEW! ADDITIONAL RHEOSTAT CONTROL FOR GREATER PROJECTION CONTRAST!



NEW! CONSTELLATION PROJECTOR WITH SET OF 12 SLIDES

Projects myth cal constel ation figures over stars projected by the Planetarium!

NEW! SATURN AND SATELLITE PROJECTORS

Trace the paths of Saturn and Sputnik across the sk

NEW! SOLAR AND LUNAR ECLIPSES

6 types of solar and lunar eclipses can be simulated with this attachment

REPRESENTATIVES

[illegible] • Rosemont, Penno.

Introducing for '58...

OLDSmobility

a new way of

going places

in the Rocket Age!

1958 OLDSMOBILE NINETY-EIGHT HOLIDAY COUPE...A CAR IN A CLASS BY ITSELF!

Meet *OLDSmobility*, as only Oldsmobile's sparkling new Ninety-Eight for '58 can express it! Those lean, low new lines tell you at once—there's no limit on Ninety-Eight luxury, no finer expression of distinguished good taste! At the wheel you'll discover a new brand of brilliance, too—the fleet, easy grace of a great performer!

For the Ninety-Eight puts you in confident command of a magnificent, *more economical* Rocket Engine . . . offers you the supreme new smoothness of New-Matic Ride*, Oldsmobile's *true* air suspension!

Only Olds brings you so much that's new for 1958!

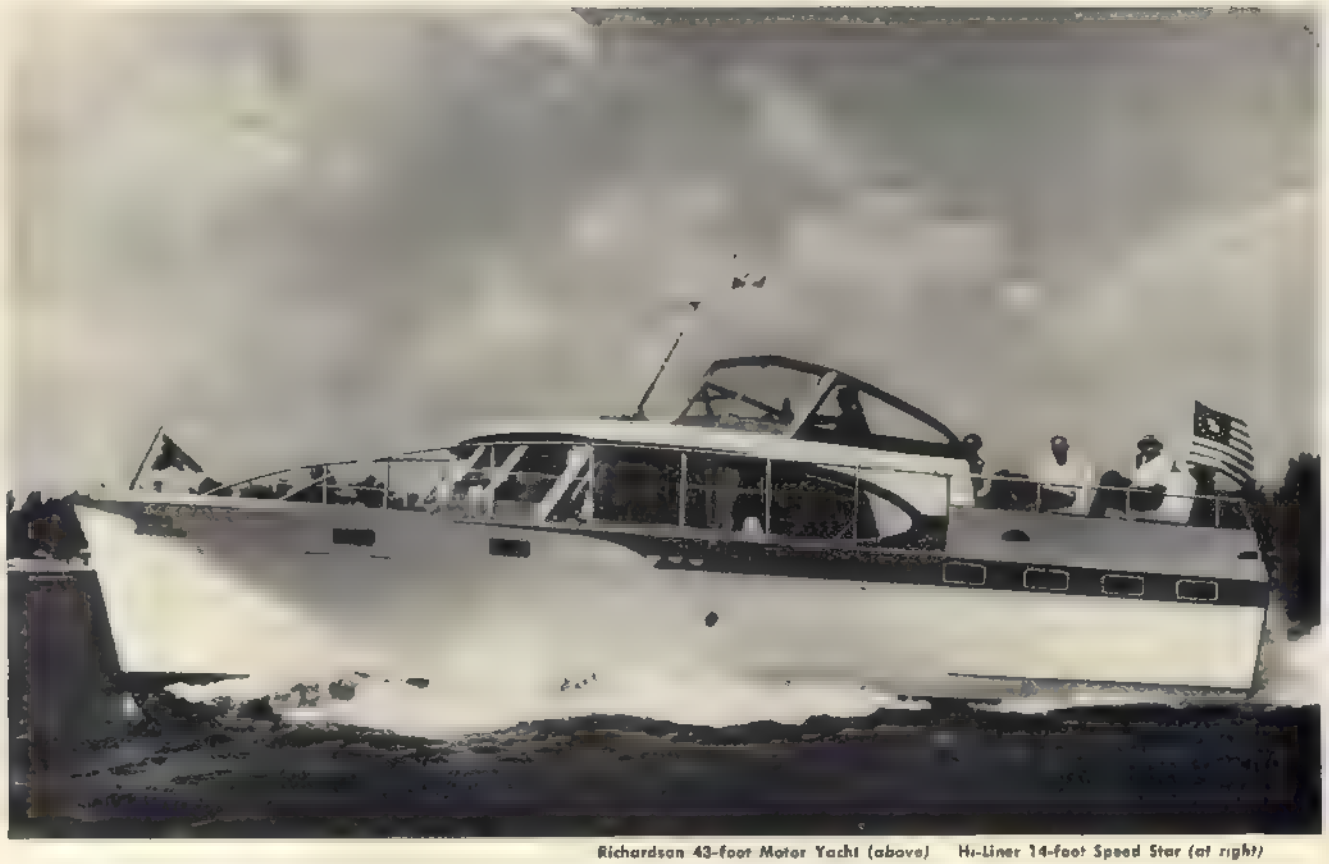
See your Authorized Oldsmobile Quality Dealer soon!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION.

*Optional at extra cost.

OLDSMOBILE FOR '58

1908-1958 GM FORWARD FROM FIFTY...INTO THE ROCKET AGE



Richardson 43-foot Motor Yacht (above) Hi-Liner 14-foot Speed Star (at right)

Announcing a new kind of plywood—expressly engineered for boats

WELDWOOD ROYAL MARINE PLYWOOD

Today, the trend is to more speed, more power in boats. This makes their strength and seaworthiness more essential than ever for a boatowner's safety and for economical maintenance. To keep pace with the need for a more durable boatbuilding material, United States Plywood Corporation has engineered a new marine plywood, Weldwood Royal Marine Plywood.

Designed specifically for marine use, Weldwood Royal Marine is the most thoroughly engineered marine plywood available. It is the result of exhaustive research and testing. It is backed by the extensive technical know-how of the world's largest plywood organization. It is tailor-made to build longer life and less maintenance . . . new luxury, beauty, and enjoyment into your boat.

Already an important component of many boats now on the market—both finished and kit—Weldwood Royal Marine Plywood in *your* boat assures you of greater boating value, longer dependable service, and more boating pleasure than you've ever known. Here's why:

Produced specifically for use in quality boats, designed, engineered, and tested to meet the most exacting requirements for marine applications.

Finest woods, selected for their strength, impact resistance, beauty, and resistance to rot and fungus. Many woods commonly accepted for marine use have been proved unsatisfactory and rejected by Weldwood for its Royal Marine line.

High-quality Weldwood phenolic waterproof glue assures rot-proof, waterproof glue lines; backs up the Weldwood pledge: "Guaranteed not to delaminate, ever."

Sturdy cores with no core voids which can weaken panel, trap moisture, or cause "breathing" and blistering.

Paints or stains beautifully because superior face plies are chosen for their tight, smooth grain. Has high impact resistance.

Makes boat assembly or repairs easier, thanks to availability of extremely long panels that reduce the number of seams required. Panels have exceptional bending and tensile strength.

WELDWOOD ROYAL MARINE PLYWOOD QUALITY is illustrated in this cutaway diagram of Royal Marine Duraply. Marine Duraply, thanks to its tough, waterproof Crezon overlay, has extra-high resistance to abrasion and wear. It's ideal for hulls, decks, bulkheads, transoms and other heavy-duty areas.

A. Crezon overlay is smooth, tough, easy to work. Surface is permanently weatherproof and waterproof . . . highly abrasion-resistant as shown here on trial edge.

B. Philippine mahogany veneers on faces of panel—and under the tough overlay—assure absolute minimum grain raise and smooth surface.

C. Fir inner plies are tight—no core voids.

D. Bonded with a high-quality phenolic waterproof glue—guaranteed never to delaminate. Note: In ¾" construction as shown, fir and mahogany plies are of equal thickness.

WELDWOOD ROYAL MARINE PLYWOOD IS AVAILABLE IN 3- OR 5-PLY CONSTRUCTIONS OF:

Weldwood Royal Marine Duraply®—Abrasion-resistant Crezon overlay over Philippine mahogany faces needs no sanding, no undercoating, paints beautifully because grain can't show through. Withstands buffeting, won't blister, check or swell. 4' x 8', 9', and 10', ¼" to ¾" thick. To 20' long on order.

Weldwood Royal Marine Philippine Mahogany—Beautiful, fine-grained, easy to finish for natural wood appearance or smooth painting. 4' x 8' to 4' x 20'. Longer lengths scarfed up to 36'.

Weldwood Royal Marine Douglas Fir—Boatbuilder's favorite fir plywood. Tight cores, solid faces. 4' x 8' up to 4' x 16', ¼" to ¾" thick. Special constructions and lengths on order.

WELDWOOD
royal marine
PLYWOOD
Royal Marine Weldwood represents a new development in the manufacture of plywood—a panel expressly engineered for marine use. Developed after years of exhaustive laboratory research and field experience, Royal Marine Weldwood combines special mechanical properties and exceptional finishing and durability characteristics.

LOOK FOR THIS LABEL on the boat or boat kit you buy. It's your assurance of the finest materials and greatest value for your boating dollar.

Weldwood®

ROYAL MARINE PLYWOOD

The marine plywood with the gold edge

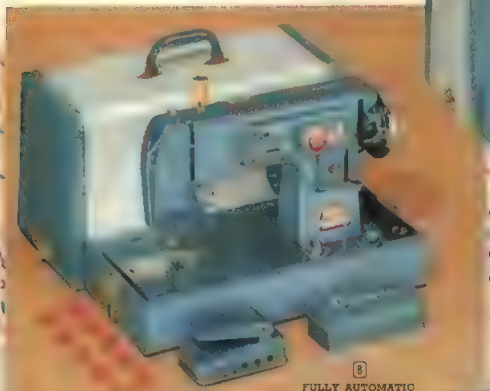
A product of UNITED STATES PLYWOOD CORPORATION

106 offices in the United States and Canada

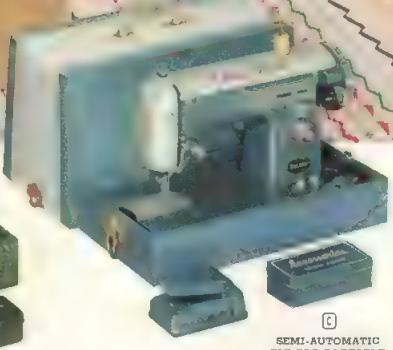
BUILDING YOUR OWN BOAT? You can identify genuine Weldwood Royal Marine Plywood by the Weldwood brand and by its gold edge. Available through leading boatyards, marinas, and lumber dealers. If your dealer cannot supply you, please send us his name and address. Write United States Plywood Corp., Dept. TB2-58, Box 61, N. Y. 46, N. Y.

American Beauty

STITCHMASTER SUPER
AUTOMATIC ZIG-ZAG PORTABLE [A]
Retail $239.95



[B]
FULLY AUTOMATIC
ZIG-ZAG PORTABLE
Retail $189.95



[C]
SEMI-AUTOMATIC
ZIG-ZAG PORTABLE
Retail $144.95

[D]
STRAIGHT STITCH PORTABLE
Retail $99.95

[E]

[G]

[H]

American Beauty Fine Quality Sewing Machines

Outstanding Workmanship and Materials . . . Precision-Designed for Years of Dependable Service

AMERICAN BEAUTY SEWING MACHINES . . . give you professional-looking results, even if you're never sewn before. Superior performance satisfies the expert, simple operation delights the beginner. American Beauty machines are engineered to handle delicate synthetics and heavy denims equally well —make all sewing fast, easy, and always perfect! Encourages you to sew more, to save money! Quality constructed, vibration-free motor for years of dependable service. Operates on 110-120 volts, AC-DC. Extra needles, bobbins and other parts can be purchased at easy sewing store. All include a 25-year guarantee and an instruction manual. NOT MAILABLE—SHIPPED FROM WISCONSIN—PAY SHIPPING ON DELIVERY.

WHAT DOES A ZIG-ZAG SEWING MACHINE DO? A zig-zag sewing machine does everything a straight stitch machine does plus all the normally troublesome details of finishing—without attachments. Because its needle can move from side to side as well as up and down, it sews on buttons, makes buttonholes, monograms, embroiders, appliques, blindstitches hems, overcasts seams, darns, mends—and of course, sews straight, forward and reverse. You can master machine-feel of a job from first seam to last button with a flick of the finger and without a single attachment to hamper you or slow you down. **American Beauty Zig-Zag sewing machines are available in portable models [A] to [C] and in all console or desk models on this page.**

[A] AMERICAN BEAUTY STITCHMASTER SUPER AUTOMATIC ZIG-ZAG PORTABLE

- **So easy to operate—no cams to insert, no levers to move—just dial the stitch you want, and sew!**
- **Stitchmaster dial offers a limitless supply of intricate embroidery patterns at your fingertips**
- **Does so many sewing jobs automatically—takes the work out of sewing, makes it a relaxing hobby**

It's just dial the stitch you want and sew with the amazing new American Beauty Super Automatic Stitchmaster dial sewing machine. Now, for the first time, carefree sewing—no cams to change, no levers to adjust—just dial any one of the 20 settings for the pattern you want and away you go! Patterns are clearly engraved on the Stitchmaster dial. Embroideries, appliques, monograms with professional-looking results—all in your first attempt, no skill needed—the machine does the work. Turns out patterns that are sharp and precise—striking designs that add beauty, decorativeness to your sewing. Stitchmaster dial combined with three-position needle automatically assures you an almost unlimited number of stitch combinations. Perfect, too, for your everyday sewing requirements. Do all the family's sewing in half the time —without fatigue. Machine sews on buttons, makes buttonholes, darns, mends, tucks, shirrs, overcasts seams, bartacks. Blind-hems a skirt easily, professionally—stitches show just like hand work on the outside. And it's fast, too—the fullest skirt takes mere minutes to hem. Push-button controls add extra convenience to sewing. Forward-reverse push button control changes sewing direction easily, swiftly without removing material or stopping machine, for backtacking. Dial stitch length regulator, automatically adjusts to the same length stitch both forward and reverse. Presser foot floats right over pins, no need to baste first—heavy materials won't cause trouble. Built-in darner. Drop feed control. Full-size sewing head with round bobbin for quiet operation. Automatic bobbin winder. Simplified threading. Built-in sewing light and needle spotlights sewing area. Convenient foot pedal for speeds from slow crawl to fast industrial speed. Fully portable—simulated leather covering over strong wood carrying case—measures 18 x 9 x 15 in. stores compactly when not in use. Also available in desk or console models—see [E] to [H].

31-0763 F 11910—Wt. 55 lbs....Retail **$238.95**

[B] AMERICAN BEAUTY FULLY AUTOMATIC ZIG-ZAG PORTABLE SEWING MACHINE

- **Ten magic cams assure you a multitude of original patterns for customized embroidery designs**
- **Completely automatic operation—so easy to use, so fast to sew**
- **Zig-Zag stitching — embroiders, appliques, monograms, blindstitches, darns, mends etc.—effortlessly**

Magic cams give you perfect embroidery stitching —no levers to operate, no knobs to turn—just drop in one of the ten magic cams! You can insert cams without tools. No guesswork—stitch pattern clearly engraved on each cam. Includes ten magic cams for a wealth of decorative embroidery stitches. Now you can custom-embroider children's clothing, monogram tablecloths, bathroom linens, bed linens, and make personalized gifts for family and friends. Cams give you a fine detailed pattern without effort—the machine does the work—all you do is guide the material! Does all your basic sewing too—so smoothly, quietly, and effortlessly! Push-button control sets machine for basic double lock straight or zig-zag stitch—both forward and reverse. Sews over pins and heavy seams with a flexible walking foot. Push-button control for darning or mending you can weave large holes and ragged tears. Makes buttonholes and sews on buttons. Blind stitches automatically, bartacks, overcasts, sews over pins. Easy dial-control adjusts tension, fingertip adjustment regulates length of stitch. Has full-size head with round bobbin. Automatic bobbin winder—winds thread smoothly, evenly. Simplified threading—saves time. Built-in sewing light over the single-position needle eliminates eye-strain. Foot control pedal—adjusts speed from a slow crawl to fast industrial speed. Fully portable—strong wood carrying case with simulated leather covering—18 x 9 x 15 in. Available in desk or console models [E] to [H].

31-1678 F 8990—Wt. 50 lbs.....Retail **$199.95**

[C] AMERICAN BEAUTY SEMI-AUTOMATIC ZIG-ZAG PORTABLE SEWING MACHINE

- **Push-button magic—does straight stitching and zig-zag sewing without cumbersome attachments**
- **Saves time and effort—you can machine-finish from first seam to last button**
- **Full-size head with round bobbin for quiet, vibration-free operation, for years of service**

Puts a world of simplified sewing right at your fingertips—delights the expert or beginner. Push-button operation—so simple and easy to use. Push-button fabric selector, drop feed and reverse. Needs no attachments—everything is built right in. Performs exacting jobs you never thought you could handle, relieves you of all the tiresome chores of finishing—it overcasts seams, blind-stitches, sews on buttons, makes buttonholes. Semi-automatic zig-zag appliques, monograms, embroiders—you can create original patterns your friends will notice and admire. Push-button automatic bobbin winder fills bobbin smoothly, quickly, evenly. Full-size head with round bobbin. Simplified threading. Built-in direct-beam light over single-position needle, directed directly on sewing, eliminates shadows—does away with eye-strain. Convenient foot pedal adjusts speed from a slow crawl to super fast. Fully portable with comfortable carrying handle. Sturdy wood case with two-tone simulated leather covering—18 x 9 x 15 in. Also available in desk or console models—see [E] to [H]

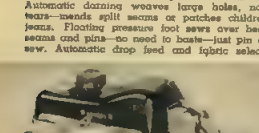
31-1787 F 6890—Wt. 50 lbs.....Retail **$144.95**

[D] AMERICAN BEAUTY DELUXE STRAIGHT-STITCH PORTABLE SEWING MACHINE

- **Hard-working straight-stitch sewing machine gives top performance at a moderate budget price**
- **Sews all materials equally well from the sheerest synthetics to the heaviest woolen tweeds**
- **Powerful motor with full-size head and round bobbin for years of smooth, quiet operation**

Now . . . a straight-stitch machine at a budget price—without sacrifice of quality! Forward and reverse sewing in double-lock stitch — stitch length selector automatically adjusts forward and reverse stitches to same length. Ties seam ends. Automatic darning weaves large holes, nasty tears—mends split seams or patches children's jeans. Floating pressure foot sews over heavy seams and pins—no need to baste—just pin and sew. Automatic drop feed and lightic selector. Simplified "ink motion" for easy front threading. Automatic bobbin winder, winds spare bobbin while sewing. Includes extra bobbins and needles. Built-in direct-beam sewing light over needle eliminates glare. Convenient foot pedal controls speed. Fully portable—strong wood case with simulated leather covering, carrying handle—18 x 9 x 15 in. high. Also available in desk or console models -see [E] to [H]

31-0110 F 4890—Wt. 40 lbs. Retail **$89.95**



AMERICAN BEAUTY BUTTONHOLE ATTACHMENT—ADDS TO SEWING CONVENIENCE

Buttonhole attachment is designed to fit American Beauty Straight-Stitch machine [D] and most round-bobbin sewing machines such as Singer, White, Free Westinghouse, and National. Saves time and money. Always exact, always neat—assures a professional-looking buttonhole. Makes the five most popular size buttonholes—automatically. So easy to use—just choose the size you want and the attachment goes to work. Six width settings. Comes with five size templates 5/32, 7/32, 1/4, 9/32, and 11/32 in plus one keyhole-size, 1/4 in. Attaches to machine in a jiffy. Instructions included. **Specify make of machine. Mailable.**

31-4148 FF 987—Shpg. wt. 2 lbs...Retail **$8.95**

[E] to [H] DESK AND CONSOLE MODELS

- **American Beauty sewing machines in cabinets**
- **Superbly crafted to add glamor to home decor**
- **Styles complement modern or traditional rooms**

All in one compact unit—precision-built American Beauty sewing machine and a beautiful piece of furniture! Sewing machine heads [A] to [D] are available in cabinets [E] to [H]. Cabinet cleverly disguises sewing machine as an attractive piece of furniture that becomes an integral part of your home decor. Designed for use in any room in your home! Cabinets centralize your sewing area, provide storage space for sewing extras, give you more work space, and provide a steady, level sewing surface. Always ready for use—no need to lift and carry heavy machine. Just flip open the hinged cover, easily raise sewing machine, and begin to sew! You'll enjoy using your American Beauty—and you'll be very proud of it!

Cabinets are available in a wide range of styles and finishes. Choose the combination that complements your furnishings. All cabinets are made of fine durable hardwoods and selected veneers. They're designed for a life-time of beauty and service. All cabinets are high-lighted by gleaming brass hardware — stays bright and new-looking. All have knee-lever speed controls.

Each cabinet model is available with a Straight-Stitch, Semi-automatic Zig-Zag, Fully Automatic Zig-Zag, or Stitchmaster Zig-Zag machine and in a choice of fine finishes.

[E] American Beauty Precision Desk Model. Makes any room a sewing center. Serves as desk too. Three drawers hold all your sewing accessories or writing materials. Available with sewing machines [A] to [D]. 18½ x 30¼ x 31 in. high. **Limed Oak, Mahogany, or Walnut finish—specify.**

Straight-Stitch sewing machine. Specify finish.
31-0771 FF 10900—Wt. 112 lbs...Retail **$219.95**

Semi-Automatic Zig-Zag machine. Specify finish.
31-0804 FF 15153—Wt. 120 lbs. Retail **$259.95**

Fully Automatic Zig-Zag machine. Specify finish.
31-0812 FF 15480—Wt. 120 lbs...Retail **$309.95**

Stitchmaster Automatic Zig-Zag. Specify finish.
31-0820 FF 18267—Wt. 125 lbs...Retail **$364.95**

[G] American Beauty Period Console Model. Front panel door swings open for ample leg room. Interior tray for accessories. Available with sewing machines [A] to [D]. 17½ x 22 x 32½ in. high. **Mahogany, Walnut, Limed Oak, or Maple—specify.**

Straight-Stitch sewing machine Specify finish.
31-1191 FF 7790—Wt. 71 lbs....Retail **$154.95**

Semi-Automatic Zig-Zag machine. Specify finish.
31-3049 FF 9953—Wt. 76 lbs....Retail **$199.95**

Fully Automatic Zig-Zag machine. Specify finish.
31-3236 FF 12387—Wt. 76 lbs...Retail **$244.95**

Stitchmaster Automatic Zig-Zag Specify finish.
31-3320 FF 15067—Wt. 81 lbs...Retail **$290.95**

[H] American Beauty Modern Console Model. Front panel door swings open for extra leg room. Interior accessory tray. Available with sewing machines [A] to [D]. 17½ x 22 x 32½ in. In **Walnut Mahogany, or Limed Oak—specify.**

Straight Stitch sewing machine. Specify finish.
31-0953 FF 7790—Wt. 71 lbs....Retail **$154.95**

Semi-Automatic Zig-Zag machine. Specify finish.
31-0961 FF 9953—Wt. 76 lbs...,Retail **$199.95**

Fully Automatic Zig-Zag machine. Specify finish.
31-0979 FF 12267 -Wt. 76 lbs...Retail **$244.95**

Stitchmaster Automatic Zig-Zag. Specify finish.
31-0987 FF 15067—Wt. 81 lbs...Retail **$290.95**

For handy sewing accessories, see pages 46 and 47.

DRINK AND WET BABY. A hugable, all vinyl baby that's soft, smooth and pretty as a little girl's dream. She drinks and wets and likes to be bathed. Her hair is neatly combed and spruced up with a big bow. It's rooted, saran hair, so mommy can spend hours shampooing and setting it. Her darling baby doll dress is nylon and styled in pina-fore effect. Underneath is a petticoat and diaper. Socks, shoes. Nippled bottle.
21-42271-599 16-in. Tall Wt. 3 lbs. . Retail **8.98**

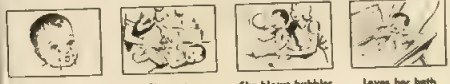
"CURLY TOP" SWEATER BABY. This little cutie is all vinyl, has rooted, saran hair, so its little mother can keep it washed and curled. She has her own nipple and bottle to drink from . . and she wets, too. Fully jointed, so she can thrill her little mommy by moving her arms and legs. Dressed in a knit sweater and pantie ensemble with a matching knit bonnet that ties in a bow. Booties
21-42289-265 12-in. Tall Wt. 2 lbs . . .Retail **3.98**

HORSMAN'S "RUTHIE". A little darling! With curly bob hair that can be washed, combed and set. Artistically sculptured of soft, resilient vinyl plastic. Each little finger and toe is distinct and she has little baby markings. Head swivels. Jointed arms, legs for live baby movements. Sleeping eyes with lashes. She drinks! She wets! Checked percale sun-suit, bonnet are lace trimmed. Sandals. Bottle, nipple
21-42479-332 13-in. Tall Wt. 1 lb . . .Retail **4.98**

HORSMAN'S "RUTHIE" in BABY-BATH with LAYETTE. Precious, little armful with sleeping eyes. Drinks and wets. Jointed arms and legs. Moulded hair. Diapered and holding nippled bottle in polyethylene tub . . . wash cloth, soap, sponge, clothespins, safety pins, cotton pads.
21-42487-399 13-in. All Vinyl Doll. Wt. 3 lbs Retail **5.98**

TINY TEARS BABY DOLLS
BY AMERICAN CHARACTER DOLL

Tiny Tears is the best loved baby doll. Little girls can care for her just like mommy cares for baby brother or sister. She drinks her bottle, wets diaper and weeps big tears as she cries lustily. Such fun to bathe and dress in her sweet, little layette. She even blows bubbles. Molded of velvet-skin with plastic head, sleeping eyes. Fully jointed for lifelike motions.



(A) TINY TEARS with MOLDED HAIR. Wears embossed cotton romper with her name embroidered on. Layette consists of Sunday best little cotton dress, fancy bonnet and lace-edged panties. Complete set of accessories with bottle and nipple, Kleenex, diaper, pins, sponge, soap, bubble pipe, washcloth, booties, pacifier and instruction book.
21-42065-699 16-in. Tall. Wt. 5 lbs. . . . . Retail **9.98**
21-42057-559 13½-in. Tall. Wt. 3½ lbs. . . . . Retail **7.98**
TINY TEARS with ACCESSORIES ONLY. No dress, panties, bonnet.
21-42040-419 11½-in. Tall Wt. 2 lbs . . . . . Retail **5.98**

(B) TINY TEARS with ROOTED, WASHABLE SARAN HAIR. Her very own trunk with plastic handles contains a pretty cotton dress, panties, bonnet, bathrobe, shoes and socks . . . plus bottle and nipple, Kleenex, diaper, pins, sponge, soap, bubble pipe, washcloth, pacifier and instruction book. Wears embossed cotton romper with name embroidered on.
21-42099-1047 16-in. Tall. Wt. 7 lbs. . . . . Retail **14.95**
21-42081-837 13½-in. Tall. Wt. 6 lbs. . . . . Retail **11.95**
21-42073-699 11½-in. Tall. (Plus Booties) Wt. 4 lbs. . . . . Retail **9.98**

(C) DELUXE TINY TEARS with ROOTED, WASHABLE SARAN HAIR. Same accessories as (B). Layette consists of dress, panties, bonnet, socks, shoes. Plus a collapsible 18-in. square plastic play pen with name inscribed, quilted bottom pad, pail, shovel. Wears name embroidered, embossed cotton romper.
21-42107-1397 20-in. doll. Wt. 11 lbs. . . . . Retail **19.95**

(D) TOODLES the ACTION DOLL. She's looking for a little girl to play with. And what fun, because she can kneel, pray, creep, sit, be bathed and even play with her toes and fingers. Has jointed knees and elbows. Her head moves in any direction. Drinks and wets, too! Rooted, saran hair can be washed and combed. Wears a baby-pretty nylon dress that's spaced with rose buds, lace and embroidery on bodice and has a band of embroidery on gathered skirt. Underneath a nylon ruffled, full taffeta pantie-petticoat. Shoes, socks.
21-42024-1327 21-in. All Vinyl Doll. Wt. 7 lbs. . . . . Retail **18.95**

(E) TOODLES with MOLDED HAIR. A honey with dimpled knees that's soft as a baby. Almost real, the way she kneels, prays, creeps, sits, plays with her toes and fingers. Her head moves in any direction. Drinks and wets to keep little mother busy. Pink gingham romper is ruffled with dainty lace . . . frosted with white embroidery collar. Matching bonnet is prettied with lace and ribbons. Socks and sandals. Jointed at knees and elbows.
21-42008-1047 21-in. All Vinyl Doll. Wt. 8 lbs. . . . . Retail **14.95**

(F) HORSMAN'S CRY BABY. Cries "real" tears, drinks from her bottle and wets. Has glassine eyes with sweeping lashes. A turning head and fully jointed at shoulders and hips. Wears knit panties. To be dressed in her baby-fancy wardrobe . . . sheer dress, cotton sun-suit, diaper. Accessories: bottle with nipple, clothes pins, soap, sponge, safety pins, wash cloth. Retail **4.98**
21-42461-332 13-in. All Vinyl Doll. Wt. 3 lbs

(G) TWINKLE TEARS with DOLL BATH by UNEEDA. A little beauty that cries big, wet tears, drinks from her bottle by herself (mouth supports bottle) and wets her diddy. Sleeping eyes with silken-hair lashes. Rooted, saran hair . . . little mother can shampoo and comb. Wears cotton jersey shirt and pants. Layette consists of Doll Bath (so mommy can bathe her like a live baby), bath towel, diaper, polyethylene bottle and nipple, brush, Q tips, Ivory soap, sponge, talcum, booties. Jointed so she can move her arms, legs.
21-42511-399 12-in. All Vinyl Doll. Wt. 5 lbs . . . . . Retail **5.98**

"BABY TRIX", the completely animated doll

(H) Has jointed arms and legs . . . and features co-ordinated movement of arms, legs and head! Cries "real" tears, drinks and wets. Has moving eyes, long lashes. Rooted, bobbed saran hair. Wears 2-pc. jersey outfit, rayon socks, vinyl shoes. Layette consists of rinon dress, bonnet, rayon slip, Kleenex, nippled bottle, Ivory soap, clothespins.
21-42503-797 15-in. All Vinyl. Wt. 6 lbs. . .11.95

(B) Tiny Tears with saran hair

(D) Toodles
the action doll

(C) Deluxe Tiny Tears

(E) Toodles
with molded hair

(F) Horsman's cry baby

G

H

With energy, creative ability, and 100% participation in the child's world on a child's level. The Little Pink Doll House doubled its first year's sales volume and anticipates beating that figure in 1957.

LITTLE WOMEN display is arranged by Mrs. Kennedy. "Mother," in form of a fifteen-inch doll, is being placed in the center of the arrangement.

Creation of a child's world fosters

• "I ENTER into the child's world in my dealings with children", says Mrs. Ike Kennedy, owner and manager of the Little Pink Doll House in Ruidoso, N.M., "and the result is a business that far exceeds anything I ever expected."

The Little Pink Doll House is a tiny building in the front yard of the Kennedy home, located on an arterial road leading into Cedar Creek Canyon. Mountains and pines surround it and the pink-tinted exterior is a focal point of attention for children and their mothers. This is one of the chief success factors for Mrs. Kennedy. Establishing the doll house makes a child feel that it is a place exclusively for her. Very often a child enters the doll house and then returns with five or six of her little playmates for them to see it also.

The proof of the value of this unique setup, reports Mrs. Kennedy, is that a large part of the volume each year is repeat business.

If there is such a thing as the right "temperament" for selling dolls and doll accessories Mrs. Ike Kennedy has it. She is a Sunday School teacher and her pupils are kindergarten age. With a major in psychology this dealer applies the principles learned in dealing with children. Her comment is: "I do not talk down to a child. Patience, sincerity, the love of children and understanding them makes a difference. And it means the difference between a mediocre volume and one that is increasing each year."

This doll specialty store operator went into doll merchandising as a hobby in 1955. The Little Pink Doll House, with its 9 by 12-foot sales area, quickly became a business. Sales in 1956 doubled those of the year before and the outlook for 1957 indicates it will exceed 1956 by a wide margin.

Shop fills community need

In opening the doll house Mrs. Kennedy had the firm belief that the resort town of Ruidoso did not offer any items to interest children. Her sales indicate that she is filling this need in the community.

A complete line of miniature dolls is stocked and range from $2 to $10 in price. Baby dolls range from $6.50 to $14.95; little girls from $8.75 to $14.95; high heel dolls from $12.95 to $25.95. Custom-made doll clothes and doll luggage further swell the total volume. The manager boasts that everything from panty girdles to full-fashioned nylon hose can be found in the doll house.

In setting up her operations Mrs. Kennedy first contacted Cullom & Boren in Dallas. The executives in the doll department were very cooperative. From the very beginning The Little Pink Doll House has been conducted on a full-price basis. The merchandise principles used involve answering a definite need for top quality dolls, accessories, and custom made clothes; providing registration for a $14.95 doll by any child each time a purchase of a $1.00 or more is made. This promotion is held in the spring and the child must be accompanied by a parent or other adult. The child can register as often as a purchase is made. The doll is given away at the end of the season and a tremendous response is received.

The mail order volume in 1956 were twice those of the previous year. An example is an $85 order over the telephone from Midland, Texas. A visitor to Ruidoso saw The Little Pink Doll House and told her friend about it when she returned home This resulted in an immediate order for a doll and accessories.

This tiny shop covers a trading area of all of Texas and the southeastern part of New Mexico.

Mrs. Kennedy anticipates her customer's needs by telephone contact with her suppliers. The New Mexico Company of Albuquerque is her main

TROUSSEAU is being assembled for shipment to client. The order will be shipped in the trunk. Each mail order is packed carefully so clothes will not need pressing.

WEDDING DISPLAY set up in picture window at The Little Pink Doll House. Play area and parking lot will soon face the shop's center of display.

growth of doll business

source of supply. Telegrams and excellent working relationships with representatives are invaluable in getting merchandise to meet the trend and the demand

The point of no returns

This successful merchandiser states it is essential for a dealer to be thoroughly sold on the lines represented. In her case Mrs. Kennedy keeps posted and qualified on the features of every item in stock. She is especially concerned about the ability of a product to stand up. It is a matter of pride with this owner that The Little Pink Doll House has yet to get a doll back that did not stand up. An illustration of the sturdiness of the items carried is that a doll's wig has never been returned, due to lack of workmanship and lasting ability.

The care of dolls is stressed in this shop. Mrs. Kennedy tells a customer: "This is a letter from the manufacturer to you on the care of the doll you are interested in." She tells the child if she is old enough to read the letter, to do so. If not, then have her mother read it to her. Poster cards and samples of dolls are maintained each season in a local candy kitchen that does a large mail order business and in a local beauty salon. This proves good advertising for the firm.

Seasonal advertising in the Ruidoso News is effective and civic pride on the part of Ruidoso business firms and citizens in The Little Pink Doll House is invaluable publicity, says Mrs. Kennedy.

Attention to details is all-important in the rising success of the doll house. Each order sent out is packed so the doll's clothes will not have to be pressed. It is Mrs. Kennedy's experience that the average person is not equipped to do this. Pink tissue is used, items are packed according to colors so they will blend and appear their most attractive when the package is opened.

Mrs. Kennedy's creative ability finds expression in making custom clothes for dolls. This packs a two-way punch for it gives individuality to her shop and this creates word-of-mouth advertising and very often lead to multiple-unit sales. A customer often buys a doll and orders clothes in the form of a complete wardrobe.

LITTLE PINK DOLL HOUSE'S owner, Mrs. Ike Kennedy steps outside to greet a little customer and her mother. Total area of the shop is 9x12 feet.

IT'S EASY for a customer to enter a child's name in Vickers' birthday drawing. Birthday "toy deposit" boxes are mounted on handy ledge, with separate box for each month of the year. Prize is any desired toy in the store.

Birthday box registration increases doll

The Toy Chest "giveaway" has both profits and customers really jumping.

"DOLL sales have really jumped since we started our birthday registration," says Mrs. J. J. Vickers, owner and manager of Vickers' Toy Chest at 103 Central, N. M. in Albuquerque, N. Mex. In addition to this downtown store a Vickers' Toy Chest was opened in East Heights in the fall of 1956

Mrs. Vickers points out the birthday registration program was instituted at the opening of the East Heights store to originally run only through Christmas. But the promotion created so much interest that it is now a permanent feature in both stores.

The birthday box registration consists of a box, one set up each month. Vickers' Toy Chest conducts a drawing each week from the current month's birthday box on the stores' television program, presented on KOB-TV in Albuquerque.

Mrs. Vickers states: "The child whose name is drawn wins the very toy he would most like to have. The winner picks his toy. Children seem delighted with the fact *the prize is any toy they want.*"

Each month, as a follow-up, the stores send a birthday card to the children who have registered offering a 10 per cent discount on the toy they had registered for if they did not win it in the drawing. This privilege of stating what toy is desired enables the TV announcer to give the name of the winner and the toy of the child's choice during the program.

TOY CHEST stores, stressing quality, carry a wide variety of nationally-known dolls. Here, Mrs. J. J. Vickers, owner, arranges a doll display.

Experience at Vickers' Toy Chest is that the winner, the viewers, and the parents are satisfied in that a child's heart desire was fulfilled.

This successful merchandiser finds that an ever-increasing clientele is associating the two stores with birthdays for children. The birthday cards

TWO STORES are operated by Mrs. J. J. Vickers, one in downtown Albuquerque and the other in the East Heights suburban section.

sales for Vickers

Inexpensive promotion builds year 'round sales

remind parents of the gift their child wants most for his birthday—and where to get it. Those having birthdays who have not registered at one of the stores can be counted on to come in to register.

Builds year 'round sales

This floor traffic on the part of the youngsters accounts for more and more parents coming to Vickers' Toy Chest for birthday gifts and toys which are difficult to find except during the Christmas season. Manager Vickers says: "We believe the birthday drawing has had a big part in keeping up business this spring. Our business downtown is up 25 per cent over a year ago. And our East Heights store (located at 423 San Mateo, N. E.) is doing 20 per cent more than the downtown store."

This merchant notes that doll sales have increased very profitably since the birthday registration was started in 1956. Since the winners are invited to appear on the TV program and show their toys, there is increased interest in those toys which are won.

The promotion on the screen points attention to the various doll lines offered at Vickers' Toy Chest. Doll accessories, clothes, and furniture also receive a definite boost in volume. The two stores stock a full line of dolls and accessories as well as other toys throughout the year. Promotion-minded Mrs. Vickers stresses the fact that customers will seek out the dealer who has a complete selection and a wide range in price and type to choose from. Nevertheless, emphasis is placed on quality at Vickers'.

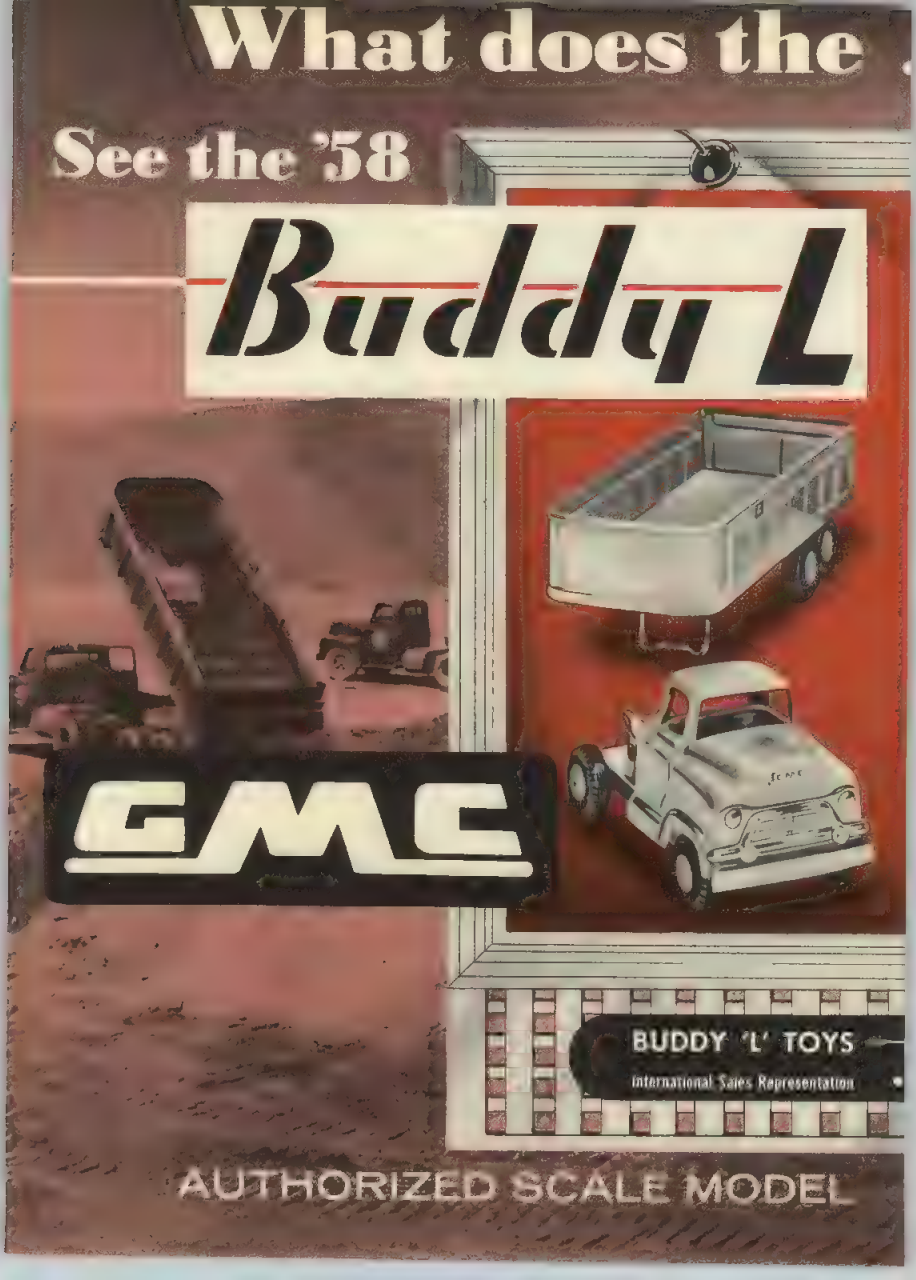
Quality value outlives price

At Vickers' Toy Chest records show that people will remember how well a toy held up long after the price of the item is forgotten. Mrs. Vickers proudly states: "Our doll sales have grown from a comparatively small percentage of our business to more than 40 per cent of total sales today."

The novel and the psychology-packed promotion always pays off for Vickers'. An example of this, in addition to the birthday registration, is the "Magic Lantern" promotion. Store-created, it involves a magic chest from Vickers' which never runs out of new and exciting toys. Mrs. Vickers figures that as long as a child's dream world centers around items stocked in her store and made accessible through one of her unique promotions, sales are due to increase each year. A check of the records indicate this dealer is on the right track.

Vickers Toy Chest
BIRTHDAY DRAWING
Name
Birthday
Address
Parent's Name
Phone
TOY I WANT MOST
from Vickers
Vickers
TOY CHEST
Very Happy Birthday
Vickers Toy Chest
We hope you will be lucky enough to win our birthday drawing this month but if you don't win the toy of your choice this card presented during your birthday month is good for 10% discount on the toy you have registered for which was a
P. S. Are you having a birthday party? Ask about our Birthday Party Plan next time you are in

CARD at left is dropped into box. Other card offers losers a 10% discount on toy registered for. Must be presented during birthday month.


What does the
See the '58
Buddy L
GMC
BUDDY 'L' TOYS
International Sales Representation
AUTHORIZED SCALE MODEL

. . . leader do next?

available . . . Check the first page of the HENRY KATZ section.

Moline Pressed Steel Corp. EAST MOLINE, ILL.

The HENRY KATZ Organization • Suite 540 • 200 Fifth Ave., N.Y., N.Y.

TRUCK REPRODUCTIONS

What does the .

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BUDDY "L" TOYS

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TRUCK REPRODUCTIONS

BUDDY "L" TOYS

FIRE ENGINE — Hydraulically operated aerial ladder. Finished in Bright Fire Engine enamels. Brite-plate grille. 6 Poly tires. 27" in length. Shpg. Wt. 7 lbs.
5681M675 — Retail $9.98

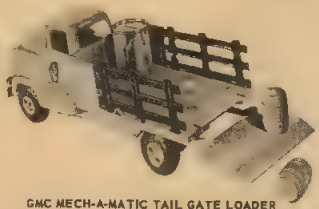
WAREHOUSE SET
Authentically scaled Coca Cola Truck, Stake Truck, operating Fork Lift Truck and real Roller Conveyor for unloading. New exclusive paint finish. Brite-plate grille, 26" in length. Shpg. Wt. 10½ lbs.
5063M825 — Retail $11.98

GMC MECH-A-MATIC ICBM LAUNCHER
Authentically scaled GMC replica of the newest ICBM Missile Launcher. Poly "Non-Mar" tires. Launching chute elevates automatically. Separate controls for firing plastic missile. New exclusive paint finish. Brite-plate grille. 24½" in length. Shpg. Wt. 7 lbs.
5695M750 — Retail $10.98

SIT-N-RIDE WRECKER with HORN
Built for years of riding. Six rugged rubber tires. Seat and boom both removable for use as hauler too. Made entirely of auto-fender steel. Brilliant baked-on enamels. Dimensions: L. 25"; W. 8-3/8"; H. 11". Shpg. Wt. 8½ lbs.
5840M600 — Retail $8.49

FARM MACHINERY HAULER TRAILER
Fourteen wheel hauling trailer with 4 pieces of unbreakable farm equipment. Retractable loading ramp. Dual tandem rear wheels with toggle action for smooth riding. Plated guard rails. Length 31¼"; Width: 6"; Height 6". Shpg. Wt. 7 lbs.
5586M525 — Retail $7.49

PUMPER TRUCK
Authentic replica of a Fire Department Pumper with rubber hose, side ladders and Electric Air Horn. New exclusive paint finish. Brite-plate 4 Poly "Non-Mar" tires. 16½" in length. Shpg. Wt. 6 lbs.
5621M525 — Retail $7.49



GMC MECH-A-MATIC TAIL GATE LOADER
Authentic GMC scale model replica Stake Truck with new exclusive Mech-A-Matic loading feature with accessories. 4 Poly "Non-Mar" tires. New exclusive paint finish. Brite-plate grille. Length 15½". Shpg. Wt. 7 lbs.
5649M450 — Retail $6.98

Buddy L toys

GMC BRINKS' ARMORED TRUCK WITH BURGLAR ALARM

Both a Truck and a Bank protected by Electric Burglar Alarm with flashing light. Miniature padlock on rear doors. Alarm automatically sounds when rear doors open. 3 policemen, money sack, padlock and key, play money. Operates on standard flashlight batteries (not supplied.) New exclusive paint finish. Brite-plate grille. 15⅞" long. Shpg. Wt. 7 lbs.
5674M600 – Retail $8.49

HYDRAULIC HI-WAY DUMPER WITH SCRAPER BLADE

Authentic Hi-Way Utility Dumper with giant demountable scraper blade. Dump Box operated with Hydraulic Cylinder, sturdy cab protector and swinging tailgate. Four Poly "Non-Mar" tires. New exclusive paint finish. Brite-plate grille. 17¾" long. Shpg. Wt. 5 lbs.
5552M375 – Retail $5.49

AIR FORCE MISSILE INTERCEPTOR UNIT

Authentic Air Force Interceptor Unit, Launcher swivels and elevates, and shoots two Interceptor Missiles. Four rugged rubber tires. New exclusive paint finish. Brite-plate grille. 16⅝" long. Shpg. Wt. 4 lbs.
5547M300 – Retail $4.98

SAND AND STONE DUMPER

Heavy duty Dump Truck, auto-fender steel construction. 4 rubber tires. New exclusive paint finish, Brite-plate grille. 15½" long. Shpg. Wt. 4 lbs.
5512M225 – Retail $3.49

RED CROSS AMBULANCE

Ambulance with Field Hospital Tent, 2 stretchers with men, stethoscope and assortment of play doctor equipment. Authentic colors in new exclusive paint finish. Four rugged rubber tires. Brite-plate grille. 14½" long. Shpg. Wt. 4 lbs.
5558M300 – Retail $4.98

ELECTRIC FLASHER EMERGENCY WRECKER

Wrecker with removable Double Electric Flasher, battery operated (batteries not supplied). New exclusive paint finish. 5 Poly "Non-Mar" tires. Brite-plate grille. 17" long. Shpg. Wt. 4½ lbs.
5537M375 – Retail $5.49

AIR FORCE SUPPLY TRANSPORT

Realistic Transport with removable tarpaulin. Four rugged rubber tires. New exclusive paint finish. Brite-plate grille. 14½" long. Shpg. Wt. 4 lbs.
5518M225 – Retail $3.49

An Adventure in Motion . . .

Ancarrow Marine's
Fleet of the Future

From the brilliant, swift-paced world of science and engineering comes a totally new concept in speed—motion—performance.

It is this concept that sparked the development of the dynamic, excitingly different boats shown here.

THIS IS ANCARROW MARINE'S 1958 FLEET! Each hull superbly designed and constructed . . . all inspired by the world renowned "Aquilifer" . . . and at prices that are unbelievably competitive. This is a fleet of the *unlimited future*.

For here is a *new* age of styling and performance. Here is speed and beauty undreamed of yesterday . . . hoped for tomorrow . . . captured by Ancarrow today.

The rugged Gladiator—a versatile, 20′ utility with a top speed of 47 mph. The superb Patrician—a sleek, 19′ runabout reaching speeds of 50 mph. The breath-taking Practorian—19 feet of fiery sports speedster with speeds of 55 mph. And the unequalled, inimitable Aquilifer. The most luxurious runabout afloat . . . still guaranteeing 60 ice-smooth mph.

Truly, these are tomorrow's boats. Next year's boats. Ready to show you adventure in motion *today*.

1958 Fleet of the Future—the Aquilifer, the Gladiator, the Patrician, the Practorian.

SEE US AT THE BOAT SHOWS

N. Y. Booth No. 57, 61
Chicago Booth No. 931-936
Miami Booth No. C18-22, 194-198
Chesapeake Bay Booth No. 73, 78-89, 94

MEMBER

Write for illustrated brochure.

Ancarrow Marine, inc.

1723 Summit Avenue
Richmond, Virginia

For starry-eyed dreamers . . . Starflite is a dream come true! Its very name suggests performance out of this world. Its low, sweeping V-shape of tomorrow hints of pleasures to come.

You'll feel its solid take-hold power the moment you touch the throttle. Instant action! Quiet as a kitten's purr! Incredibly smooth!

Starflite's compact, perfectly balanced 90° V-engine floats on rubber mounts in a sound-tight nacelle. Power pulsations are wiped out. Engine noise is sealed in.

See the most remarkable outboard motor ever built . . . Evinrude's mighty 50 hp Starflite . . . *now* at your Evinrude dealer's. Look for his name under "Outboard Motors" in your phone book.

Thrilling V-4 performance is also yours in the

new Four-Fifty, at low, low cost. There's a glamorous new Lark with Starflite quiet! Power-packed new "35's" and "18's" with key switch starting! A sweet-trolling streamlined "10"! And 3 handy take-along motors! Complete full-color catalog *free* — write Evinrude Motors, 4203 N. 27th Street, Milwaukee 16, Wisconsin

A Division of Outboard Marine Corporation
In Canada: Mail to Outboard Marine Motors, Peterborough

with Evinrude's mighty V-4 power and magic "Seal of Silence"

EVINRUDE

quiet outboard motors

MARK 58—45 h.p. Super Thunderbolt—4 cylinders in line

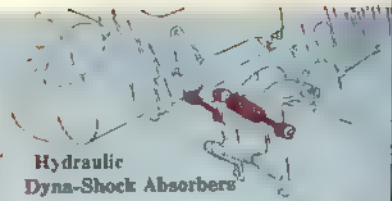
Never before such performance from a four! Only in Mercury can you find four-cylinder design improved and proved over the last ten years. The Mark 58 gives you the greatest fuel economy yet in high-horsepower ou boards.

SEE A MERCURY FIRST...

MARK 28—22 h.p. Super Hurricane Twin

Newest slant in twins!—22 horsepower in a package no bigger than a ten! Power to pull two water skiers from deep water starts, yet perfect for trolling. Automatic transmission provides steering handle control of forward, neutral, reverse, and throttle. New single-lever remote control available

TOMORROW'S OUTBOARD FEATURES TODAY!



Hydraulic Dyna-Shock Absorbers

A Mercury first, on Mark 78 and Mark 58. Not a gimmick, it's a real safety feature. When engine strikes an object, two hydraulic shock absorbers absorb the energy of impact then bring the violent tilting of engine to a gentle stop. Automatic safety-tilt switch cuts off ignition when engine is tilted out of water, resturts engine when it returns to water without losing steerage.

"Photographed at Florida's Silver Springs."

MARK 78—70 h.p. Super Marathon
6 cylinders in line

World's most powerful outboard, this compact engine gives you electric starting, forward, stop, reverse, throttle *and* choke in a single lever control. Thrust power that is fact, not fable . . . unmatched load-carrying capacity. Everyone knows a six is smoother than a four. With 40 percent more horsepower, 30 percent less weight and half the space requirements, how can you lose? And what could be sweeter than a six?

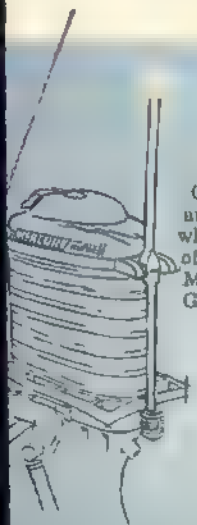
and see the most that's new for '58

NEW PRICES
3 ALL-NEW MODELS

"Get the Facts." Compare Mercury with the other outboards in a special "showdown" demonstration at your Mercury dealer's now! Compare feature for feature, horsepower for horsepower, *and price for price.*

This Is Going To Be A Mercury Year! As usual, you get the most of the newest in Mercury outboards! The most horsepower, the newest engineering and safety features, the most new models —new electric starting models, new long-shaft models. See the line that's *really* new—the one that delivers *proved* dependability with a punch—*now at new prices which mean bigger-than-ever values.*

In any model, where can you match Mercury for horsepower per cubic inch, horsepower per pound, horsepower per dollar or miles per gallon of fuel" In the final analysis you *can't* match Mercury.



Mast Mounted Running Light

A Mercury first. Optional on fours and sixes. Lights when raised, turns off when lowered. Meets Coast Guard specs.

New Carburetors With Self-Contained, Built-In Jets

On Mark 78, Mark 58, Mark 28 No adjustments necessary except for idle, as on your car. Gone forever are the "television knobs," exposed or hidden.

NEW! 50% higher output generators; bigger, deeper throated clamp brackets, automatic transmissions, Econo-Miser ignition linkage for even more fuel economy.

Full Jeweled Power

Antifriction ball and roller bearing construction. *In Every Mercury!*

'AROUND THE WORLD' OR AROUND THE LAKE MERCURY'S THE GREATEST

MERCURY

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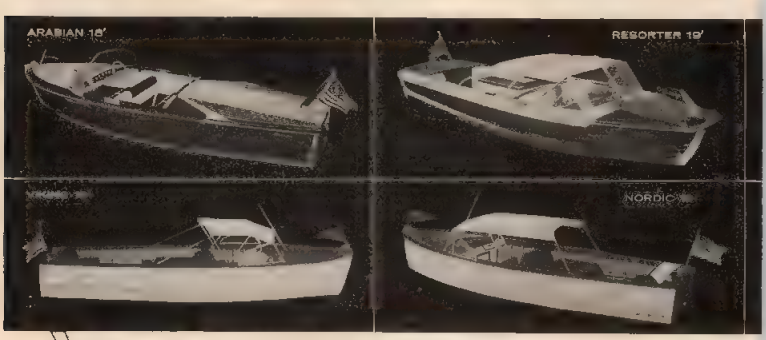
KIEKHAEFER CORPORATION
FOND DU LAC, WISCONSIN

Find Your Nearest Dealer in Yellow Pages

EAGER FOR EXCITEMENT?

choose a 1958 CENTURY thoroughbred . .



ROAN (not illustrated)—like Palomino except color

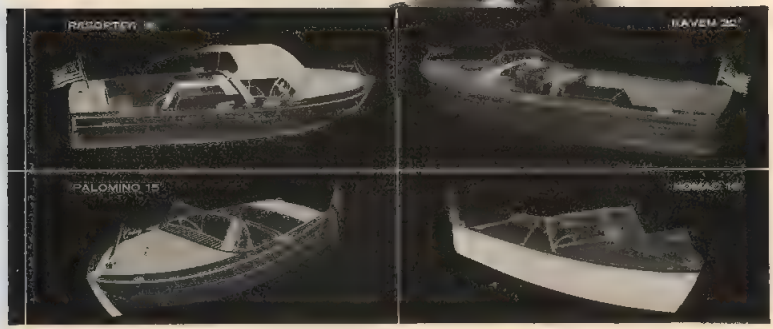
SEE THEM AT THE BOAT SHOWS

New York Coliseum Jan. 17-25

Chicago International Amphitheater—Feb. 7-16

Many hours of exciting adventure await you . . pulse quickening dashes over sparkling waters, exhilarating maneuvers on skis, thrill packed outings for the "big" ones, or lazy cruises to new places with family or friends . . . in your 1958 Century Thoroughbred. Ten models to choose from, including three new additions . . . the Resorter 19', a freshly styled beauty with a unique bow treatment and slide-back top . . . the Nordic 19', a dry and seaworthy utility boat with an unusual seating arrangement and convertible top that covers almost the entire cockpit . . and the Nomad 16', a rugged and roomy lap-strake outboard that's built to take it. The rest of the Thoroughbreds have been re-styled and improved

.... and get it!



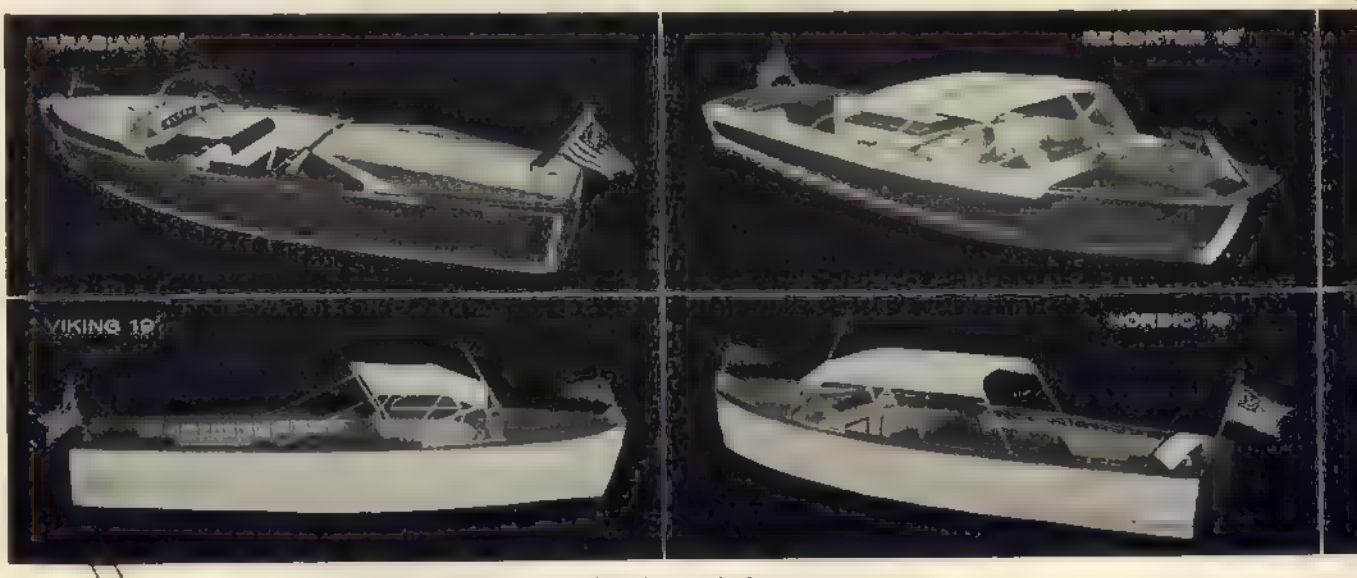
to make them more attractive and livelier than ever. For as everyone knows who has ever taken a Century wheel . . . there's nothing on the water to match its cat-quick responsiveness and electrifying acceleration. There's a reason, of course. Century triple braced, batten seam constructed hulls are based on hydro dynamic principles and held to micro dimensions. That's why Centurys give you that "extra burst" of speed with the latest V-8 engines and will take more punishment than ordinary boats. So get the Century of your choice and enjoy the best boating can offer you . . . with confidence and pride. Trade now for delivery at your pleasure. Send for beautiful brochure.

CENTURY
thoroughbred of boats

CENTURY BOAT COMPANY, Box 300, Manistee, Michigan

EAGER FOR EXCITEMENT?

choose a 1958 CENTURY thoroughbred . .



ROAN (not illustrated)—like Palomino except color

SEE THEM AT THE BOAT SHOWS

New York ... Chicago - the nation's Amphibian ...

Many hours of exciting adventure await you . . . pulse quickening dashes over sparkling waters, exhilarating maneuvers on skis, thrill packed outings for the "big" ones, or lazy cruises to new places with family or friends . . . in your 1958 Century Thoroughbred. Ten models to choose from, including three new additions . . . the Pesorter 19', a freshly styled beauty with a unique bow treatment and side-back top . . . the Nordic 19', a dry and seaworthy utility boat with an unusual seating arrangement and convertible top that covers almost the entire cockpit . . . and the Nomad 16', a rugged and roomy lap-strake outboard that's built to take it. The rest of the Thoroughbreds have been re-styled and improved

to make them more attractive and livelier than ever. For as everyone knows who has ever taken a Century wheel . . . there's nothing on the water to match its cat-quick responsiveness and electrifying acceleration. There's a reason, of course. Century triple braced, batten seam constructed hulls are based on hydrodynamic principles and held to micro dimensions. That's why Centurys give you that "extra burst" of speed with the latest V-8 engines and will take more punishment than ordinary boats. So get the Century of your choice and enjoy the best boating you've ever had . . . with confidence and pride. Trade now for delivery at your pleasure. Send for beautiful brochure.

CENTURY BOAT COMPANY, Box 100, Manistee, Michigan

CENTURY

thoroughbred of boats

Fine "Character" Watches by Timex

[A] to [E] Smartly-styled Walt Disney "character" watches by Timex—the world's largest manufacturer of wrist watches. Gaily-colored—with big easy-to-read numerals that make learning to tell time real fun. V-conic movements with armbilloy bearings—keep accurate time. All watches are shock-resistant. Fully dependable, in chromed metal cases with stainless steel backs, unbreakable crystals. Each is packaged in a handsome gift box. Accurate movements are guaranteed for one year by the U.S. Time Corp. Prices do not include Federal Excise Tax.

[A] "CINDERELLA" WATCH BY TIMEX

- **As pretty as can be—keeps accurate time**
- **Shock-resistant, unbreakable crystal**

A true treasure to delight any little girl! Walt Disney brings her the favorite storybook character—Cinderella—colorfully depicted right on the dial. Easy-to-read numerals, big hands. Bright chromed case with washable blue grosgrain wrist band. Gift-packaged in a charming Cinderella "glass" slipper and colorful storybook-designed box. A gift that is certain to please!

10-0016 V 487 -Shpg. wt. ½ lb...Retail **$6.95**

[B] "HOPALONG CASSIDY" BY TIMEX

- **Western style—with Walt Disney dial design**
- **Shock-resistant, dependable V-conic movement**

A watch to thrill all "cowhands"! Shiny chromed case with picture of Hopalong on white dial—big red numerals and hands make it easy for children to tell time. Unbreakable crystal, stainless steel back. Black "tooled" leather cowboy strap with chromed buckle to match. Handsomely gift-packaged on a miniature saddle

10-0032 V 487—Shpg. wt. ½ lb...Retail **$6.95**

[C] POPULAR "ZORRO" WATCH BY TIMEX

- **For fans of Walt Disney's new TV sensation**
- **Shock-resistant, unbreakable crystal**

Handsome watch is always dependable—makes time-telling easy. Smart black dial with white hands and big easy-to-read numbers. Bright chromed metal case with stainless steel back for lasting wear. Black leather wrist band with silvery "tooled" design, chromed buckle. Dashingly gift-packaged for young heroes and heroines.

10-7193 V 487—Shpg wt. ½ lb...Retail **$6.95**

[D] "DONALD DUCK" WATCH BY TIMEX

- **Picture of Walt Disney's "Donald Duck" on dial**
- **Shock-resistant, dependable V-conic movement**

Children love a gay novelty watch—and it makes learning to tell time much easier. Colorful dial pictures Donald Duck who points to the correct time with his hands! Easy-to-read numerals. Chromed metal case. Stainless steel back. Unbreakable crystal—takes plenty of action and rough use. Watch has washable vinylite wrist strap in light blue. Colorful gift box.

10-7185 V 487—Shpg. wt. ½ lb...Retail **$6.95**

[E] "ALICE IN WONDERLAND" BY TIMEX

- **It's so dainty—famous Walt Disney design**
- **Shock-resistant—with unbreakable crystal**

A watch to entrance every young miss! Alice in Wonderland is pictured right on the dial. Big numerals and hands. Chromed metal case stays bright and shiny. Stainless steel back, and unbreakable crystal take hard use. Washable pink grosgrain watch band. Gift-packaged in clever see-through plastic tea-cup and Mad Hatter box.

10-0008 V 487 -Shpg. wt. ½ lb...Retail **$6.95**

[F] "MICKEY MOUSE" WATCH BY TIMEX

- **Mickey's hands tell time—fun to watch**
- **Shock-resistant—perfect for boy or girl**

A "must" for every Mouseketeer! Walt Disney's "Mickey Mouse" points out the time with his hands. White dial with easy-to-read red numerals. Bright chromed case with stainless steel back. Unbreakable crystal. Washable red vinylite wrist strap. Watch is shock-resistant—withstands plenty of active play. Mickey himself holds this popular watch in gift box.

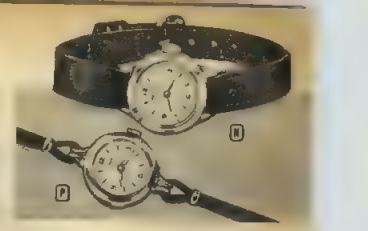
10-0040 V 487—Shpg. wt. ½ lb...Retail **$6.95**

[G] "SNOW WHITE" WATCH BY TIMEX

- **Accurate timekeeper—shock-resistant**
- **Colorful dial—a Walt Disney design**

Little girl's fairy tale watch -Snow White pictured on dial. Sturdy enough for school or playtime wear. Big easy-to-read numerals and hands. Bright chromed metal case with stainless steel back. Unbreakable crystal. Washable wrist strap in red. Gift box pictures Seven Dwarfs.

10-0024 V 487 -Shpg wt. ½ lb...Retail **$6.95**



[H] PETITE SWISS WATCH

A dainty watch that will win compliments everywhere. Lovely for girls or women. Circular golden case, numerals, and hands—white dial. Unbreakable crystal, stainless steel back. Always accurate. Black suede wrist strap. Gift-boxed.

29-0122 V 663 Shpg. wt. ½ lb...Retail **$9.95**

[I] WOMEN'S DRESS WATCH

As smart-looking as it is dependable. The simple design makes it right for any occasion. Watch is styled with classic round golden case, white dial, and unbreakable crystal. Golden hands and numerals. Black cord wrist strap. Gift-boxed.

10-7235 V 787 -Shpg wt ½ lb..Retail **$11.95**

[R] WOMEN'S INGERSOLL WATCH BY TIMEX

Women's shock-resistant watch—it's accurate and dependable, fine for everyday use. Luminous hands and numerals glow in the dark—tell time at a glance in daylight or darkness. Red sweep second hand. Round chromed case with stainless steel back. Leather wrist strap. Gift-boxed

10-0085 V 487—Shpg. wt. ½ lb. .Retail **$8.95**

[S] WATER-RESISTANT SWISS WATCH

Women's petite circular watch with easy-to-read dial—wide-sweep second hand. Gleaming, chromed case—stainless steel back. Anti-magnetic. Water-resistant, shock-resistant Gray leather strap. Gift-boxed.

29-0098 V 787—Shpg. wt. ½ lb..Retail **$11.95**

Watches for Children—by Bradley

[J] to [M] Dependable watches by Bradley—priced low to fit your budget. Gay "character" watches with brightly colored dials—designed for children. All watches have bright chromed metal cases with stainless steel backs for lasting use. Unbreakable crystals—made to take rough use, withstand plenty of active play. Dependable.

[J] BRADLEY "ROY ROGERS" WATCH SET

- **Real cowboy styling—for young "cowhands"**
- **Designed for easy, accurate time-telling**

A Western favorite—endorsed by a Western favorite! Colorful dial depicts Roy Rogers and his horse Trigger. Big black numerals and hands make it easy for children to tell time. Bright chromed metal case with stainless steel back. Chromed expansion band matches case. Set also includes boot-and-spur tie bar and cuff links. In colorful 3-dimensional plastic gift box.

29-0148 V 600—Set. Wt. ½ lb....Retail **$8.95**

"Roy Rogers" watch with expansion band. Accessory set is not included Gift boxed.

29-0247 V 500—Shpg. wt. ½ lb...Retail **$7.50**

"Roy Rogers" watch, but with brown leather wrist strap. Accessory set is not included.

29-0254 V 435—Shpg. wt. ½ lb...Retail **$6.50**

[K] BRADLEY "DALE EVANS" WATCH SET

- **"Queen of the West" watch for "cowgirls"**
- **Chromed expansion band fits any wrist**

Sturdy enough for school or play Dale Evans and her horse in full color on dial. Easy-to-read numerals. Shiny chromed metal case and expansion band. Stainless steel back. Also includes charming necklace with horseshoe and bow charm. In colorful 3-dimensional plastic gift box

29-0171 V 600—Set. Wt. ½ lb....Retail **$8.95**

"Dale Evans" watch with expansion band. Accessory set is not included. Gift-boxed

29-0155 V 500—Shpg wt. ½ lb.. Retail **$7.50**

"Dale Evans" watch as above, but with tooled brown leather band. Accessory set not included.

29-0163 V 435—Shpg. wt. ½ lb...Retail **$6.50**

[L] "BALLERINA" WATCH BY BRADLEY

- **Ballerina dancer—her legs tell the time**
- **It makes time-telling easy—fun to wear**

A watch to charm your favorite little miss. Dial with full-color ballerina—her legs tell the time, so her dancing position is always changing! Easy-to-read numerals. Bright chromed case stays shiny—with sturdy stainless steel back. Unbreakable crystal. Pretty blue leatherette wrist strap has elasticized cord insert that stretches for perfect fit. Set also includes dainty charm bracelet with tiny ballerina and shoes. Attractively gift-boxed.

29-0189 V 600—Set. Wt. ½ lb.....Retail **$8.95**

"Ballerina" watch as described above—with blue leatherette wrist strap. Watch only—does not include the charm bracelet

29-1138 V 500—Shpg wt. ½ lb...Retail **$7.50**

[M] "JUNIOR LEAGUE" SET BY BRADLEY

- **Picture on dial of "Junior Leaguer" at bat**
- **Always dependable—takes lots of rough play**

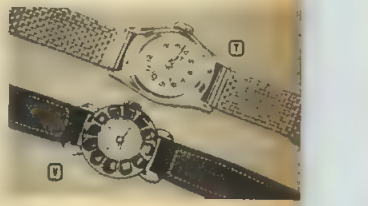
A favorite with the younger set—it's fun to wear, makes time-telling easy! Colorful dial shows "Junior Leaguer" at bat. Big hands and numerals. Always dependable—bright chromed metal case with stainless steel back. Designed especially for children—the unbreakable crystal takes lots of hard wear. Also includes clever mitt-and-ball cuff links and a handsome tie bar with man-at-bat design. Packaged in an attractive plastic 3-dimensional gift box.

10-7227 V 600—Set. Wt. ½ lb....Retail **$8.95**

Junior League watch as above, but with tan leather strap Accessory set is not included.

29-0221 V 435—Shpg. wt. ½ lb...Retail **$6.50**

Movements keep accurate time. Some of the watches are available in sets that include bracelet or necklace for girls, tie-bar and cuff-link combination for boys. Wonderful for young child! All guaranteed for one year by Bradley Time Corp. All watches are gift-boxed. Prices do not include Federal Excise Tax.



[T] TIMEX PETITE DRESS WATCH

A gracefully styled small watch for girls or ladies. With sweep second hand. Dainty chromed top is smartly shaped. Handsome chromed mesh band Designed for lasting use. Gift-boxed

10-1725 V 587—Shpg. wt. ½ lb...Retail **$8.95**

[U] WOMEN'S DRESS WATCH

The unusual styling of this watch dresses up any occasion. Golden case is surrounded by black enamel in a striking petal effect Bright golden numerals and hands on white dial for easy reading Watch is anti-magnetic Has smart black suede wrist strap. Gift-boxed.

10-7243 V 750—Shpg. wt. ½ lb..Retail **$10.95**

Watches [A] to [M] are shown actual size; others about ½ actual size.

TIMEX
BRADLEY
ZORRO
A
B
C
D
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G
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L
M

YOURS FOR '58 THE 29' SEA SKIPPER

NOTHING NEWER IN THE BOATING WORLD!

In all the boating world there never was a cruiser safer, more dependable or more excellent than the Sea Skipper—brand new for '58.

Expert designing and craftsmanship are yours throughout. Lapstrake mahogany planking; double-planked bottom; teak decks and trim; all chrome hardware; bow lights; running lights; compass and spotlights; hydraulic controls; fuel and water tanks of Monel; salt-water fastenings—all are features of the magnificently new Sea Skipper.

The interior has 6' 2" headroom throughout; the settee converts for sleeping two; there's a complete galley; a dinette that converts into a double berth; head with basin, hanging closet, mirror and sliding windows, opening windshield; forward hatch; foam rubber mattresses and cushions; stowage space to the mate's delight. The large cockpit has plenty of room for all and Monel fish boxes for the catch.

Like all other Commodore Boats, she's available in seven to-suit-you color choices, with power options up to 450 hp for speeds to 36 mph.

Step aboard and take over the helm of the cruiser that will triumphantly be the leader for '58.

SEA SKIPPER—*Finest Commodore afloat*

COMMODORE *Boats*

WHERE YOUR BOATING PLEASURE IS OUR GREATEST SATISFACTION

NEW BERN, NO. CAROLINA

MOLDED FIBER GLASS

Molded Fiber Glass Boat Company of Union City, Pennsylvania, has expanded its line of "MFG" Boats for 1958 to two sizes (12½' and 15') and five models. All models feature the Molded Fiber Glass hull, mass-produced in matched metal dies, with molded-in lapstrake design.

New to the MFG line is the mahogany-trimmed 12½' MFG Corry, featuring a reverse lap between keel and chine for speed and stability.

It is presently available in two models. The Corry Utility model is an open fishing boat with three full-width mahogany seats; the Suburban features a 44" forward deck and two full-width seats.

Sporting new features are the three MFG 15' models, Erie, Cambridge and Union. Foremost is a new hull resin, recently developed in the Molded Fiber Glass Research Laboratory, which give MFG hulls even greater strength and impact resistance.

Other new features of the 15' models include strong, attractive, rustproof metal tubing seat back supports for Erie and Cambridge models; a redesigned Cambridge center deck, a redesigned Erie aft deck; strong inner plywood transom and redesigned motor cut-out; and easy-to-clean interior floorboard and hull finish for all models.

PERMA-DOCK FOR EASY SECURITY

Now a dock can be put up or taken down in half the time because of Perma-Dock metal brackets manufactured by the Marine Specialties Division of Central Machine Works Co., 1203 Central Ave., Minneapolis 13, Minnesota.

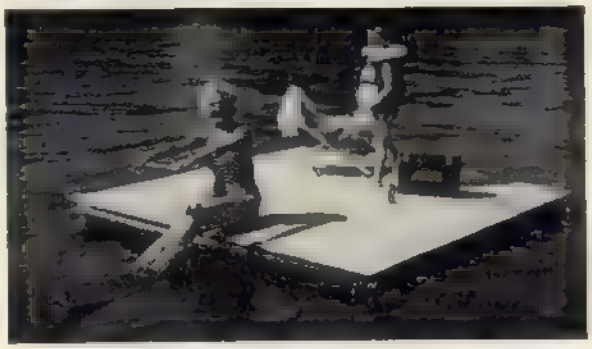
With Perma-Dock mooring bars, it's easy to step in or out of a boat. Perma-Dock float brackets securely fasten 55-gallon drums to landing or swimming floats of any size. And with the Perma-Dock motor cart-lift, one person can lift a big motor. A self-locking winch holds the motor safely regardless of the motor's position.

BOON TO NAVIGATION STUDENTS

One of the finest aids to students of celestial navigation has been devised by Robert F. Carey of East Falmouth, Mass. Called the Star-Da-Cator, it was developed as an aid in teaching United States Power Squadrons courses.

Essentially, Star-Da-Cator is a table model planetarium 20" high. In three-dimensional clarity, it illustrates the operational principle of every type of celestial problem. It shows the position of every celestial body used in navigation, at any time of day or night, for any year, as viewed from any place on earth. All the interrelationships of the earth and celestial bodies in their relative movements are shown in a manner which the student can clearly visualize. Star-Da-Cator, in fact, can illustrate any celestial situation that can be devised.

FLOATING LAUNCHING SITE FOR SKIERS



The Aluma-Raft, an 8-foot aluminum square is offered by Aluminum Tubing Company of Jacksonville, Florida, as a multi-purposed floating island. Ideal, says the firm, as a water-ski take-off platform, for sun-bathing, to mark off a swimming area, etc. It is supported by five 8-inch aluminum tubes.

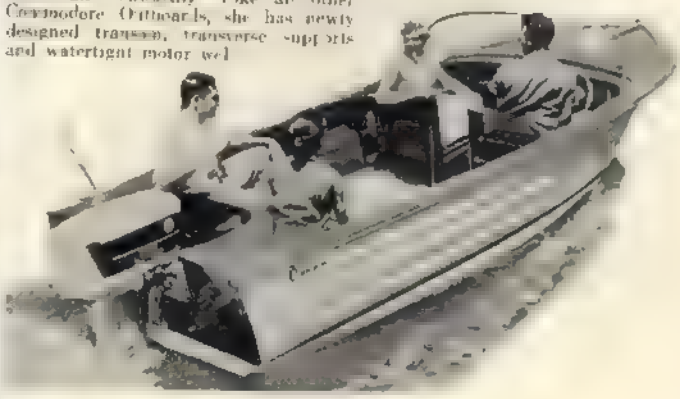
FROM COMMODORE

WHERE YOUR BOATING PLEASURE IS OUR GREATEST SATISFACTION

COMES DEPENDABLE BOATING FOR '58

14' TERN Here's a small family craft built to exceed your performance expectations yet economically priced

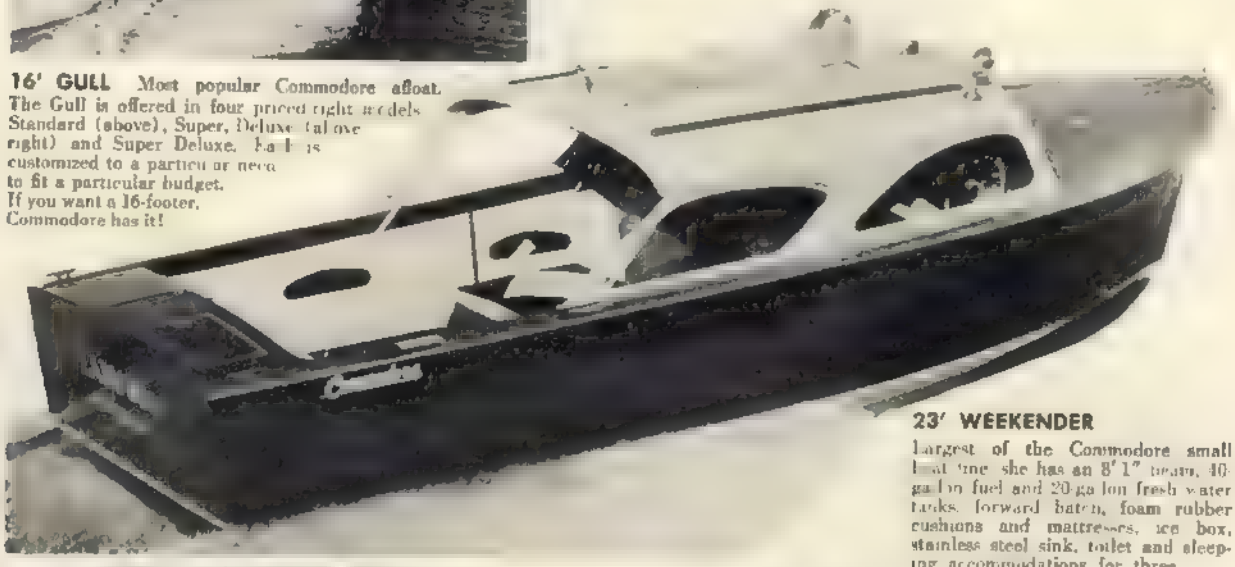
16' GULL DELUXE As modern as tomorrow! Deep, large roomy area above all seaworthy. Like all other Commodore Outboards, she has newly designed transom, transverse supports and watertight motor well



18' ANGLER OUTBOARD The ideal outboard for family fun, fishing or sporting about. Like all Commodores, she's salt water fastened and available in eight to-suit-you colors.

18' ANGLER INBOARD Loaded with standard extras including navigation lights, all chromed hardware and wrap-around windshield. Available with Fageol V.I.P. or Graymarine to 100 hp.

16' GULL Most popular Commodore afloat. The Gull is offered in four priced right models Standard (above), Super, Deluxe (above right) and Super Deluxe. Each is customized to a particular need to fit a particular budget. If you want a 16-footer, Commodore has it!



23' WEEKENDER

Largest of the Commodore small boat line she has an 8' 1" beam, 40-gallon fuel and 20-gallon fresh water tanks, forward bateau, foam rubber cushions and mattresses, ice box, stainless steel sink, toilet and sleeping accommodations for three.

COMMODORE *Boats*

TOMORROW'S BOATING PLEASURE FROM A DECADE'S PLANNING

NEW BERN, NO. CAROLINA Tel: 4191

CRESCENT IS THE

● For half a century tool users . . . amateur, professional and handy-man . . . have associated Crescent Tools with their local hardware dealer, because hardware stores are the backbone of Crescent's nation-wide distribution.

Through long association, Crescent is conscious of the hardware dealer's needs and so has designed and manufactured hand tools that have proven to be fast and popular sellers. Today, Crescent offers a great variety of daily-purchased tools including a complete wrench line. Newly developed tools are now being tested and soon will join the world famous CRESCENT and CRESTOLOY family.

Crescent not only gives you good tools at popular prices, but also a wide selection of point-of-purchase displays and national advertising which directs potential buyers to your store.

DB 1220

21 Pliers (3 of each) including 2 styles of "Slip Joints" and the new "Ultrigrip". Ship. wt., 19 lbs.

DB 123

26 Crescent and Crestoloy Wrenches in 5 sizes. Ship. wt., 26½ lbs.

DB 124

24 Slip Joint Pliers in 4 sizes. Ship wt., 19½ lbs.

DB 125

24 Fixed Joint Pliers in various sizes and types. Ship wt., 19 lbs.

DB 127

15 Crescent Snips in various sizes and types. Ship. wt., 24 lbs.

DB 128

33 Tenite handled Screwdrivers in various sizes and types Ship. wt., 14 lbs.

CRESCENT DISPLAYS

All Crescent Displays are finished in bright yellow with maroon trim. All contain only popular, fast-turnover tools. The DB 12 series boards illustrated on these pages are 12″ x 24″ x 3/4″. In addition, the DB 24 series of 24″ x 24″ boards is available in the same striking color combination.

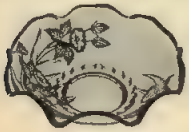
Each tool assortment with panel is packed in a sturdy shipping carton and sold at the cost of tools only. Crescent's Display Department will also assist dealers in the design of special displays to match existing store fixtures. Order standard displays from your jobber.

CRESCENT TOOL COMPANY

Mention Hardware Age When Writing

Daffodil Pattern – Sterling Silver on Crystal

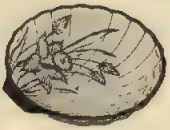
Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.



A

B

C



D

D-1

D-2

D-3

Charming glassware fashioned of shimmering crystal and inlaid with precious sprays of sterling silver daffodils. These are pieces to radiate classic beauty and dainty, ethereal loveliness—from their exquisite combination of finest crystal and gleaming sterling silver. The chip proof borders are finished in sterling. Kiln fired for strength—for lifetime service. Rhodium treated to prevent tarnish.

(A) 8" crimped bon bon dish.
414G1-500 .....RETAIL $8.35

(B) 7" three toed bon bon dish.
414G2-395..... .....RETAIL $6.65

(C) 8" Three compartment relish dish.
414G3-395. . . . . RETAIL $8.85

(D) 6" shell bon bon dish.
414G4-333.....RETAIL $5.65

(F) 4" candlesticks. (Sold in Pairs.)
414G6-767.....RETAIL, PAIR $12.75

(H) 4" candlesticks. (Sold in Pairs.)
414G7-767.....RETAIL, PAIR $12.75

(I) 10" diam. Fruit bowl 4" high.
414G8-665... .....RETAIL $12.50

(J) Footed sugar and cream set 4" high.
414G9-567 .....RETAIL SET $10.00

(K) 9" handle pickle dish.
414G10-467 .... RETAIL $7.75

(D1) Quart cocktail shaker.
414G27-865 RETAIL $12.50

(D2) 24 oz. Martini pitcher.
414G28-495 ... . RETAIL $8.35

(D3) 6" ash tray.
414G29 333 .... RETAIL $6.25

(D4) 3½ oz. cocktail glass.
414G30-867.....RETAIL, SET OF 4 $12.50

(D5) 8 oz. Old Fashion.
414G31-867.....RETAIL, SET OF 4 $12.50

(D6) 14 oz. highball glass.
414G32-867.....RETAIL, SET OF 4 $12.50

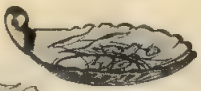
D-4

D 6

D-5

F

SUPERB GIFTWARE FOR EVERY OCCASION, NO FEDERAL TAX



K

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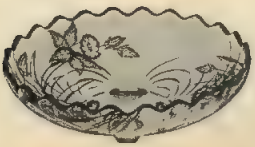


I

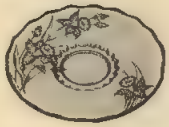
J

ORDER EARLY for Holiday Delivery

Daffodil Pattern – Sterling Silver on Crystal

Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.

M



N

O

Q

P

R

BEAUTIFUL GIFTWARE AT POPULAR PRICES

Sparkling crystalware . . . adds elegance and distinction to the table setting. Beautifully inlaid with sterling silver in a realistic daffodil pattern. Stylish, beautiful, functional, and always correct. Complements the finest table service.

(M) 8" flower bowl and block.
414G11-433 ..... RETAIL $7.25

(N) 8" tid-bit plate.
414G13-500 ..... RETAIL $8.35

(O) 11" celery or roll tray.
414G14-533 ..... RETAIL $9.35

(P) 6" 2 compartment relish dish.
414G15-400 ..... RETAIL $6.85

(Q) 12" 3 compartment relish dish.
414G16-800 ..... RETAIL $13.35

(R) 13" 2 handle plate 25th ANNIVERSARY.
414G17-833 ..... RETAIL $15.00

12" 2 handle plate 50th Anniversary Gold.
414G18-867 ..... RETAIL $11.15

(S) 12" Rolled edge cake or sandwich plate.
414G19-733 ..... RETAIL $12.50

(T) 12" 2 handle cake or sandwich plate.
414G20-733 ..... RETAIL $12.50

(U) 14" Rolled Edge cake or sandwich plate.
414G21-995 ..... RETAIL $16.65

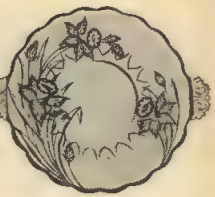
(V) 5 Pt. Ice Lip Pitcher.
414G22-865 ..... RETAIL $11.10

(W) 10" Vase.
414G23-500 ..... RETAIL $8.35

(X) 8" bud vase.
414G24-270 ..... RETAIL $5.00

(Y) 3½" high Salt & Pepper set.
414G25-533 ..... RETAIL $8.35

(Z) 7" diam. crimped compote 6" high.
414G26-867 ..... RETAIL $11.25



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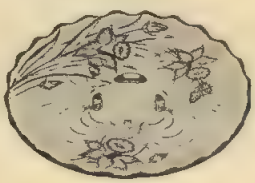

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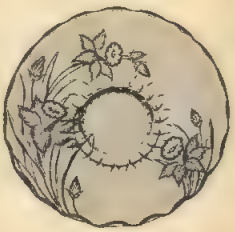


U

V

W

X

Y

Z

ROLLER SKATES

UNION HARDWARE-SEALAND

"Champion" Sidewalk Skates

For ages 4 through 7. Easy sliding, nonbend, channel type extension bar. 1-piece replaceable vinyl straps. Sponge rubber ankle pads. Sure grip toe clamp. Footplate and all other parts are tempered steel, "Unilite" plated. Colorful dust caps. Rubber cushioned oscillating trucks. Fully enclosed, single race, 9 ball bearing wheels.

Extend from 7 to 10 inches

No.	List Pair	Packed	L.P.L.	P.L.
J130-7	$3.98	12 pairs	02X68	02X40

UNION HARDWARE-SEALAND

"Lilliputian" Sidewalk "Trainers"

Scientifically designed to fit the shoes of children aged 2 to 7. No key required. Extra high back with strong red leather heel straps and wide laced leather toe straps. The wheels are small diameter, low to the ground for better balance. Mirror bright plated finish. A true extension skate; wheels adjust in and out with the plate for perfect balance.

No.	List Pair	Packed	Pair
J130-1	$2.19	12 Pairs	01X45

DAISY AIR GUNS

"Eagle" with Bulls Eye Scope, 850-Shot

Designed like a high-powered hunting rifle. 2 power scope factory-mounted on receiver, also has new ramp front sight and fine combination peep and open sight. Full ovalled and decorated stock and forepiece simulate the polished natural mesquite of custom made rifles. Delicately decorated receiver and rear barrel. New type 4 lens scope, 2X (2 times) magnification, cross-hairs adjustable for windage and elevation, easily detachable, length 11 inches. Mount is also adjustable. Complete with heavy top grain leather sling, leather BB loader wallet, and scope instruction book. Length overall 37 inches. In colorful display carton.

No.	List Each	Packed	L.P.L.	P.L.
J130-98	$13.95	10 each	09Y33	08Y86

Pump-Action Repeater, 50-Shot

Hard-hitting, straight-shooting, forced-feed repeater. Combination peep-and-open sight, adjustable for windage and elevation. Ramp-type front sight. Gold-filled engraving on jacket. Bright-plated trigger. Length 37 inches.

No.	List Each	Packed	L.P.L.	P.L.
J130-25	$9.95	10 each	06Y66	06Y33

"Red Ryder" Carbine, 850-Shot

Lever-action repeater with secondary barrel, featuring Lightning loader. Combination peep-and-open sight, adjustable for elevation and windage. Carbine-type stock and forepiece with checkering. Has western Indian design engraved on carbine band. Bright finished carbine ring, cocking lever, hammer and trigger. Genuine leather boot on stock butt, tied with thong. Swivels for attaching sling. Red Ryder design on stock in gold. Length 35 inches.

No.	List Each	Packed	L.P.L.	P.L.
J130-94	$8.95	10 each	06Y00	05Y70

"Long Rifle" Lever Action Repeater, 1000-Shot

Full 35 inches long. Double notch rear sight with elevation adjustment. Nicely checkered full-fashioned forearm. Bright plated carbine band. Full-fashioned checkered stock with gold long rifle design. Adjustable brown sling. Plated swivels and trigger. In gun carrying case carton.

No.	List Each	Packed	L.P.L.	P.L.
J130-80	$7.95	10 each	05Y33	05Y06

"Scout" Lever Action Repeater, 500-Shot

32 inches long. Adjustable sight. Full-fashioned checkered forearm, bright plated steel forearm band. Checkered, full-fashioned carbine type stock. Bright plated trigger, swivels and hardware. Attractive yellow sling.

No.	List Each	Packed	L.P.L.	P.L.
J130-75	$6.95	10 each	04X66	04X33

"Cub" Repeater, 350-Shot

Lever-action. Full-fashioned stock with checkering. Bright plated trigger. Length 35 inches.

No.	List Each	Packed	L.P.L.	P.L.
J130-102	$5.95	10 each	03X97	03X78

Standard Repeater, 250-Shot

30 inches long. Break-action cocking. Looks, feels and handles like a real gun. Attractively finished. Sturdy well-formed wooden stock. Supply of BB'S included.

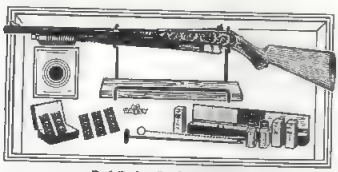
No.	List Each	Packed	L.P.L.	P.L.
J130-106	$4.98	10 each	03X32	03X15

DAISY AIR GUNS

Daisy Bulls Eye Scope

Full 2-power scope, ideal for target shooting and target-spotting. Four lenses mounted in optically ground cavities for sharp definition. Image is relatively free of color. Mount is quickly and easily detachable to any Daisy air rifle.

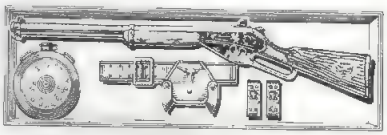
No.	List Each	Packed	L.P.L.	P.L.
J131-303	$4.98	10 each	03X32	03X15



Red Ryder Cowboy Outfit

A popular set for junior cowboys. No. 94 Red Ryder carbine (minus boot) with two packs of BB's. Richly hand tooled leather belt. Moulded pint capacity canteen, 6 inches in diameter. Hand tooled leather holster with two snap fasteners to sling canteen from belt. In a lined gift-display carton.

No.	List Each	Packed	L.P.L.	P.L.
J131-1094	$9.95	10 each	06Y66	06Y33



"Air Rifleman" Set

The famous No. 25 Pump Gun with metal parts in gun bronze finish. Everything for the expert air rifleman is included; wall-table metal rifle rack with handy wood shelf, "Daisy" design gun-takedown screwdriver, BB gun cleaning kit in a metal case, 5 BB packs in a metal box. Colorful gift-display carton.

No.	List Each	Packed	L.P.L.	P.L.
J131-1025	$12.95	10 each	08Y66	08Y33

Daisy "Targeteer" Repeater

Rugged, heavy, balanced 10½ inch target pistol. Shoots standard size BB's accurately at short range. Hand fitting grips. Adjustable peep-and-open rear sight. An ideal gun for home target practice. Target pad and BB's included. In a gift-display carton.

No.	List Each	Packed	L.P.L.	P.L.
J131-177	$4.98	10 each	03X32	03X15

POOL TABLES

BURROWES CORP.

· Features — Burrowes Pool Tables

Smartly styled. Rigidly braced for steady play, yet fold easily for storage. Selected solid wood rails with rounded edges and corners. Long wearing green cloth covered playing surfaces. Resilient green rubber cushions. Colorful lined pockets. Rail markers for accurate play. Steel Roll-A-Way track and cloth covered steel tray. Clear lacquered natural wood rails. Golden brown track, tray, braces and leg tips.

54 x 30 x 30 Inches High

Deep, wide rails. Playing surface supported by steel girders. Counters for scoring. Sixteen 1½ inch colored, numbered balls. Two 38 inch leather tipped hardwood cues, triangle, chalk.

No.	List Each	Packed	1 or 2	3/M
M131-548	$49.95	1 each, 45 lbs.	33Z35	31Z65

49¾ x 27½ x 29 Inches High.

Playing surface supported by steel girders. Scoring counters. Sixteen 1¼ inch colored, numbered balls. Two 36 inch hardwood cues, triangle, instruction book.

No.	List Each	Packed	1 or 2	3/M
M131-508	$39.95	1 each, 30 lbs.	26Z65	24Z30

Larger size tables available. Ask your Dues Salesman.

Burrowes Pool Tables continued on next page.

PRE-SCHOOL TOYS

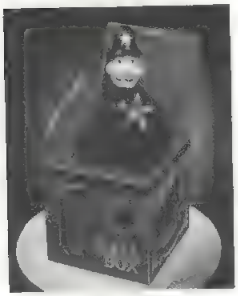
AMERICAN TOY & FURNITURE

Postal Station, 1-4 Years
10¾ x 5⅝ x 6 inch box in red, white and blue. Child learns finger dexterity, colors and coordination by putting different colored wood shapes into corresponding holes. Blocks tumble out of trap door.

No.	List Each	L.P.L.	P.L.
M32-B57	$2.98	02X00	01X80

Packed 6 each, 16 lbs.

KUSAN

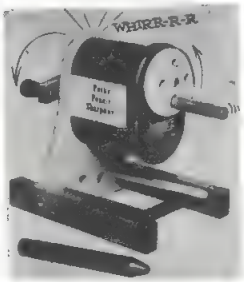


Kop-in-the-Box
Aluminum wrapped "call box" decorated in full color. Spin the big dial and ding-a-ling — then up jumps Keystone Kelly with a loud whistle.

No.	List Each	L.P.L.	P.L.
M32-K-62	$1.98	01X34	01X20

Packed 12 each, 11 lbs.

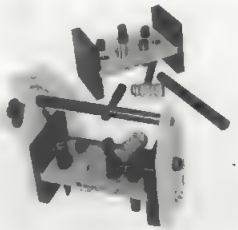
DOEPKE



Perky Pencil Sharpener, 3-8 Years
Really doesn't sharpen, makes a business like whirr and leaves the blunt "pencils" as they were. Size dial with graduated holes for the various size pencils. Safe colorful finish.

No.	ListEach	L.P.L.	P.L.
M32-401	$3.98	02X67	02X40

Packed 6 each, 11 lbs.



Take-Apart Tool Tray, 1-3 Years
Pegs to pound, parts to take off the basic bench by turning large screws with the big red screw driver. 10 x 4¼ x 8 inches. Safe colors.

No.	List Each	L.P.L.	P.L.
M32-[illegible]	$3.98	02X67	02X40

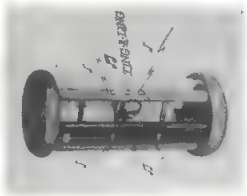
Packed 6 each, 15 lbs.

Tiny Tumble Bell, ½-2½ Years
5¾ inches long. A rattle, a rolling toy, a merry tinkling bell. Safe rounded edges. Multi-color pillars and red ends in non-toxic finish.

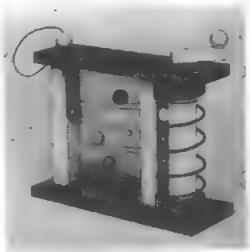
No.	List Each	L.P.L.	P.L.
M32-101	$1.00	00X67	00X60

Packed 12 each, 5 lbs.

(Illustrated at right)



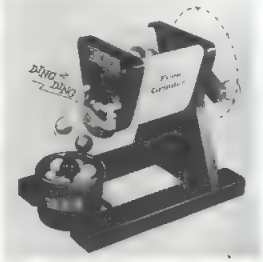
DOEPKE



Up-See-Down Marble Lift, 3-8 Years
Turn the crank and the captive marbles climb up and cascade down. 10 x 3 x 9¾ inches. Red, white, blue and natural wood finish.

No.	List Each	L.P.L.	P.L.
M32-[illegible]	$3.50	02X34	02X10

Packed 6 each, 13 lbs.



Tinkle-Bell Food Grinder, 3-8 Years
8 x 7 x 5½ inches, in gay non-toxic finishes. Put beads in hopper, turn crank, and out they tumble into the bowl, ringing the bell as they pass.

No.	List Each	L.P.L.	P.L.
M32-W32	$3.50	02X34	02X10

Packed 6 each, 11 lbs.

PRE-SCHOOL TOYS

DOEPKE

Freddie Fireplug, 1½-3½ Years
Amusing stacking toy. Cords prevent loss of pieces, turning eye and mouth sections over changes his expression. 6½ inches high. Safe edges and finish.

No.	List Each	L.P.L.	P.L.
M33-W11	$1.98	01X34	01X20

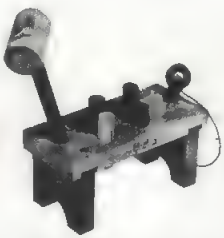
Packed 6 each, 6 lbs.

Mary Mix Egg Beater 1½-3½ Years
11 inches high, 4 inches wide. For imitative play, hand and wrist development. Safe edges, multi-color non-toxic finish.

No.	List Each	L.P.L.	P.L.
M33-W7	$1.50	01X00	00X90

Packed 12 each, 8 lbs.

DOEPKE



Peggy-Back Pony, 1-3 Years
6½ inches long. A pounding toy with personality; mallet is pony's head, punch-thru peg on a string is his tail. Safe enamel finish.

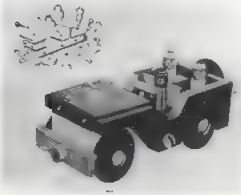
No.	List Each	L.P.L.	P.L.
M33-W3	$1.50	01X00	00X90

Packed 12 each, 9 lbs.

String-Ring Cone, ½-2½ Years
4 inches high. String keeps stacking pieces from getting scattered. Toy can also be pulled, or "clattered" by letting pieces ride down the cord. Safe edges, non-toxic finish.

No.	List Each	L.P.L.	P.L.
M33-W102	$1.00	00X67	00X60

Packed 12 each, 6 lbs.



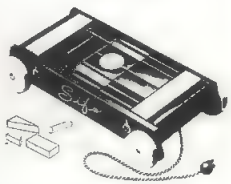
SIFO TOYS

Take-Apart Jeep, 3-7 Years
Big 14¼ x 6¾ x 5½ inch jeep consists of 30 pieces to take-apart and assemble. Screwdriver included. Safe large pieces, non-toxic finish. Boxed.

No.	List Each	L.P.L.	P.L.
M33-104	$5.98	04X00	03X60

Packed 6 each, 25 lbs.

SIFO TOYS



Red Wagon-of-Blocks, 3-8 Years
Blocks fit compactly in the 17 x 9¾ inch wagon when positioned in patterns. Smoothly finished in safe, non-toxic primary colors.

No.	List Each	L.P.L.	P.L.
M33-148	$4.98	03X34	03X00

Packed 4 each, 31 lbs.

Take-Apart Emergency Truck, 3-7 Years
14 x 6¼ x 5 inches. 22 pieces, complete with screwdriver. Hours of fun taking apart, putting together. Finished in bright non-toxic enamels. Boxed.

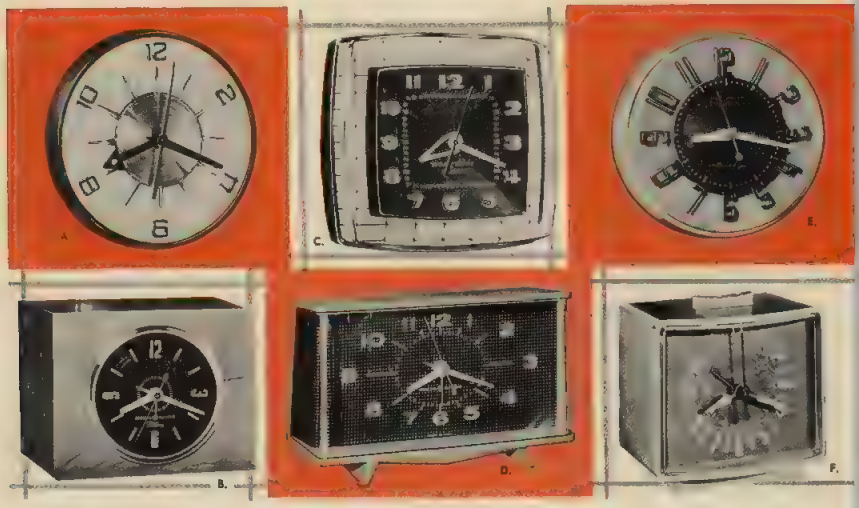
No.	List Each	L.P.L.	P.L.
M33-102	$3.98	02X67	02X40

Packed 6 each, 13 lbs.

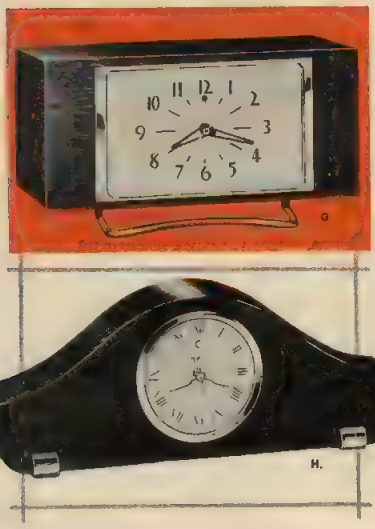
Kiddie-Kary Cage, 2-5 Years
6 x 7½ inch cage. Blocks are cubical, rectangular, triangular and cylindrical; fit into matching holes in top of cage. Lid has elastic hinge, pops open easily. Safe, circus colors.

No.	List Each	L.P.L.	P.L.
M33-129	$3.50	02X34	02X10

Packed 6 each, 10 lbs.



UP-TO-THE MINUTE STYLING, SPLIT-SECOND ACCURACY WITH



GENERAL ELECTRIC CLOCKS — — —

A. SYMMETRY — This beautiful G-E model brings future styling for today's home. Red and white case has chrome-coloured sun-burst and black numbers on white dials. Yellow case has copper-tone numerals on white dial
LK107 (59FA — 837) $11.95

B. WAKEWOOD — Distinctive in style and appearance. Fully luminous alarm in rich-grained wood case. Available in two finishes of blond maple or dark African mahogany. Red sweep second hand. Height 4½", Width 5", Depth 2¾".
LR246L (59FB — 907) $12.95

C. TAC-TOE—This colourful kitchen clock, with full vision crystal over neat web background of white, can be hung in a jiffy . . . is as accurate as a bank balance. Large, easy-to-read dial in red, turquoise or yellow with matching case. Height 6¾", Width 7½", Depth 2¾"
LK108 (59FC — 697) $9.95

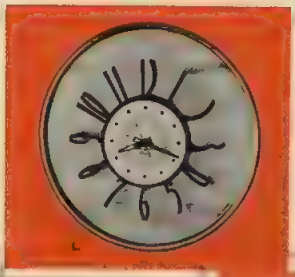
D. TREND — A new style-leader in alarms. Modern wrap-around crystal in beige case highlights the rich red and black textured dial. Fully luminous hands and numerals. Red sweep second hand. Height 3¾", Width 5¼", Depth 2¾".
LR254L (59FD — 837) $11.95

E. KITCHEN-MATE — The attractive clock will compliment any kitchen. The white embossed background highlights floating numerals in red, turquoise or yellow. Shatterproof wrap-around crystal makes it easy to tell the time from any angle. Diameter 6⅜", Depth 2¾"
LK104 (59FE — 627) $8.9

F. SNOOZE-ALARM—A new method of awakening that gives you those extra 40 winks without danger of oversleeping. It wakes you, lets you snooze, then wakes you again. Modernly styled grey plastic case, fully luminous dial, sweep second hand. An excellent gift item. Height 4¼", Width 4¼", Depth 2½"
LR241L (59FF — 805) $11.5

G. LONGWOOD — A long, low and handsome alarm. Dramatically styled for the executive's office, den or bedroom. Rich African mahogany case with brass bezel and base. Subtle tweed white dial with brown numerals and luminous hour markers. Luminous-treated brass hands. Brass sweep second hand. Height 4⅞, Width 8⅜", Depth 2¾"
LR259L (59FG — 1397) $19.9

H. LAURENTIAN MANTEL CLOCK — A graceful mantel model with solid mahogany case and clear Roman numerals. Gleaming brass hand, bezel and feet are a striking contrast with satin mahogany finish. Sweep second hand — power interruption indicator. Height 4¾", Width 12", Depth 2½'
LO10 (59FH — 1225) $17.5



FAMED TELECHRON TIMING M.

J. GRAPH — Here's a completely automatic electric alarm clock that almost makes it a pleasure to wake up. Gold plated bezel with lustrous metal dial. Radiating lines emphasize raised brown numerals. Power interruption indicator. Height 4¾" Width 5⅞", Depth 2¾"
LR237 (59FJ — 1225) $17.50

K. LULLABY — Eggshell plastic case with ribbed base has shatterproof crystal. White background highlights large hands and numerals. Available also with luminous dial Height 3½", Width 3⅝", Depth 3"
LR207 (59FK — 487) $6.95
LR207L luminous (59FK — 557) $7.95

L. WALLWOOD — Superbly tailored in natural wood. Floating numerals and bezel in jet black. Round white dia. with sweep second hand. Add distinctive charm to any room in the house Diameter 8¾" Depth 2½"
2H59 (59FL — 1397) $19.95

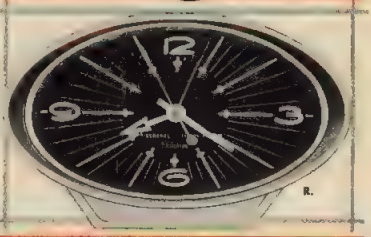
M. BRITE DIAL — An outstanding quality with outstanding styling. An illuminated alarm in smart new beige case. Embossed gold-coloured escutcheon surrounds easy-to-read numerals. Bulb-lighted dial may be easily regulated from "off" to "bright" to suit personal preference Height 4¼", Width 5¼", Depth 2¾"
7H216K (59FM — 1187) $16.95

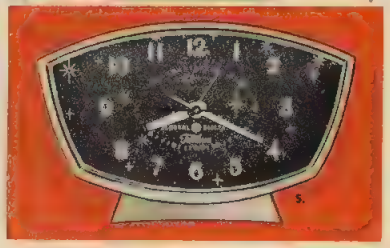
N. YACHTSMAN — Nautical styling — ship's wheel design with bright, polished brass spokes, rim and bezel Clear dark brown numerals and hands on a light-tone dial. Sweep second hand — insistent alarm Height 8⅛", Width 7", Depth 3¼"
LR11 (59FN — 1015) $14.50

P. CONTRAST — New! Luxurious wall clock with graceful scroll motif in the fashionable black wrought iron. Gold Roman numerals with serpentine hands on black dial create traditional atmosphere. Diameter 12", Depth 2½
2H60 (59FP — 1715) $24.50

R. SCOPE — Dramatic design in a bold new oval shape. Soft charcoal black dial and light grey case heighten the appeal of this alarm. Fully luminous hands numerals and hour markers. Red sweep second hand Height 3⅞", Width 5⅝", Depth 3"
LR251L (59FR — 767) $10.95

S. HARLEQUIN—New trim feminine styling! Soft pastel colours of antique white and charcoal accentuate star-studded dial Harmonizing hands and numerals. Luminous model also available Height 3½", Width 5⅝ Depth 3"
LR234 (59FS — 627) $8.95
LR234L (59FS — 697) $9.95



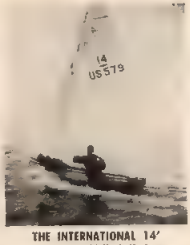


A PRESENTATION OF... Olympic and

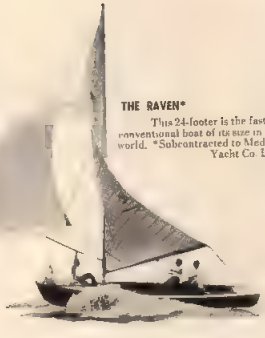
THE FLYING DUTCHMAN
Selected by the International Olympic Committee as the two-man boat for the 1960 Olympics.

THE ATALANTA
Designed for both racing and family sailing this 26-footer is roomy enough to sleep six.

THE FINN
Official monotype boat for the 1960 Olympics. The Finn introduces an entirely new concept in mast design.



THE INTERNATIONAL 14'
The "grand-daddy" of all planing boats, the 14' is for the extremist who desires perfection in gear and performance.



THE RAVEN*
This 24-footer is the fastest conventional boat of its size in the world. *Subcontracted to Medina Yacht Co. Ltd.

Importers of: ATALANTA RAVEN FLYING DUTCHMAN JOLLY '505' ALBACORE FINN · INTERNATIONAL 14' GANNET FIREFLY CADET DUCKLING PIXIE

GEORGE D. O'DAY ASSOCIATES INC.

Department A

SPECIALISTS IN PLANING HULLS

9 NEWBURY ST., BOSTON 16, MASS

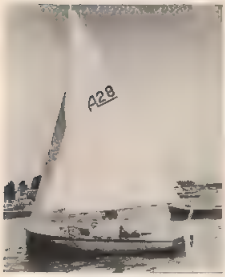
Canadian Representative: LAKE SHORE YACHT SUPPLIES LTD. · P.O. BOX 50, LACHINE, P.Q. CANADA

International planing sailboats
by Fairey Marine Ltd. of England

THE JOLLY
This boat has been clocked at over 16 knots on a sustained plane.

Over 7000 in Use Throughout the World

THE 505
A performance type boat, this racing machine is capable of almost unlimited speeds.



THE ALBACORE
Both a racing and family sailing boat, this 15 footer handles well in both light and heavy weather.

THE GANNET*
This first true fiberglass planing sailboat is perfect for Intercollegiate sailing and junior training.
*Subcontracted to American Shipbuilders Inc.

THE FIREFLY
The Firefly Class is the fastest growing class in North America.

Importers of: ATALANTA RAVEN FLYING DUTCHMAN JOLLY 505 ALBACORE FINN INTERNATIONAL 14' GANNET FIREFLY CADET - DUCKLING PIXIE

GEORGE D. O'DAY ASSOCIATES INC.

Department A

SPECIALISTS IN PLANING HULLS

9 NEWBURY ST., BOSTON 16, MASS.

Canadian Representative: LAKE SHORE YACHT SUPPLIES, LTD. P.O. BOX 50, LACHINE P.Q., CANADA

HOUSEBOATS — 1958

FALLS CITY MARINETTE

The Marine Division of the Falls City Flying Service of Louisville, Kentucky, introduces an improved version of the 28-foot all-aluminum Marinette.

The inboard version powered by a 65 hp Vee-Drive Universal attains speeds up to 17 mph. The outboard model will do 13 mph with a 35 hp engine.

The Marinette's hull is constructed of ⅛" aluminum plate riveted for stress-free strength and with all seams heli-welded for complete and positive sealing. Both hull and cabin are "alodized" and painted for maximum protection against salt water.

Effective "weather conditioning" is provided by a blanket of glass fiber insulation. There are sleeping accommodations for four, a modern galley, a complete head and screened-in jalousie windows and door. The cabin has 6' 3" headroom and adequate closet and storage space. Overhead is the sundeck. Its light weight and strength permits trailer mobility.

WEERES PONTOON

The Weeres Pontoon Boat Fleet will again be available in four sizes in 1958, with important improvements, at only a slight increase in cost. Pontoons on all boat sizes will be one foot longer from the rear of the deck to accommodate the larger and heavier motors that appear to have increasing popularity. Increased speed, with less strain on the motor, makes the longer pontoon more practical. Increased flotation and stability obtained from this additional length greatly increase the support for loads carried far aft. Slip-proof Pontoon Points will prevent people from slipping off the points while boarding when boat is beached.

◀ *Built on a ski-type 35' steel hull, this houseboat sleeps four to eight. Built by the Pleasant Waters Co. of Milwaukee, Wisconsin*

▶ *Falls City Flying Service makes this all-aluminum 28-footer, the Marinette. She sleeps four, has a modern galley.*

◀ *River Queen Boat Works of Gary, Indiana, makes this 32-foot houseboat. She will take either inboard or outboard motors, has 11-foot beam and 168 square feet of cabin area for living comfort.*

▶ *Yachtland is made by Stanley Mobile Homes, Dixon, Illinois. Craft is 29' over all, sleeps four. Hull is made from a high-tensile steel*

Stained and plastic coated decking, as well as stained and pastic coated 8" redwood splashboards are available in packages for 1958.

These outboard-propelled pontoon craft are built by Weeres Pontoon Boat Company, St. Cloud, Minnesota.

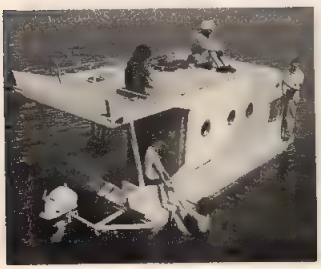
SKIPPER AMPHIBIAN

The 1958 model of the Skipper 26' Amphibious mobile home offers the comforts of mobile living on land or water.

A mobile home, a yacht or a lakeside cabin, its mobility brings every lake within easy reach. The detachable wheels and trailer mount make it easy to launch on any gradual incline. Wheels may be left in position for short cruises or easily removed for extended trips.

The Skipper 26' features complete cooking, dining and sleeping facilities. Galley equipment includes a butane range, icebox, drainboard sink and abundant storage space for food and linens. Water storage tanks are available for cooking and drinking.

For more information address Skipper Manufacturing Company, P. O. Box 4341, Fort Worth, Texas.



◀ *This 22-foot houseboat made by the Trail-It Coach Mfg. Co., Des Moines, Iowa, has an 8' beam. all-steel hull, aluminum exterior cabin siding and mahogany interior cabin walls It also provides wheel-retraction which makes it an amphibious unit.*

The Cat's Whiskers is a 40-foot catamaran houseboat built by the Navicat Corp.

NAVICAT CORP.

For those who seek a houseboat type of craft which can be built either professionally or by the amateur, the Navicat Corp., a subsidiary of Cross, Austin & Ireland Lumber Co., Brooklyn, N. Y., now manufactures a line of pontoons to serve as the basic hull on which a superstructure may be erected. They are available in 18, 27 and 36' lengths. In addition to their use as basic hulls, they can be used as well for floats of various descriptions.

These pontoons are solid sandwich laminations of Styrofoam, a closed cell plastic developed by Dow Chemical Co., and marine plywood (U. S. Plywood Corp.) bonded together with a special resorcinal adhesive developed by the Borden Company's Chemical Division. They are sheathed with copper to prevent fouling and marine growth. Weight is approximately 8 pounds per cubic foot.

Completed boats are also available, based on these pontoons, used in pairs like a catamaran. There is a 40' Cat's Whiskers houseboat with complete accommodations for comfortable living afloat, powered with two 125 hp Palmers; and a 20' outboard cruiser, the Cat's Meow, well adapted to construction by the amateur boatbuilder

TERRA-MARINA

Just announced by the Terra-Marina Manufacturing Company, Inc., Houston, Texas is a new amphibious Sportscraft. Designed and engineered as a year-round craft, this amphibious houseboat has such features as 145 square feet of outside deck space, including a forward, aft, and sun deck. It has a 21' amphibious hull with built-in trailer, and detachable trailer hitch, to adapt it to land as well as water travel. The craft has a fiberglass insulated aluminum cabin, storage space in the hull, tile floor, ship's wheel, ship's ladder, and complete land and marine running lights. There is an aft deck compartment for fresh water tank, batteries, and gas tank.

The Sportscraft has complete facilities including dinette, galley with combination stove and ice box, sink, fresh water galley pump, toilet, and sleeping accommodations for four or more.

BOAT DISTRIBUTION

Adding four new models for 1958 to their line of outboard boats, Boat Distribution, Inc., of Clinton, North Carolina, now has a total of 35 different type boats from an 8' junior skipper's sport runabout to a houseboat.

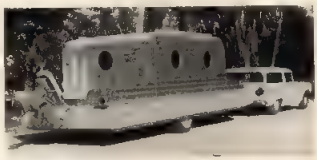
Grandma III, an amphibious houseboat, is the 1958 version of Grandma II, remembered as the Mexico-to-New York cruising houseboat of 1953. Grandma III, produced for Boat Distribution, Inc., is primarily a watercraft. It has complete accommodations for comfortable living aboard for four. Its many features include topside sun deck, fore and aft decks for fishing and ease in handling; dual wiring for dockside or cruising; dual water system for hook-up to dockside line or on board tank supply. Ample closet and cupboard space; inner spring mattresses; picture window; built-in dinette; drapes; forward mechanical steering; and approved running lights.

New boats announced include a 12' cartop skiff of plywood construction, weighing 90 pounds and capable of high speeds with up to 10 hp motor; a beamy 16' sport runabout of 5-ply mahogany plywood, mahogany and oak frame.

Blue Fin Sport Fisherman is a new 16' all-fiberglass deluxe sport fisherman, equipped with all accessories including full swivel fishing chairs and rod-holders.

Plywood hulls, in 16 and 18' lengths, are now available as completely equipped sport fishermen at relatively low cost.

Boat Distribution's Econo Line, new for 1958, includes three plywood 14' runabouts for use with up to 22 hp motors.



➤This Terra-Marina 21-foot houseboat is designed for land or water travel. She offers 145 square feet of outside deck space.

RED WING CASA CRUISER

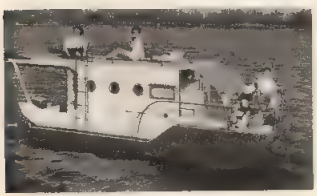
Red Wing Marine Corporation, Red Wing, Minnesota, enters the boatbuilding field with a new 40' houseboat called the Casa Cruiser. She is powered with twin Red Wing Meteor 100 hp engines.

➤Red Wing's 40' houseboat is powered by two Red Wing Meteor 100-hp engines. Called Casa Cruiser, she provides ample facilities to accommodate 7 persons

The Casa Cruiser provides ample facilities to accommodate seven overnight guests in comfort. Refinements include decorator fabric draperies, soft gold-tone carpeting, picture-view windows, fabric-covered walls, indirect lighting, full-sized inlaid tile shower, lavatory and toilet, a galley as convenient as a kitchen ashore, spacious dining room facilities, ample stowage space, and a big sun deck.

Typical of the spaciousness of this home afloat is the living area, designed for gracious entertaining. There are electric outlets everywhere for such added conveniences as electric razor, radios, TV, kitchen mixers, etc. The stateroom has a permanent full-size double-berth with foam rubber mattress and a swing-down bunk folds away in seconds. The dining area offers plenty of room to seat six comfortably, and the galley is designed for modern streamlined efficiency.

Hull of the Casa Cruiser, designed by A. M. Deering, is welded 10-gauge steel. Gasoline capacity of 208 gallons provides a wide cruising radius.



➤Grandma III, handled by Boat Distribution, is a 25' x 8' steel-hulled houseboat with an aluminum and mahogany cabin. She has comfortable living accommodations for 4.

(A) ST. MARY'S PARAMOUNT
B HUDSON BAY POINT
(C) NORTH STAR BARCLAY
(D) IMPORTED HOLL BLANKET
(E, CHATHAM PURREY
F) CHATHAM AIRLO
(G) CHATHAM PURREY MOSS ROSE
(H) PEPPERELL GLOLO ACRILAN BLANKE
(J) NORTH STAR ORIOLE
K) FARIBO FLIGHT
L) SPRINGFIELD EVERLASTING
M) FARIBO FANFARE

wrap yourself in real "dreams" luxurious, famous name blankets

(A) ST. MARY'S PARAMOUNT—Wrap up warm as toast in this heavenly 100% wool blanket made for year around use. You'll love the soft, furry feel of this blanket, double-napped by the exclusive St. Mary process. The Paramount gives you warmth without weight, a must for comfortable sleeping St. Mary's blankets maintain their true, fast color, their wear and durability . . . even with repeated washings. Certified by the American Institute of Laundering Extra full size, 78"x89" gives plenty of "tunk-in". Choose from rose, yellow or green. Specify color.

8911A1775—Full—Wt. 6 lbs. . . .Retail $23.95
89095A1550—Twin—Wt 5 lbs. . .Retail $19 95

(B) HUDSON BAY POINT—Here's the famous 4 "point" blanket with almost unbelievable durability. Fashioned of 100% all wool and woven so it cannot fray even after years and years of service. This lovely, fine quality Hudson Bay blanket is preshrunk, water resistant and has the luxurious deep furry nap that has made Hudson Bay blankets famous the world over A wonderful "dress-up" blanket brilliantly striped in fast colors of red, green, blue and yellow on white. Truly an outstanding value for comfort, beauty and utility. Your Hudson Bay blanket will outlast other blankets and stay fresh and new looking throughout the years. Full 72"x-90" size. Ship. wt. 8 lbs.

8915A2645 . . . . . .Retail $34.95

(C) NORTH STAR BARCLAY—You'll purr like a kitten when you curl up under this soft-touch 100% imported wool blanket. Truly a stunning blanket . . . one you will be proud to own. Perfect for year around use, it has a closely woven fine suede finish that insures its warmth and increases its wearability. A luxury blanket, beautifully styled and carefully finished with nylon satin binding that will last the life of the blanket. A wonderful item for a bride's hope chest . . . an outstanding wedding gift or anniversary present. Available in twin or full size. Specify color. Blue, green, rose

89090A2125—Full—Wt. 7 lbs. . .Retail $27 50
89091A1725—Twin—Wt. 6 lbs. .Retail $22 50

(D) JULIANA HOLLAND BLANKET—Here's a really elegant blanket made for you who know and appreciate fine things. A gorgeous, all wool blanket imported from the romantic land of windmills and tulips, Holland. Fashioned of long staple virgin wools and woven by a famous manufacturer who has been perfecting his art for centuries and is reknowned the world over for his fine wares. You will be proud to own this luxurious blanket, exquisitely finished to the smallest detail including stitched ends for added wear. Attractive pattern comes in blue or pink. Specify. Wt. 7 lbs.

89093A1950—72"x90" . . . . . .Retail $29.95

(E) CHATHAM PURREY—A weightless wonder so pussy-soft and warm, it makes your sleeping pure pleasure. A wonderful year around blanket fashioned of a miracle blend of Rayon and Orlon and woven with Chatham's patented durable weave that adds extra years of service. A washday wonder too . . . the entire blanket is guaranteed washable. It has a 100% nylon satin binding that takes to water like a duck So suds your blanket and save on cleaning expense It will not shrink or fade; guaranteed moth proof. Smart new colors for bedroom charm. Specify blue, light green, Nassau Pink. 72"x90" size

8912A785—Ship. wt. 5 lbs. . . . .Retail $10.95

(F) CHATHAM AIRLOOM—Here's the blanket that is world famous for its luxurious weightless warmth and comfort. A blend of 75% wool and 25% orlon, it can be washed again and again with never a worry about shrinkage. Bound in 100% nylon that is guaranteed to last the life of the blanket. Guaranteed mothproof, this famous blanket features Chatham's patented weave that insures long wear. An all-purpose blanket for year around use. Choose from Pink, Blue, Green Specify color. Ship. wt. 5 lbs.

8927A1185—72"x90" . . . . . .Retail $15.95

(G) CHATHAM PURREY-MOSS ROSE—Here's the famous Purrey blend of Rayon-Orlon . . . Chatham, the best-loved of blankets now in a new handscreened moss rose print. Warm and light as a tropical breeze, luxurious as blankets that cost far, far more. Moth-proof, non-allergic and of course it washes beautifully. Available in pink on white Ship. wt. 5 lbs.

89092A940—72"x90" . . . . . .Retail $12.95

(H) PEPPERELL ACRILAN BLANKET—A new wonder blanket that gives you lightweight sleeping comfort and warmth . . . yet requires none of the pampering of your more expensive blankets. Completely washable either by hand or in your automatic washer, this blanket will actually pay for itself in the money you will save on expensive cleaning and storage bills. Shrink resistant; moth and mildew proof. Practically indestructible . . you'll love it. Specify pink, yellow, green Ship wt. 6 lbs.

8905A1175—72"x90"—Wt 6 lbs. Retail $14.95

(J) NORTH STAR ORIOLE—Snuggle up under this gay multicolor block check blanket. Take it along to football games or picnics . . use it as a handy throw or tuck it into your bed Ideal for college dormitory. It fits beds neatly and is ruggedly woven to take lots of wear Made of a down-soft, 100% fine wool and attractively bound with an 8" acetate satin binding. Mothproof; Specify moss green or walnut Ship wt. approx. 6 lbs.

8917A1350—Twin; 65"x90" . . . .Retail $16.95
8916A1520—Full; 80"x90" . . . . Retail $19.95

(K) FARIBO FLIGHT-LITE BLANKET—One of the few new blanket designs in years . . . an all wool textured blanket crafted in an interesting checkerboard pattern that features open and close weaves squares. A superior blanket made of fine, cuddly virgin wool and handsomely bound with a lush 6" satin binding Use it on the bed or as a fine throw. Its lightweight draping qualities make it ideal for either Specify pink, green, yellow or white

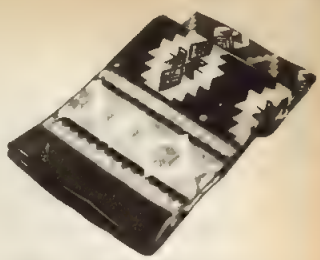
8904A870—72"x90"—Wt. 6 lbs. Retail $11 95

(L) SPRINGFIELD EVERLASTING—A terrific new blanket Warm, lightweight and pussy-soft. Blended of 50% wool, 50% orlon and finished with a life-long nylon binding. Guaranteed 5 years against shrinkage, moth damage, wearout of binding, defective work. Specify gold, blue, seagreen, pink. Ship. wt. 6 lbs

89094A1256—72"x90" . . . . . Retail $18.95

(M) FARIBO FANFARE—Here's the newest of the new. An Acrilan wonder that is moth and mildew proof; non-allergic; washable and shrink resistant. Cloud-soft and fluffy . . . tops in sleeping comfort. A subtle-toned plaid in red, mint, or blue. Satin binding. Specify color. A full 72"x-90" size for ample "tunk in".

89096A1165—Ship. wt. 6 lbs. . Retail $15.95

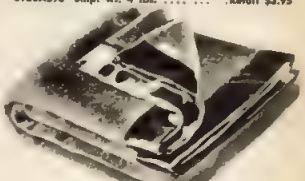


BEACON "TOBA INDIAN DESIGN" BLANKET—A tremendous blanket value. An all purpose, popular Indian blanket perfect for bed, couch, picnics, beach, fall football games etc. Rugged and long-wearing, "TOBA" is ideal for the youngsters beds . . . perfect for camping. A budget priced blanket that wears like iron, outlives many more expensive blankets. Blanket comes in a wide range of Indian colors; hemmed ends; bagged. 60"x80".

8919A295—Ship. wt. 5 lbs. . . . . .Retail $3.95

BEACON "SPORTS PLAID" BLANKET WITH HANDY CARRYING CASE—Going on a picnic or beach party . . . travelling by car or viewing a chilly fall football game, here is the ideal blanket to take along. Snug, lightweight and wonderfully warm, this gay plaid blanket is as cheerful as a Scot's bagpipes and wonderfully practical too. Fashioned of rayon and cotton and complete with a convenient clear plastic carrying case that can be used as a cushion or accessory bag. 50"x70".

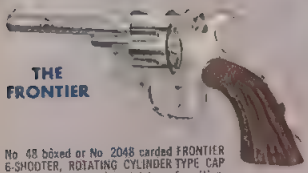
8920A295—Ship. wt. 4 lbs. . . . . .Retail $3.95



LADY PEPPERELL BELMONT—A budget priced blanket that looks, feels and wears like a blanket twice its price. You'll be proud to deck your bed with this lovely, lightweight rayon and nylon blend Lady Pepperell blanket. You'll love its soft, cuddly feel and the warm way its ample 72"x90" fullness drapes around you wrapping you in luxurious warmth and wonderful well-being. Wonderfully practical too—just dunk it in the wash and it comes clean, quick and easy with no back-breaking rubbing. Long-wearing too—Satin binding. Specify blue, rose or yellow. 72"x90" size

89075A450—Ship. wt. 5 lbs. . . . . .Retail $3.98

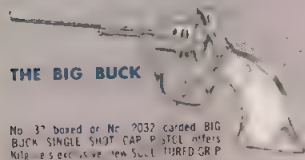
4 new KILGORE toy cap pistols to BOOST YOUR SALES!



THE FRONTIER

No. 48 boxed or No. 2048 carded FRONTIER 6-SHOOTER, ROTATING CYLINDER TYPE CAP PISTOL features positive latch, self positioning cylinder for positive firing—with completely new high impact plastic grips simulating real bone. Authentic Western styling with exclusive SUPRA-GLEAM finish in silver, gold or blue, packed assorted or solid colors. Available either individually boxed or on eye 'n buy cards.

No. 48 FRONTIER is 9¼" in length. Packed individually boxed, ¼ gross to a case. Weight 29 lbs. per case. List price $1.29. No. 2048 FRONTIER, carded, 1 doz. to a sleeve, ¼ gross to a case. Weight 28 lbs. per case. List price $1.29.



THE BIG BUCK

No. 32 boxed or No. 2032 carded BIG BUCK SINGLE SHOT CAP PISTOL offers Kilgore's exclusive new SCULPTURED GRIP of beautiful pearl white high impact plastic — a really new design idea in grips. SUPRA-GLEAM finish in silver, gold or blue, packed assorted or solid colors. Authentic western styling and detailing with double action trigger and half cock feature for easy loading. Available either individually boxed or on eye 'n buy cards.

No. 32 BIG BUCK is 8¾" in length. Packed individually boxed, ¼ gross to a case. Weight 16 lbs. per case. List price 49c. No. 2032 BIG BUCK, carded, 1 doz. to a sleeve, ¼ gross to a case. Weight 15 lbs. per case. List price 49c.

JOHNNY ONE-SHOT

No. 2010 JOHNNY ONE-SHOT SINGLE SHOT CAP PISTOL features unique wrist holster for lightning fast draw! To be worn in inverted position and draws downward — yet stays secure in holster until drawn. Holsters are attractive durable polyethylene plastic in bright colors. Snub nosed gun with true Western styling in silver SUPRA-GLEAM finish. Furnished in Kilgore's famous eye 'n buy card for easy display on rack.

No. 2010 JOHNNY ONE-SHOT is 4¾" overall. Packed in eye 'n buy cards 1 doz. to a sleeve, ¼ gross to a case. Weight 20 lbs. per case. List price 69c.

THE AVENGER

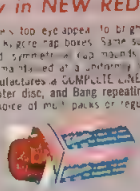
No. 2007 AVENGER BULLET TYPE CAP PISTOL fits easily into the palm of the hand—a real PALM GUN! It comes **automatically** and can be carried in the hand with no long and dated. Beautiful detailing in a small gun. Has beautiful, swell SUPRA-GLEAM finish with high impact plastic grips in pearl white and turquoise colors. New plastic bubble pack displays gun and 2 bullets—made in package proof.

No. 2007 AVENGER is 3 ¼" overall. Packed 1 doz. to a sleeve, ¼ gross to a case. Weight 9 lbs. per case. List price 69c.

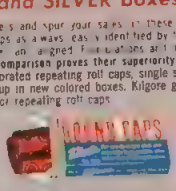
KILGORE caps are the FINEST --

Now in NEW RED, BLUE and SILVER boxes!

There's top eye appeal to brighten your counters and spur your sales in these colorful new Kilgore cap boxes. Same superb quality caps as always easily identified by their fluted symmetrical cap mounds and new sparkling designed fast color boxes and materials are maintained at a supremely high standard. Comparison proves their superiority. Kilgore manufacturers a COMPLETE LINE, including perforated repeating roll caps, single shot, six-shooter disc, and Bang repeating, all dressed up in new colored boxes. Kilgore gives you a choice of many packs or regular packaging for repeating roll caps.



No. 150 PERFORATED ROLL CAPS with special cap lubricant to make pistols work easier. Ammunition produces 250 shots per box, 2 doz. boxes per carton, 5 gross boxes per shipper. Weight 15 lbs.

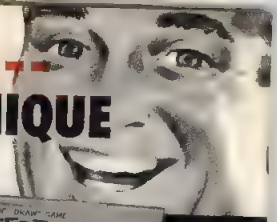


No. 514 ROUND CAPS, 104 loud round caps to 7" x 4" sheet. Caps are die cut on sheet for easy removal. Fast count is assured and spoiling is prevented. Packed 5 doz. boxes per carton 5 gross boxes per shipper. Weight 14 lbs.

SEE US at the TOY FAIR!

ROOM 523
Hotel New Yorker
or ROOM 751
Fifth Ave. Bldg.

NOW you can see them --
KILGORE'S 3 NEW and UNIQUE ACTION TOYS!



The FASTEST GUN

At last Kilgore has the answer . . . who is the "fastest gun"? . . . for youngsters (and adults) . . . ELECTRONIC PROOF of who draws the fastest . . . a sensational and completely different Western ACTION game!

No. 630 FASTEST GUN, packed ¼ doz. to carton.

$12.98 retail

The JUNIOR DYNAMITE Blaster

This amazing new toy BLOWS UP EVERYTHING HARMLESSLY! Simulates an actual explosion in sound and action . . . remote control . . . absolutely safe! Authentic detail in detonator and blasting unit.

No. 620 JUNIOR DYNAMITE BLASTER, packed ¼ doz. to carton.

$7.98 retail

The Robot Hands

A toy of the future with a real *personality* . . . the sensational space age—atomic age mechanical hands . . . massive and powerful, but beautifully constructed for perfect balance and "feel" with fingertip control . . . gives youngsters endless variations in play use.

No. 610 ROBOT HANDS, packed ½ doz. to carton

$4.98 retail

ALL 3 toys EXCLUSIVE MARVIN GLASS ORIGINALS!

Circle-K Means O.K.

"Quality toy manufacturers for over 40 years"

Kilgore INC.

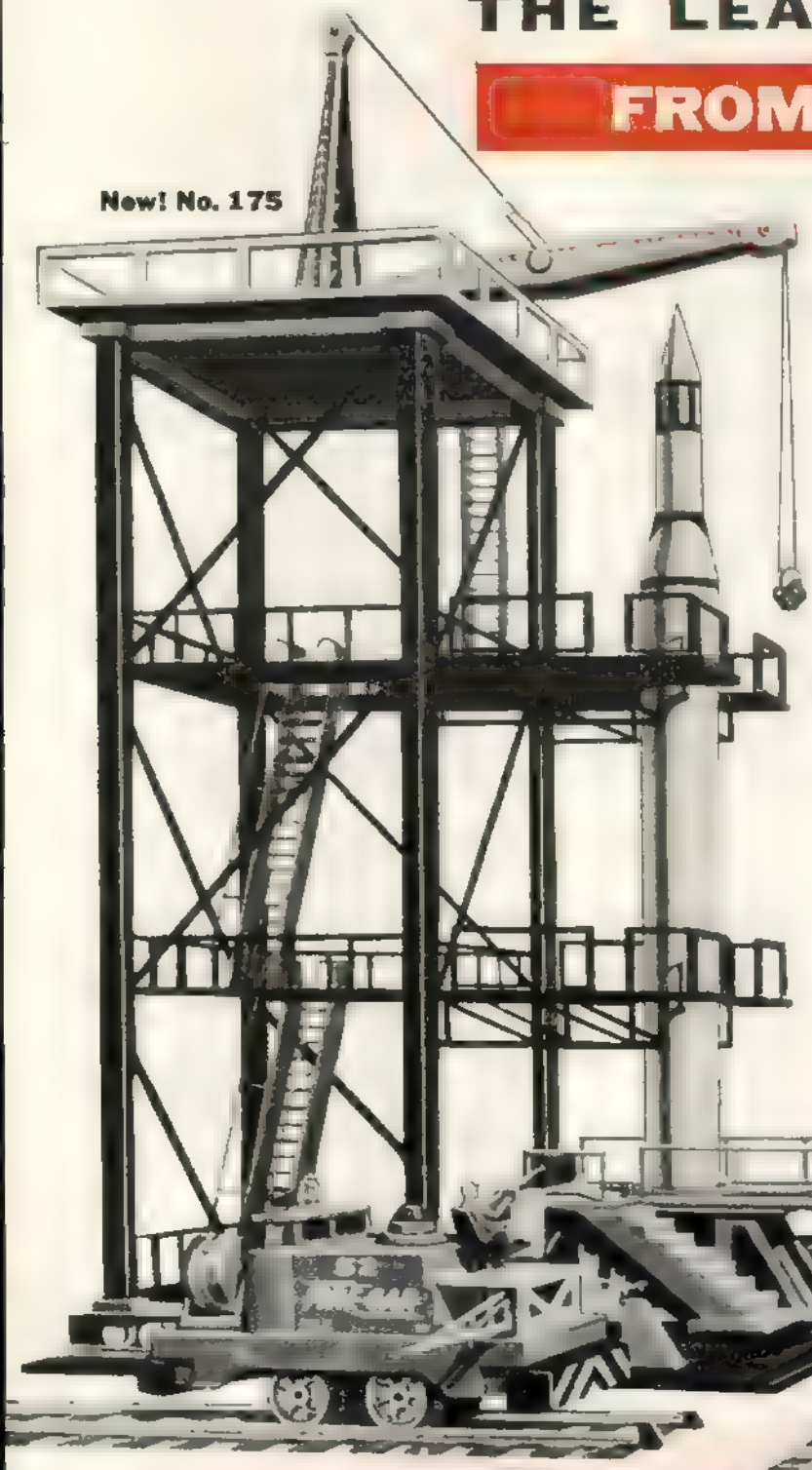
Westerville 20, Ohio

LIONEL...

THE LEADER IN MODEL

FROM SUPER "O"...TO

New! No. 175



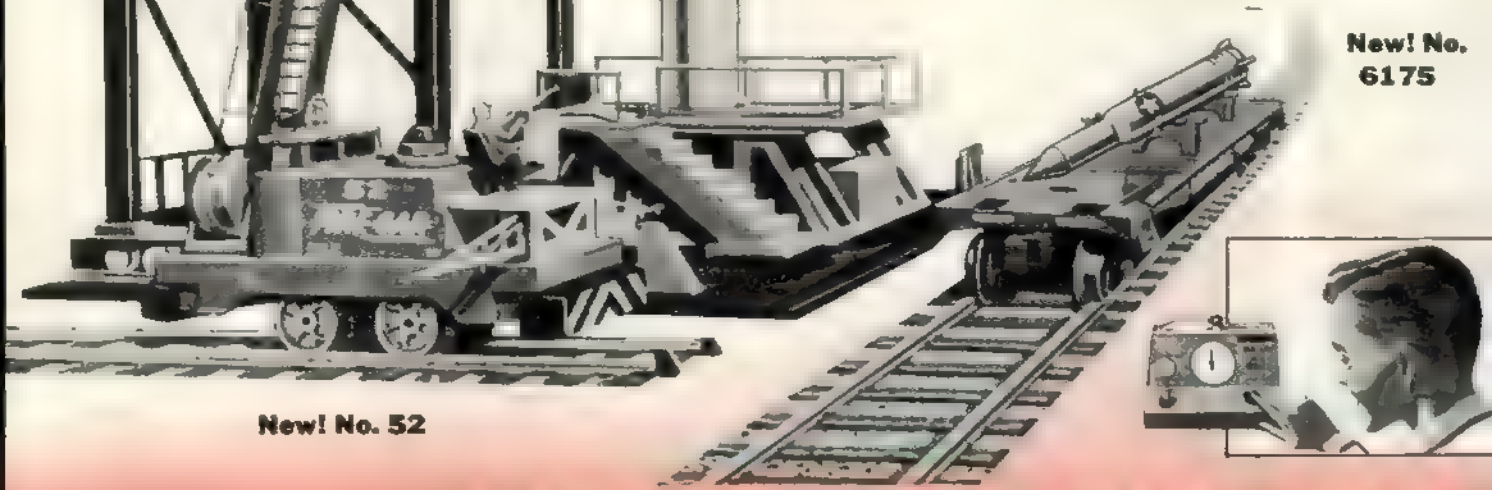
NEW! No. 175 Rocket Launcher. This timely and exciting accessory duplicates accurately the firing procedure used for the earth satellite launching. Set includes the motorized launching tower moving on its own track; a remote control illuminated console with realistic count-down mechanism; tower control button and firing button; the launching platform; and rocket with safety polyurethane foam nose cone. Base 11" x 11", tower and crane 1[illegible]" high. (Car not included.) **$17.95**

NEW! No. 6175 Rocket Car. This red flat-car carries a model of an intercontinental ballistic missile with nose cone made of polyurethane foam for safety. Car 11" long. **$5.95**

NEW! No. 52 Fire Fighting Car. A spectacular piece of fire fighting apparatus! When this self-propelled car strikes a bumper or other object, it reverses direction . . . the helmeted fireman seated at his high pressure nozzle swivels automatically. Car is equipped with a pair of outrigger-type sprinklers which can be spread out to fight brush and weed fires along the right-of-way. Red light atop car flashes continuously when car is in motion. Carries a reel of fire hose which can actually be unrolled. Car 7" long. **$12.95**

New! No. 6175

New! No. 52



The Lionel Corporation: 15 East 26th Street, New York 10, N. Y. West Coast Office: 1355 Market Street, San Francisco, Calif. Chicago Office: 1423 Merchandise Mart, Chicago, Ill.

LIONEL TRAINS AND

1958 RAILROADING

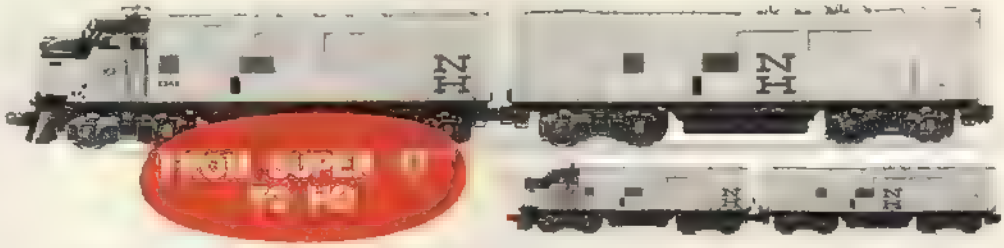
"027" ... TO HO!

NEW! No. 54 Track Ballast Tamper. Derived from the amazingly efficient track maintenance machine which tamps track ballast on modern railroads. Self-propelled, pulls its own supply car. Proceeds rapidly up to the point where trackwork is to be done. There the track actuator slows it down and starts the six tamping tools to vibrating in a realistic manner. A second track actuator stops the tamping action, restores normal speed. Car 7" long. **$12.95**

NEW! No. 68 Executive Inspection Car. The newest thing on rails! This unusual motorized unit is an automobile equipped with four extra flanged wheels to ride on railroad track. Cars of this type are used by railroad executives for personal inspection of the right-of-way. Lionel's is an actual reproduction of a modern sedan adapted for rail travel. Illuminated. Car is 7½" long. **$12.95**

NEW! No. 6434 Illuminated Poultry Car. This unusual car is built for carrying chickens, turkeys and other fowl to market. Illuminated interior. Unique sliding doors. Car 11" long. **$6.95**

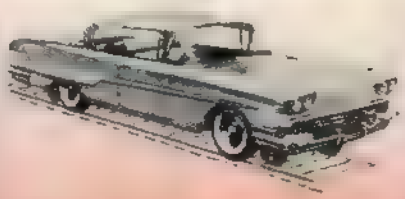
NEW! Super "O" No. 2329 Virginian Rectifier-Type Electric with Pantograph, Horn, Headlight and Magne-Traction. **$35.00**
NEW! HO No. 0590 Virginian Rectifier-Type Electric with Pantograph and Headlight. **$10.95**

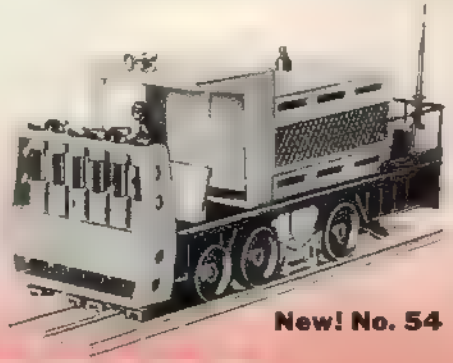


NEW! Super "O" No. 2242 New Haven "A" and "B" Unit Diesel with Horn, Headlight, and Magne-Traction in Checkerboard Markings. **$39.95.**
NEW! HO New Haven "A" and "B" Unit Diesel with Headlight.
No. 0533 Powered "A" Unit, **$7.95. No. 0543** Dummy "B" Unit, **$3.50.**

Super "O" No. 2379 Denver & Rio Grande Two-Motor "A" and "B" Unit Diesel with Horn, Headlight and Magne-Traction, **$47.50.**
NEW! HO Denver & Rio Grande "A" and "B" Unit Diesel with Headlight.
No. 0530 Powered "A" Unit, **$7.95. No. 0540** Dummy "B" Unit, **$3.50.**

New! No. 68





New! No. 54

New! No. 6434

ACCESSORIES WITH MAGNE-TRACTION

Marlin High-Power Rifles and Carbines

All rifles on these pages have Micro-Grooved barrels. The Micro-Grooved barrel, exclusive with Marlin, is revolutionary in its exceptional accuracy, its generally high bullet velocities. The extra-fine rifling in a Micro-Groove barrel has improved its accuracy 10%. Marlin rifles all have specially treated bores to inhibit corrosion or rust. Each is equipped with a positive safety lock.

A MARLIN LEVER-ACTION TUBULAR REPEATER

Model Golden 39-A. Tubular magazine holds 25 short, 20 long, or 18 long rifle .22-caliber cartridges. 24-in. round tapered blued steel barrel, crowned muzzle. Open rear sight, ramp front sight with detachable hood. Drilled and tapped for standard receiver peep sights, adapter base for tip-off and top mounts. Gold trigger, solid top receiver. Automatic side ejection. Turning of a single hand screw exposes all working parts for cleaning, oiling. Pistol grip walnut stock, swivels. Available with or without Micro-Vue scope [G]. Overall length 40¼ in. Wt 6¾ lbs.

40-0077 RR 5770—Shpg. wt. 8 lbs.....Retail **$74.95**
40-0368 RR 6375—With scope. Shpg. wt. 8 lbs. **.$84.95**

Model 39-A "Mountie." As above, tubular magazine holds 20 shorts. 20-in. barrel, straight grip, 36⅜ in. long. Wt. about 6 lbs. Comes with or without Micro-Vue scope [G].

40-0085 RR 5770—Shpg. wt. 7½ lbs. ..Retail **$74.95**
40-0374 RR 6375 With scope. Wt. 7½ lbs ...**$84.95**

B MARLIN LEVER-ACTION SPORTING CARBINE

Model 336-SC. Lever-action repeater. ⅜ tubular magazine 6-shot capacity. 20-in. blued steel barrel, crowned muzzle. Open rear sight—ramp front with detachable hood. Automatic side ejection. Solid-top receiver—drilled and tapped for standard receiver sights and top mount bases. Low hammer spur. Pistol-grip walnut stock with handsome weatherproof finish. Semi-beavertail forearm. Length overall 38½ in.—weighs about 7 lbs.

40-0158 RR 5995—30-30 cal. Shpg wt. 10 lbs..**$78.95**
40-0176 RR 5995—.35-cal. Shpg. wt. 10 lbs. ..**$78.95**

Model 336-MGZ. As above, but .219 Zipper caliber

40-0184 RR 5995—.219-cal Shpg. wt 10 lbs **$78.95**

C MARLIN LEVER-ACTION "TEXAN" CARBINE

Model 336-T. For scabbard carrying. Lever-action repeater. Full tubular magazine, 7-shot, 20-in. blued steel barrel, crowned muzzle. Open rear sight—ramp front sight detachable hood. Automatic side ejection. Solid top receiver drilled and tapped for standard receiver sight and top mount bases. Straight grip. Length 38½ in. Wt. about 6¾ lbs.

40-0182 RR 5995—30-30 cal. Shpg. wt. 10 lbs. **$78.95**
40-0200 RR 5995—.35-cal. Shpg. wt. 10 lbs... **$78.95**

D MARLIN LEVER-ACTION HIGH-POWER CARBINE

Model 336-C. One of America's most popular deer rifles. It's perfectly balanced and easy to handle, a pleasure to use! Lever-action repeater. Full tubular magazine 7-shot capacity. 20-in. blued steel barrel, crowned muzzle. Open rear sight—ramp front sight with detachable hood. Automatic side ejection. Solid-top receiver drilled and tapped for standard receiver sights and top mount bases—low hammer spur permits low scope mounting. Has pistol grip walnut stock with new weather resistant finish. Semi-beavertail forearm. Overall length 38½ in. Weight is approximately 7 lbs.

40-0143 RR 5995—30-30 cal. Shpg wt. 10 lbs **$78.95**
40-0150 RR 5995— 35-cal. Shpg wt. 10 lbs. **$78.95**

E MARLIN LEVER-ACTION HI-POWERED RIFLE

Model 336-ADL. Easy to handle—a perfectly balanced big game rifle. Designed for accuracy and dependability! Deluxe lever-action repeater ⅜ tubular magazine—6 shot capacity. 24-in. blued steel barrel. Lyman 16B folding leaf rear sight. Ramp front sight with detachable hood. Automatic side ejection. Solid top receiver—drilled and tapped for standard receiver sights and top mount bases. Low hammer spur permits low mounting. Has walnut Monte Carlo stock with cheek piece—hand-checkered pistol grip. Semi-beavertail hand-checkered forearm. Detachable swivels with 1-in. leather sling strap. Overall length 42 in. Weight is approximately 7½ lbs.

40-0218 RR 7700—30-30 cal. Shpg. wt. 10 lbs. **$99.95**
40-0226 RR 7700— 35-cal. Shpg wt. 10 lbs... **$99.95**

G MARLIN 4X "MICRO-VUE" RIFLE SCOPE

For the sportsman who enjoys rifle-shooting with a telescope sight—Marlin's new Micro-Vue 4X .22 caliber rifle scope fits only .22 caliber rifle with tip-off base adapter base, or grooved receiver. Quality features make the Micro-Vue scope outstanding. Adjustment screws with weatherproof caps. Cross hair reticule. Marlin universal mounts require no drilling or tapping. 32-ft field of view at 100 yds. Positive click adjustments for windage and elevation settings. Banded with 2 gold rings. Sunshade to eliminate reflection. ¾ in. diameter, overall length 11 in.—wt. about 8 oz. Shipping weight 1 lb.

40-0382 RR 1000—Scope.....Retail **$14.95**

Dependable Guns for Sportsmen

A NOBLE SLIDE-ACTION REPEATING SHOTGUN

Model 60. Slide-action repeater. 5-shot capacity tubular magazine. Exclusive new method permits changing magazine capacity to comply with Federal migratory bird laws 28-in. barrel. Chambered for 2¾ in. shells. Variable, choke provides instant selection from full to improved cylinder—reduces recoil and gives uniform shot pattern. Positive extraction and automatic side ejection Trigger must be pulled for every shot. Push button safety on trigger guard. Walnut pistol grip stock and grooved slide handle, rubber recoil pad. Length 48 in.—wt. about 7½ lbs.

40-1380 A 5795—12-gauge. Shpg. wt. 11 lbs. . . . **$77.20**
40-1398 A 5795—16-gauge. Shpg. wt. 11 lbs. . . **$77.20**

B NOBLE SLIDE-ACTION REPEATING SHOTGUN

Model 65. Slide-action repeater. Tubular magazine—5-shot capacity Exclusive device for changing magazine capacity to comply with Federal migratory bird requirements. Full choke. 28-in. barrel. Chambered for 2¾ in. shells. Positive extraction and automatic side ejection. Safe fire control—trigger must be released and pulled for every shot. Push-button safety on trigger guard. Walnut stock—pistol grip full shaped extension slide handle, hard rubber butt plate. Length 48 in.—wt. about 7½ lbs.

40-1408 A 4915—12-gauge. Shpg. wt. 11 lbs. . **$85.20**
40-1414 A 4915—16-gauge. Shpg. wt. 11 lbs. . **$85.20**

As above, but with modified choke.

40-1422 A 4915—12-gauge. Shpg wt. 11 lbs. . . . **$85.20**
40-1430 A 4915—16-gauge. Shpg. wt. 11 lbs. . . **$85.20**

C "F.I." MATADOR SHOTGUN

Model 400E. Double barreled shotgun, single selective trigger. 28-in. demiblock barrels—right modified choke, left full choke. Chambered for 2¾ in. shells. Strong box lock of Anson and Deeley type with double locks. Locking lugs compensate automatically—never shoots loose. Positive automatic safety. Automatic ejectors Unfired shells remain in gun but are lifted well out of breech for easy removal if desired. Walnut stock Hand-engraved receiver, trigger guard. Length 45 in.—wt. about 7 lbs.

40-2081 A 11350—12-gauge. Shpg. wt. 7 lbs. . . **$154.00**
40-2099 A 11550—16-gauge. Shpg. wt. 7 lbs. . **$154.00**

D MARLIN OVER-AND-UNDER SHOTGUN

Model 90-ST. Non-selective single-trigger mechanism 28-in barrel. Chambered for 2¾ in. shells Top barrel full choke—bottom barrel modified choke First pull fires bottom barrel—second pull top barrel. Hammerless action—cocks on opening Positive automatic safety Direct-line locking one-piece frame Easy take-down. Walnut stock—pistol grip, rubber recoil pad English type forearm. Hand-checkered at grip and forearm Length 45 in. Weight: 12-ga. about 7½ lbs., 16 and 20 ga. about 6¼ lbs

40-0287 RR 11195—12-gauge Shpg. wt. 9 lbs. . **$139.95**
40-0275 RR 11195—16-gauge. Shpg. wt. 9 lbs. **$139.95**
40-0283 RR 11195—20-gauge. Shpg. wt. 9 lbs. **$139.95**

E H&R "HUNTSMAN" BOLT-ACTION SHOTGUN

Model 951. Bolt-action repeater. Aluminum tubular magazine. 3-shot capacity. 26-in barrel. Chambered for 2¾ in. shells. Features H&R "Variable Choke" and Mulno sighting dome. 9 individual degrees of choke—cylinder bore to full. Constant firing does not disturb choke setting Each setting easily and quickly visible. Positive stops prevent over-choking beyond safe limits. Thumb operated side safety Walnut Monte Carlo stock—rubber recoil pad—fluted comb. Length 47 inches—weight about 6¼ lbs.

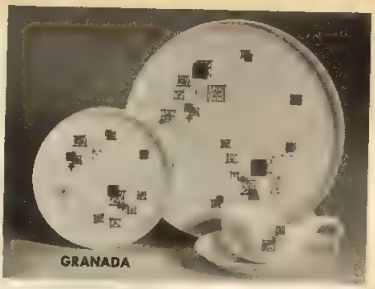
40-1554 A 3468—12-gauge Shpg. wt 8 lbs . . **$41.75**
40-1950 A 3488—16-gauge. Shpg. wt 8 lbs. . **$41.75**

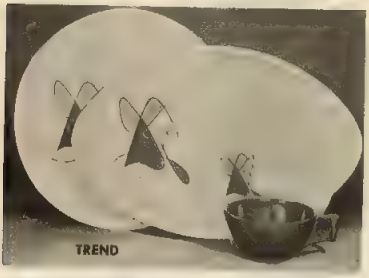
G MARLIN BOLT-ACTION HUNTER SHOTGUN

Model 55-HC. Removable clip magazine, 2-shot capacity 28-in. barrel Chambered for 2¾ in. shells. Marlin Micro-Choke—16 different settings from full choke to improved cylinder Positive sear lock safety. Patented double extractors for positive extraction and ejection. Easy to take down. Locking mechanism permits complete unlocking and opening of bolt with only 75° of throw Drilled and tapped for Lyman 40 SM receiver peep sight. Walnut stock—recoil pad. Length 49 in.—wt. about 7¼ lbs

40-0234 RR 3075—12-gauge, Shpg. wt. 9 lbs. . . . **$39.95**
Model 55. As above, but non-selective—has full choke. **40-0242 RR 2770**—12-gauge. Shpg. wt. 9 lbs . **$35.95**
Model 55. Same, but 26" barrel, full choke. No recoil pad. **40-0259 RR 2460**—20-gauge. Shpg. wt. 9 lbs. . **$31.95**

OAK LEAF

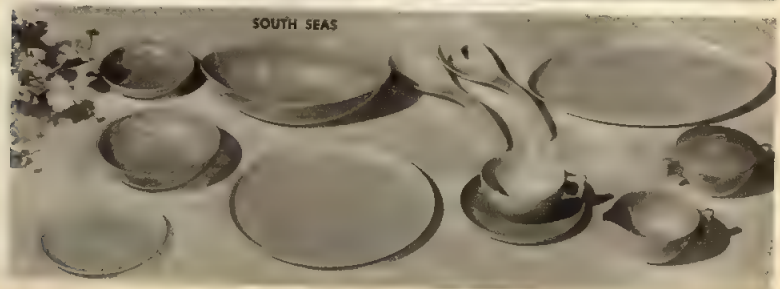

GRANADA


TREND

REGATTA

POPPY

CHANTICLEER


SOUTH SEAS

melmac

break-resistant plastic dinnerware

Distinctive styling . . . newest shapes . . . vibrant fade-proof colors. And guaranteed against breakage, chipping, cracking. Requires no pampering with mechanical dishwashers . . . stays bright and beautiful for years and years. Good Housekeeping Approved.

Decorated-and-Solid Color Dinnerware Saves You Money!

A new concept in melamine dinnerware—Oak Leaf pattern molded into translucent White and contrasted with solid color Coral pieces. Modern Trend is a streamlined pattern molded-in with contrasting solid color pieces of Turquoise. Both patterns cannot wear or chip off! Safe in boiling water, guaranteed for full 2 years against break, chips, cracks!

16-PIECE STARTER SET. 4 decorated saucers and 4 decorated 10-in. dinner plates. 4 cups and 4 bread-and-butter dishes in solid color. Oak Leaf has Coral solid color pieces, while Trend has Turquoise.
27-64066-997 Oak Leaf 16-Piece Set. Wt. 6 lbs. ..... Retail **17.95**
27-64033-997 Trend 16-Piece Set. Wt. 6 lbs. ..... Retail **17.95**

47-PIECE DINNER SET FOR EIGHT. 8 decorated saucers, 8 decorated 10-in. dinner plates and 1 decorated 15½-in. serving platter. 8 bread-and-butter plates, 8 soup-cereal bowls, 1 creamer, 1 sugar bowl with lid, 1 vegetable bowl and 1 pair of jumbo servers in solid color. Oak Leaf has Coral, while Trend has Turquoise color pieces.
27-64074-3330 Oak Leaf 47-Piece Set. Wt. 15 lbs.. Retail **39.95**
27-64041-3330 Trend 47-Piece Set. Wt 15 lbs. Retail **39.95**

OPEN STOCK ON SOLID COLOR PIECES. Specify color-code letter: (A—Coral For Oak Leaf), (B—Turquoise For Trend). Minimum order $10.00 at retail value.

827-65868-54	Cup	Retail 90c
827-65592-54	Bread-and-Butter Plate	Retail 90c
827-65676-75	Coupe Soup/Cereal Bowl	Retail 1.25
827-65634-81	Lug/Soup/Cereal Bowl	Retail 1.25
827-65647-75	Salad/Utility Bowl	Retail 1.25
827-65639-54	Dessert Dish	Retail 90c
827-65667-253	Vegetable Bowl	Retail 4.25
827-65675-270	Divided Vegetable Bowl	Retail 4.50
827-65683-90	Creamer	Retail 1.50
827-65691-120	Sugar Bowl with Lid	Retail 2.00
827-65725-60	12-oz Tumbler	Retail 1.00
827-65733-147	Pair Jumbo Servers (Fork and Spoon)	Retail 2.45
827-65741-297	Large 11-in. dinner/or Salad Bowl	Retail 4.95

OPEN STOCK ON DECORATED PIECES. Available in a choice of two elegant patterns . . Oak Leaf Trend . . to suit your individual taste.

27-65907-90	Oak Leaf Pattern Saucer	Retail 1.50
27-65931-90	Trend Pattern Saucer	Retail 1.50
27-65899-177	Oak Leaf Pattern 10-in. Dinner Plate	Retail 2.95
27-65923-177	Trend Pattern 10-in. Dinner Plate	Retail 2.95
27-65915-357	Oak Leaf Pattern 15½-in. Platter	Retail 5.95
27-65949-357	Trend Pattern 15½-in. Platter	Retail 5.95

Florence Decorated Sets . . . Every Piece is Decorated!

Captivating new patterns . . . rich and glowing in originality. The patterns, in strikingly different motifs and in different colors, are molded into translucent White dinnerware. Each motif, while contemporary in feeling, is adaptable to modern, traditional or period decors. Resists chipping—virtually unbreakable—not harmed by even the hottest water in automatic dishwasher.

TO ORDER the pattern you want, specify the pattern code-letter as follows. (A—Granada), (B—Regatta), (C—Chanticleer), (D—Poppy).

20-PC. STARTER SET. Service for four consists of: 4 each—cups, saucers, bread-and-butter plates, 10-in. dinner plates, 14-oz. soup bowls.

45-PC. DINNER SET. Service for eight consists of: 8 each—cups, saucers, bread-and-butter plates, 10-in. dinner plates, 14-oz. soup bowls, 1 creamer, 1 sugar bowl and lid, 1 vegetable bowl, 1 platter.

GRANADA. Etched blocks in deep Yellow, Turquoise and Black . . . quiet dignity and charm with rich colors and an exquisite design.
827-654444A-1997 20-Pc. Set. Shpg. wt. 8¼ lbs. ..... Retail **29.95**
827-65451A-4719 45-Pc. Set. Shpg. wt. 17 lbs. ..... Retail **74.50**

REGATTA. Refreshing as a sea breeze with its sails in Turquoise . . ultra modern in its smart, symbolic design.
827-654448-1997 20-Pc. Set. Shpg wt. 8¼ lbs. ..... Retail **29.95**
827-65451B-4719 45-Pc. Set. Shpg. wt. 17 lbs ..... Retail **74.50**

CHANTICLEER. A whimsical, sprightly design in tones of Copper and deep Yellow that will cheer your every meal.
827-65444C-1997 20-Pc. Set. Shpg. wt. 8¼ lbs ..... Retail **29.95**
827-65451C-4719 45-Pc. Set. Shpg. wt. 17 lbs. ..... Retail **74.50**

ORIENTAL POPPY. So colorful and captivating with its whisper of the Orient. Smart tones of Blue and Silver.
827-65444D-1997 20-Pc. Set. Shpg. wt. 8¼ lbs. ..... Retail **29.95**
827-65451D-4719 45-Pc. Set. Shpg. wt. 17 lbs. ..... Retail **74.50**

GRANADA, REGATTA, CHANTICLEER, POPPY OPEN STOCK PIECES. Allow 10 days for shipment FOB Florence, Miss. Minimum order $20.00 at retail value Specify pattern code-letter when ordering: (A—Granada), (B—Regatta), (C—Chanticleer), (D—Poppy).

827-65337-200	Dinner Plate, 10 in.	Retail **3.00**
827-65345-107	Bread-and-Butter Plate, 6¾ in	Retail **1.60**
827-65410-150	7¾-in. Salad Plate	Retail **2.25**
827-65352-87	Saucer	Retail **1.35**
827-65360-107	Cup, 9 oz.	Retail **1.60**
827-65378-100	Fruit Dish, 5 oz	Retail **1.50**
827-65386-463	Large Oval Platter, 14¼ in	Retail **6.95**
827-65394-330	Cream and Sugar Set	Retail **4.95**
827-65402-300	Open Vegetable Dish	Retail **4.50**
827-65428-117	14-oz. Soup Bowl	Retail **1.75**

"South Seas" . . . In Gay Fiesta Colors

This stunning dinnerware is designed for 'round the clock use . . . for everyday and "company" serving . . . the colors stay bright forever Safe to wash by hand or automatic dishwasher. Extra high lustre-glaze seals in the modern, sophisticated marbleized effect . . . blends with every setting . . . highlights every decor. Each set in a colorful fiesta pack of Coral, Dove Gray, Gold and Turquoise.

16-PIECE STARTER SET. Includes four each of: cups, saucers, bread-and-butter plates and 10-in. dinner plates.
27-64272-663 16-pc set. Wt. 6 lbs Retail **9.95**

OPEN STOCK PIECES. Increase your "South Seas" dinner set with these colorful pieces. Allow 10 days for shipment FOB Chicago, Ill. Minimum order $10.00 at retail value. Specify color-code letter when ordering: (A—Coral,) (B—Dove Gray), (C—Gold), (D—Turquoise).

827-65758-36	Cups	Retail 55c
827-65766-36	Saucers	Retail 55c
827-65774-36	Bread-and-Butter Plates	Retail 1.10
827-65782-72	Plates	Retail 75c
827-65790-50	Soup or Cereal Bowls	Retail 75c

34-PIECE SERVICE FOR SIX. Includes 6 each of cups, saucers, bread-and-butter plates, 10" dinner plates and soup cereal-bowls plus 1 each of creamer, sugar bowl with lid and vegetable bowl.
27-64280-1663 34-pc. set. Wt. 11 lbs. ..... Retail **24.95**

55-PIECE SERVICE FOR EIGHT. Includes 8 each of cups, saucers, bread-and-butter plates, 10" dinner plates, soup-cereal plates, desserts plus 1 each of vegetable bowl, creamer, sugar bowl with lid, serving platter and jumbo serving spoon and fork.
27-64296-2663 55-pc. set. Wt. 17 lbs. ... Retail **39.95**

827-65808-50	Salad Plates	Retail 75c
827-65816-36	Dessert Plates	Retail 55c
827-65824-140	Vegetable Dishes	Retail 2.10
827-65832-60	Creamers	Retail 90c
827-65840-80	Sugar Bowls	Retail 1.20
827-65857-150	Platters	Retail 2.25
827-65865-40	Tumblers 12 oz.	Retail 60c
827-65873-98	Servers	Retail 1.45
827-65881-36	Tumblers 8 oz	Retail 55c

MARK 58—45 h.p. Super Thunderbolt—4 cylinders in line

Never before such performance from a four! Only in Mercury can you find four-cylinder design improved and proved over the last ten years. The Mark 58 gives you the greatest fuel economy yet in high-horsepower outboards.

SEE A MERCURY FIRST...

MARK 28—22 h.p. Super Hurricane Twin

Newest slant in twins!—22 horsepower in a package no bigger than a ten! Power to pull two water skiers from deep water starts, yet perfect for trolling. Automatic transmission provides steering handle control of forward, neutral, reverse, and throttle. New single-lever remote control available

TOMORROW'S OUTBOARD FEATURES TODAY!

Hydraulic Dyna-Shock Absorbers

A Mercury first, on Mark 78 and Mark 58. Not a gimmick, it's a real safety feature. When engine strikes an object, two hydraulic shock absorbers absorb the energy of impact then bring the violent tilting of engine to a gentle stop. Automatic safety-tilt switch cuts off ignition when engine is tilted out of water, restarts engine when it returns to water without losing steerage

' Photographed at Florida's Silver Springs. '

MARK 78 – 70 h.p. Super Marathon
6 cylinders in line

World's most powerful outboard, this compact engine gives you electric starting, forward, stop, reverse, throttle *and* choke in a single lever control. Thrust power that is fact, not fable . . . unmatched load-carrying capacity. Everyone knows a six is smoother than a four. With 40 percent more horsepower, 30 percent less weight and half the space requirements, how can you lose? And what could be sweeter than a six?

and see the most that's new for '58

NEW POWER
FULL-SIZE MODELS

"Get the Facts" Compare Mercury with the other outboards in a special "showdown" demonstration at your Mercury dealer's now! Compare feature for feature, horsepower for horsepower, *and price for price.*

This Is Going To Be A Mercury Year! As usual, you get the most of the newest in Mercury outboards! The most horsepower, the newest engineering and safety features, the most new models —new electric starting models, new long-shaft models. See the line that's *really* new—the one that delivers *proved* dependability with a punch—*now at new prices which mean bigger-than-ever values.*

In any model, where can you match Mercury for horsepower per cubic inch, horsepower per pound, horsepower per dollar or miles per gallon of fuel? In the final analysis you *can't* match Mercury.

Mast Mounted Running Light

A Mercury first. Optional on fours and sixes. Lights when raised, turns off when lowered. Meets Coast Guard specs.

New Carburetors With Self-Contained, Built-In Jets

On Mark 78, Mark 58, Mark 28. No adjustments necessary except for idle, as on your car. Gone forever are the "television knobs," exposed or hidden.

NEW! 50% higher output generators; bigger, deeper throated clamp brackets, automatic transmissions, Econo-Miser ignition linkage for even more fuel economy

Full Jeweled Power

Antifriction ball and roller bearing construction. *In Every Mercury!*

AROUND THE WORLD OR AROUND THE LAKE MERCURY'S THE GREATEST

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KIEKHAEFER CORPORATION
FOND DU LAC, WISCONSIN

Look Your Nearest Dealer in the Yellow Pages

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Ranch Modern House Retail 9.98
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Retail 7.98
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Retail 9.98
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Retail 8.98
G
Redwood House Retail 19.95
H
Retail 4.98
J
Split-Level House Retail 5.98
K
Retail 8.98

NEW MINIATURE DOLLS

(A) "MISS GINGER". All vinyl glamour doll. Jointed arms, legs, rooted hair and moving eyes. Wears lace-edged slip, pants, earrings, high heel shoes. Deluxe wood trunk contains 4 dresses on hangers, pants, straw hat, plastic purse, nylon hose, shoes, earrings.
21-43335-997 10½-in Tall. Doll and Trunk. Wt. 4 lbs. **14.95**

(B) HORSMAN'S "CINDY" (Miniature teen-ager). Fully jointed—arms at shoulders, legs at hips. Jointed waist turns in any direction. Life-like, glassine, sleeping eyes with sweeping lashes. Long, rooted hair. Delicately formed body, shapely legs, tapered arms . . . to look like teen-age girl. Dressed in bra, girdle, nylon net negligee, high heel shoes . . . ready to be attired in outfits.
21-43667-265 10½-in. Tall All Vinyl. Wt. 1 lb. . . Retail **3.98**
Cindy's Beautifully Sewn separate outfits. (Dolls not incl.)
(C) 21-44582-199 Satin Bridal gown, tiered with metallic threaded net. Net veil. Taffeta panties, high heel shoes. Wt. 1 lb. . **2.98**
(D) 21-44590-99 Trumpet sheath dress with flaring hem, adorned with white neckline. Taffeta panties, high heel shoes. 1 lb. . **1.49**
(E) 21-44608-99 Party dress in plaid taffeta. Wide-puffed sleeves, velvet streamers. Taffeta pants, high-heel shoes. Wt. 1 lb. . **1.49**
(F) 21-44616-99 Taffeta formal with drifting, nylon net overskirt and stole. Embroidered bodice. Taffeta pants. Shoes. 1 lb. . **1.49**
(G) 21-44624-199 Southern Belle dress. Sculptured cotton with embroidered white pantaloons. Straw bonnet. High heel shoes. 1 lb **2.98**
(H) 21-44632-99 Smooth, velvet slacks teamed with button-front checked jacket. High heel shoes. Wt. 1 lb. **1.49**

(I) "CROWN PRINCESS". A real beauty with rooted, Saran hair and long-lashed, sleeping eyes. Beautifully formed body has moving arms and legs . . . turning waist. Wears pretty, black chemise, high heel plastic shoes. Wardrobe consists of floral print dress, raincoat, ribbon-tied nightie, daintily ruffled petticoat. Wt. 2 lbs.
21-43368-532 10½-in. Tall Vinyl Doll complete with wardrobe **7.98**

(K) "JACI". Precious little baby doll that's fully jointed and turns her head from side to side. Sweeping, silky lashes on moving eyes, rooted hair. Wears romper-type bathing suit, sun bonnet, slippers. Her wardrobe includes: two-tone dress, plaid coat and hat, lace edged panties, terry robe, sun glasses . . . ballerina outfit of leotard, skirt, stockings, slippers . . . plus socks, vinyl shoes.
21-43576-665 11-in. Tall. All Vinyl. Wt. 3 lbs. . . Retail **9.98**

(L) "GIGI" and CAROUSEL WARDROBE. 3-section, transparent plastic with revolving center. One section contains "Gigi", dressed in fancy negligee, panties, gold slippers. Another has 3 dresses on hangers. The next contains shelf with hats, middle drawers with accessories for dresses, bottom for shoes, boots. Included are comb, brush, mirror, curlers, sun glasses, panties, crinoline, etc. 4 lbs
21-43717-665 8-in. Walking Doll. Vinyl head. Rooted hair **9.98**

(M) "GINGER". Walking Doll with vinyl head, rooted hair, moving eyes with heavenly lashes. Cardboard trunk contains: lace trimmed dress, matching panties, straw hat. Raincoat, boots. 2 Hangers.
21-43543-332 8-in. Doll. Trunk with hat box. Wt. 2 lbs. . . **4.98**

(N) "GIGI" with WARDROBE. Walking doll with rooted hair, vinyl head. Wears cotton print trimmed with velvet and lace. Natural straw hat has ribbon and flower. Socks, shoes. Costumes: Black and white gibson dress with belt, sailor straw, pants, socks, shoes . . . checked jacket, blue jeans, straw hat, sun glasses, shoes, socks
21-43725-265 8-in. Tall Doll, Wardrobe. Wt. 1 lb. Retail **3.98**

(P) "PAM" with 4 OUTFITS. She walks. Her knees and elbows are jointed. Silken-lashed, sleeping eyes. Saran hair on moving head. Has on lace-prettied panties, socks, shoes. Included are white majorette costume with gold ruching, felt hat with red feather, high top leatherette shoes, baton . . . polka dot waffle pique dress adorned with ruching, green velvet belt, red straw hat . . . red horse-seal hooded raincoat . . . navy pique slacks, white cotton shirt.
21-43626-397 8-in. Doll With 4 outfits. Wt. 1 lb. **5.98**

NANCY ANN STORYBOOK DOLLS. 8-in. tall cuties with Saran hair. Jointed arms, legs, moving head . . . in *fairy* tale costumes.

(R) LITTLE BO PEEP. In white floral dress with wide-spinning blue pastel overskirt. Lace etched white pantaloons. Pink hat.
21-43808-132 Doll and outfit. Wt. 1 lb. . . . . Retail **1.98**

(S) CURLY LOCKS. Wears enchanting blue and pink print dress with pink chintz apron . . . and petticoat of pretty lace.
21-43816-132 Doll and outfit. Wt. 1 lb . . . . . Retail **1.98**

(T) CINDERELLA. In full skirted gold embossed pink sheer nylon dress with gold trim . . . over pink petticoat. Gold crown.
21-43824-132 Doll and outfit. Wt. 1 lb. . . . . Retail **1.98**

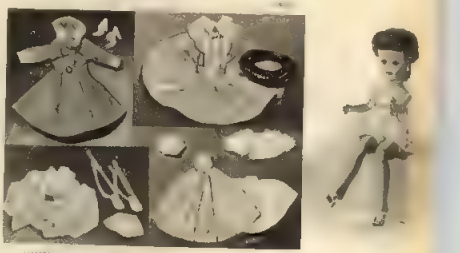
(U) BEAUTY. Dressed in whispering blue pastel taffeta frosted with pink lace . . underneath a pink petticoat. Pink headband.
21-43832-132 Doll and outfit. Wt. 1 lb . . . . . Retail **1.98**

(V) QUEEN of HEARTS. Red taffeta dress. White apron with red heart print. Red petticoat has white lace trim. Gold crown.
21-43840-132 Doll and outfit. Wt. 1 lb. . . . . Retail **1.98**

(W) PRETTY MAID. Sheer yellow nylon dress, lace trim. Yellow and lavender floral petticoat, pantaloons. Lavender hat.
21-43857-132 Doll and outfit. Wt. 1 lb . . . . . Retail **1.98**

"JONIE" and OUTFITS. Walking doll, combable dyed-in-sleeping eyes. Wears lace trimmed negligee and chemise. Has shoes, socks. Outfits Shi-suited fur trimmed felt coat, hat. Jumpsuit outfit, Brownie outfit with hat, belt, shoes. Bride's outfit with veil, panties, bouquet, cotton print dress.
21-43786-332 8-in. Tall. High-impact acetate. Wt. 2 lbs Retail **4.98**

HORSMAN'S "PEGGY PETITE". Rooted hair, turning head, sleeping eyes, jointed arms and legs. Socks, vinyl shoes. Wears striped dress, velvet bodice. Red velvet skating outfit, skates; dress nightie negligee in trunk.
21-43675-332 8-in. all vinyl doll 9x4½x4½-in. paper trunk. 1 lb. **4.98**



"MISS JOAN". Walking doll has bending knees, vinyl head, rooted hair.
21-43774-199 12-in. Tall Doll only. Outfits below. Wt. 1 lb. **2.98**
21-44665-132 Fitted coat with satin collar, jewel button. 1 lb **1.98**
21-44673-132 Polished cotton dress with fancy blouse. Wt. 1 lb. . . . **1.98**
21-44681-132 Complete Ballerina Outfit with Slippers. Wt. 1 lb. . . . **1.98**
21-44699-199 Crystal gold strapless gown, imitation fur cape. 1 lb. . **2.98**

(A) BUNK BEDS. Can be separated. 13¼x6¾x10¼ inches high.
21-45597-265 11-in or smaller dolls. Hardwood construction. 1 lb. . . **2.98**
(B) 21-43605-199 Miniature Hardwood table, 2 chairs. Ext. leaf. 1 lb. . . . **2.98**
(C) HARDWOOD WARDROBE. Clothes rod, accessory shelf.
21-45613-233 10-5/16" high, 6⅛" wide. Wt. 1 lb **3.49**

DURING SHOW WEEK
SUITE 1136-1137,
HOTEL NEW YORKER

unbreakable, interchangeable

MULTIPLE TOYS

for the imagination . .

MULTIPLE PRODUCTS CORP., *New Showrooms:* 200 FIFTH AVE. *Room 409,* NEW YORK 11, N. Y.

IMAGINATION FOR SALE...

MISSILE CORPS #1301

A [illegible] dramatic set that [illegible] de action game [illegible] [illegible] and rocket launchers, helicopter [illegible] that fires jeep, [illegible] guns, hospital and [illegible] sandbag and barbed wire fences, roads of [illegible] and accessories, etc.

[illegible] set [illegible] 12 lbs
Retails for $2.98

DURING SHOW WEEK
SUITE 1136-1137
HOTEL NEW YORKER
and
NEW SHOWROOMS
SUITE 409
200 FIFTH AVE

unbreakable interchangeable

MULTIPLE TOYS

for the imagination

Play-Tested Fun-Packed Wheel Toys

Safe, Well-Designed Toys Provide Hours of Healthful Exercise

A REMPEL "LIFE-LIKE" BEAUTY

• **Colorful all-latex pony takes rugged play**
• **Rigid steel frame with four strong springs**

Young buckaroos can ride to their heart's content on this extra large bucking bronco. Pony of finely detailed pure natural latex rubber—realistic, even to the touch—protected with lustrous finish. It's durable and washable—can't crack, chip, or peel. Pony is securely bolted to safety-tested tubular steel frame with long-lasting enamel finish. Rubber-cushioned, reinforced steel saddle, plastic rein and foot rests. Non-slip rubber foot hold frame steady as child rides. Four chrome-plated springs provide safe bucking action. Overall size 42 x 20 x 33 in. high. Saddle height 26 in.

80-0276 W 1295—Wt. 25 lbs. . . . Retail **$29.95**

B REMPEL NEW RACING SULKY

• **New, novel—a thrill to drive, a joy to own**
• **Direct chain drive—ball-bearing operation**

Action-packed, fun-filled racer delights all youngsters. Life-like pony molded of soft, pliable lasely detailed latex rubber—bright, realistic coloring—washable, can't crack, chip, or peel. Driver guides pony with plastic reins attached to a steering bar—pony tosses his head to right or left in response to driver's touch. Easy-pedaling chain drive metal chain guard. Full ball-bearing wheels with puncture-proof semi-pneumatic tires, 12-in. rear, 1¼-in. tire, 6-in. front ½-in. tire. Heavy gauge ¾-in. baked enamel steel frame. Adjustable air-cushioned rubber seat. Easy-to-reach foot pedals. 50 x 23 x 27 in. high.

80-0433 W 3965—Wt. 30 lbs.*. Retail **$59.95**

C MURRAY CHAIN-DRIVE TRACTOR

• **Ball-bearings for smooth rides, easy turns**
• **Realistic-looking—tractor tread rear tires**

Just like a real tractor! Motor-tone "gear shift." Ball-bearing chain-drive mechanism—enclosed roller type chain. 8-in. ball-bearing front wheel, 10-in. ball-bearing rear wheels. 1¾-in. semi-pneumatic tires, rear with tractor treads. Adjustable steel spring-type seat. Heavy-gauge steel—bright red and white enamel finish. 38½ x 22 x 27½ in. high.

80-1506 W 1785—Wt. 39 lbs.*. . Retail **$26.95**

C MURRAY DUMP-TRAC TRAILER

• **Attaches to (C)—carries passenger, load**
• **Tractor is twice the fun with Dump-Trac**

Carries passenger plus load—dump box operates from seat. Attaches easily to tractor (C). 6-in. double-disc ball-bearing wheels—1¾-in. rubber tires. Heavy-gauge steel construction with red and white enamel finish. 33 x 15½ in.

80-2124 W 650—Shpg. wt. 17 lbs. Retail **$9.95**

E MURRAY CHAIN DRIVE RANCHARO

• **Modern styling—full ball-bearing**
• **Chain drive mechanism—operating spotlight**

Realistic spotlight powered by two size-C batteries (not included). Bright plated hub caps and radiator ornament. Realistic motor tone gear shift. Easy pedaling ball-bearing chain-drive mechanism. Ball-bearing double-disc 8-in. wheels—7/8-in. solid rubber tires. Heavy-gauge steel construction—golden metallic finish, red, white trim. 38 x 17 in. wide.

80-0482 W 1695—Wt. 32 lbs.*. Retail **$24.95**

G MURRAY RANCH WAGON

• **Up-to-the-minute station wagon design!**
• **Improved steering for small-circle turns**

Back section can hold passenger or carry load. Ball-bearing pedal drive. 8-in. full ball-bearing wheels, 1-in. solid rubber tires. Turns easily. Bright plated radiator ornament and hub caps, fabric-type seat pad. Heavy-gauge steel with baked enamel finish: sandstone white with bronzed panels. 47 x 17 in. wide.

80-1514 W 1595—Wt. 37 lbs.*. Retail **$23.95**

H MURRAY TWO TONE FIRE TRUCK

• **Rear deck or seat—carries extra passenger**
• **Has spotlight, wooden ladders, fire bell**

Full ball-bearing pedal drive mechanism. 8 in. double-disc ball-bearing wheels with 1-in. solid rubber tires. Includes two varnished ladders, plated fire bell, and red spotlight (operates on two size-C batteries—not included). Heavy-gauge steel construction. Tubular steel handrails. Red baked enamel finish with white trim. 47 in. long, 17 in. wide.

80-0680 W 1695—Wt. 37 lbs.*. Retail **$24.95**

As above, but red and white body, no light.

80-1522 W 1595—Wt. 37 lbs.*. . Retail **$23.95**

J GARTON CHAIN-DRIVE KIDILLAC

• **It's truly the Cadillac of kiddie autos!**
• **Electric headlights, horn -dash controls**

Easily operated chain drive with full ball-bearing pedal cranks and rear axle supports. 8-in. disc wheels, nylon bearings large 1¼-in. semi-pneumatic rubber tires. Electric headlights, horn —controls on dashboard (order battery below). Plated aerial, rear view mirror, hub caps. Removable spare wheel and tire. 1-piece heavy-gauge steel body, gold and white finish. 45 x 20 in.

80-1761 W 2695—Wt. 49 lbs.*. . Retail **$39.95**
85-1221 A 79—Lantern battery. 1½ lbs. **$1.19**

K AMF CHAIN-DRIVE TRACTOR

• **Super-tone noise maker actually "shifts"**
• **Spring seat, tractor-tread rear tires**

Enclosed bicycle-type chain-drive with ball-bearing construction. 7½-in. front wheel, 9¾-in. rear wheels—heavy duty 1¼-in. semi-pneumatic tires and fenders. Rear wheels have tractor-tread tires. Adjustable, spring-mounted seat. Trailer hitch. Heavy-gauge steel construction takes hard play. Red baked enamel finish, white trim. 39 x 21 x 28 in. high.

80-1548 W 1450—Wt. 35 lbs.*. . Retail **$21.95**

L BALL-BEARING COASTER WAGON

• **Good looking, easy-rolling, long-lasting**
• **Handy size—so many uses for work or play**

Use it for play, delivery routes, garden work, shopping! Ball-bearing 10-in. disc wheels, 1¾-in. semi-pneumatic rubber tractor-tread tires. Heavy stamped channel-steel undergear. Body is stamped and drawn from one-piece cold-rolled steel—rounded edges for safety. Red finish. 35 x 16½ x 4½ in. body.

80-2975 W 825—Wt. 34 lbs. . . . Retail **$13.95**

As above but 30 x 13½ x 3½" body, 7" wheels.

80-2207 W 575—Wt. 18 lbs. . . . . Retail **$8.50**

M MURRAY SUPER DELUXE TRICYCLE

• **Golden Zephyr—tubular steel twin-Z frame**
• **Spring-type, chrome-plated package carrier**

Multispoke, full ball-bearing wheels -1¾ in semi-pneumatic tires. Forward-thrust truss rods. Double block vinyl pedals. ¾-in. adjustable chrome-plated delta-wing handlebar. Plastic grips, knuckle guards with multi-colored streamers. Package carrier. Wide heavy-gauge steel seat safety platform. Red vinyl saddle, chrome springs and crosbrail. Heavy-gauge steel in flamboyant golden baked enamel finish white trim. Wts. 24, 27 lbs.

80-1393 W 1395—12" front, 8" rea. **$20.95**
80-2066 W 1550—16" front, 10" rear. **$22.95**

N MURRAY DELUXE TRICYCLE

• **T-type frame of heavy-gauge tubular steel**
• **Chromed handlebar—red grips and guards**

Full ball-bearing wheels with deluxe spokes and 1¾-in. semi-pneumatic tires. Double-block red and white vinyl pedals. Adjustable chrome-plated ¾ in. handlebar with red plastic grips multi-colored streamers. Chromed truss rods new forward-thrust wheel guards. Adjustable vinyl saddle with chromed springs. Heavy gauge steel frame—flamboyant turquoise baked enamel finish. Wts.: 22, 23, 27 lbs.

80-0480 W 1095—10" front, 8" rear. . . .**$16.50**
80-0508 W 1195—12" front, 8" rear. . . .**$17.95**
80-0516 W 1350—16" front, 10" rear. . .**$19.50**

P MURRAY CUSTOM TRICYCLE

• **Tubular T-type heavy-gauge steel frame**
• **Flamboyant red finish with white trim**

With 1¾-in. semi-pneumatic puncture-proof tires. Full ball-bearing front wheel. Double block vinyl pedals. Chrome-plated ¾-in. adjustable handlebar—delta-wing type. Adjustable metal saddle. Plastic grips, multi-colored streamers. White enamel truss rods. Heavy-gauge steel frame with baked enamel finish. Wts.: 19, 21, 25, 29 lbs.

80-0441 W 850—10" front, 8" rear. **$12.95**
80-0458 W 950—12" front, 8" rear. **$13.95**
80-0466 W 1050—16" front, 10" rear. . .**$15.95**
80-0474 W 1195—20" front, 12" rear . .**$17.95**

HOW TO ORDER TRICYCLES

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.	Front Wheel Size Range
10 inch	14½ to 17 in
12 inch	17½ to 19 in
16 inch	19½ to 21 in
20 inch	21½ to 23 in

MURRAY CHAIN-DRIVE POLICE PATROL CYCLE

For junior G-Men! 15-in. "radar" antenna—police siren, red-lens spotlight operates on two size-C batteries (not included). Real storage compartment under seat. 360° turning. Full ball-bearing chain-drive mechanism—ball-bearing rear axle supports, enclosed chain, ⅜-in. enameled handlebar—plastic grips and streamers. Embossed grille, tank, and snapdown storage compartment door. Ball-bearing 8-in. double-disc wheels. 1¾-in. semi-pneumatic front tire, 1½-in. rear tires. Heavy-gauge steel—royal blue, red and white trim. 36 x 22 x 20 in. high.

80-2918 W 1695—Shpg. wt. 38 lbs.*. Retail **$28.50**

GARTON CHAIN-DRIVE SPEEDSTER

Youngster simply pulls handle back and forth for a fun-filled ride! A real muscle-builder—a positive aid to good coordination. Ball-bearing chain drive, enclosed for safety. Ball-bearing connecting rod, drive shaft, rear axle supports. 8-in ball-bearing front wheels. Large 12-in rear wheels for greater speed—1¼-in. semi-pneumatic tires. One-piece heavy-gauge steel construction, large adjustable seat. One-piece steel footrest is welded to front axle for safe, sure turns. Fifth wheel adds to turning ease. Overall size 35 x 21 x 23 in.

80-1787 W 1450—Shpg wt. 35 lbs.*. Retail **$21.95**

REMPEL "LIFE-LIKE" PONY ON WHEELS

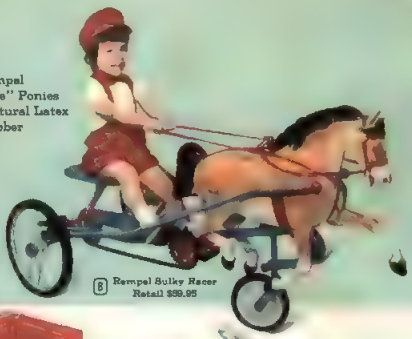
Adds new thrills, charm to tricycling! Accurately detailed, realistically decorated pony—made of soft pliable natural latex that's durable and washable too—can't chip or crack. Provides countless hours of fun and healthful exercise. Special clamps hold body securely to frame—designed to last and last, take rugged use. Well balanced safety-tested steel tubing frame with sturdy baked-enamel finish. Contoured handlebars with plastic grips. 10-in. front wheel, 7-in rear wheels. 1½-in. semi-pneumatic tires are puncture proof. 30¼ in. long.

80-0102 W 1995—Shpg. wt. 22 lbs. . . . **$25.95**

* Not notionable—pay shipping charges on delivery—see page 705

Rempel
"Life Like" Ponies
of Pure Natural Latex
Rubber

A Rempel Bucking Pony
Retail $29.95



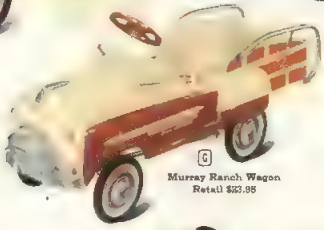
B Rempel Sulky Racer
Retail $39.95

C Murray Chain-Drive Tractor
Retail $26.95

D Murray Dump-Trac Trailer
Retail $9.95

E Murray Streamlined Rancharo Chain Drive
Retail $24.95

MURRAY



G Murray Ranch Wagon
Retail $33.95

H Murray Fire Truck
Retail $24.95

J Garton Deluxe Kidillac Chain Drive
Retail $38.95

K AMF Chain-Drive Tractor
Retail $21.95

L Ball-Bearing Coaster Wagon
Retail $13.95

M Murray Super Deluxe Tricycle
Retail $20.95 to $22.95

N Murray Deluxe Tricycle
Retail $16.50 to $19.50

P Murray Custom Tricycle
Retail $12.95 to $17.95

Another Sensational Revolution

DELIVERED FREIGHT

Owens, the first "big name" in Fiberglas "14"s and "16"s

Here are *quality* and *value* never before obtainable in this newest boat-building material. One-piece, friction-free HRV hull, with strength for speed, safety, smooth behavior in rough water . . . non-tripping chine for safe turns at top speed . . . hull bonded to one-piece deck . . . weather-proof colors molded-in . . . Styrofoam flotation . . . deluxe upholstered seats . . . finger-touch steering . . . most wanted features included as standard equipment. From only **$895*** (for the "14", pictured above).

"16" DELUXE RUNABOUT. Rakish sports-car design . . . raised mahogany foredeck, wraparound windshield, saucy sea-flight fins and matchless ease of handling. Deluxe Outboard, only **$1395** . . . Deluxe Inboard, 66 h.p., **$2495***.

POPULAR "16" SUPER. Real runabout features at little more than a "rowboat" price! Raised foredeck, wide beam, flaring sides and high freeboard offer styling, safety and performance only Owens can deliver for only **$595***.

**Delivered U.S.A., through Owens dealers only. Outboard motors, state and local taxes, extra.*

DEALERS: Your territory may be open for this valuable Speedship franchise. Why not write or phone at once?

in SMALL BOAT HISTORY!

FREE...NOT F. O. B.!

...only from OWENS!

In Takoma or Tampa, Owens' price is a *delivered* price—thanks to another revolutionary "first" from the company that has so often pioneered new ways to bring you *more boat for less money!*

There's no razzle-dazzle, no "packing", no variations from city to city in Speedship prices. You know what you're getting is a standard, *complete* boat and you know what you're paying is a standard, *advertised* price. Add it up—and you know what you've bought is

the BIGGEST VALUE in the SMALL BOAT field!

The way Owens sees it—there's no reason why a man buying a smaller boat shouldn't expect and *get* real BIG-boat value for his dollar. That's why, although Owens offers many sizes and many types of boat, *Owens makes only one standard of quality!* Built as they are with the same craftsmanship that has long distinguished Owens Flagships, these "14", "16" and "19" Speedships are "small boats" in hull-length only. In materials, in design, in features, they have *everything* Owens lavishes on its famous big boats. Is it any wonder they represent the biggest dollar-value in small boats today?

Shop and compare before you invest . . . we're confident that, the more you look at the others, the more you'll *see* in an Owens!

BIG "19" RUNABOUTS. The utmost in roomy, fast, seaworthy runabouts, with mahogany framed, Owens yacht-type hull. Outboard, **$1385** . Inboard, 100 h.p., **$2875** . . . Inboard Deluxe, with 200 h.p. Flagship V-8, **$3595***.

"19" OUTBOARD EXPRESS CRUISER. The most compact full-size, fully enclosed outboard cruiser ever designed! Complete with molded Fiberglas hardtop, foam rubber bunks for 2, marine toilet and ice chest. Only **$1995***.

OWENS SPEEDSHIPS®

Owens Yacht Co., Inc., Dept. MB
P.O. Box 4051, Baltimore 22, Md.

Please send me further illustrations and specifications of 1958 Owens Speedships.

NAME (please print)

STREET

CITY, ZONE, STATE

in SMALL BOAT HISTORY!

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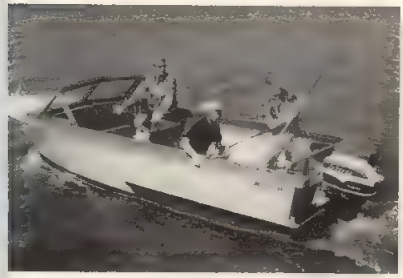

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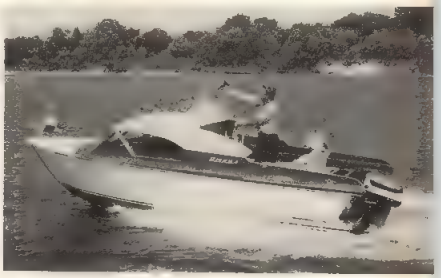

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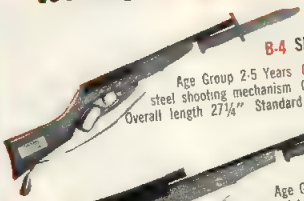
Y'ALL COME!

7½% Freight Allowance for 1958

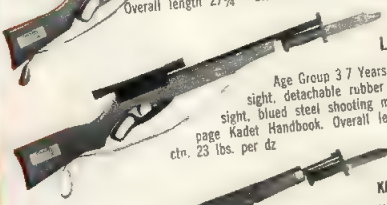
FOUR BEST SELLERS

covering all age groups and price ranges



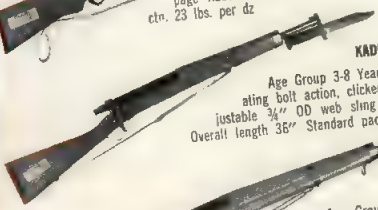
B-4 SMALL-FRY LEVER ACTION TRAINERIFLE

Age Group 2-5 Years. Cork shooting air rifle. Wood stock, metal barrel, blued steel shooting mechanism. OD web sling, detachable rubber bayonet, bag of corks. Overall length 27¼". Standard packing 1 dz to ctn. 14 lbs. per dz.



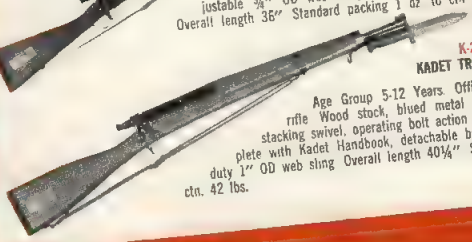
T-B-2-A LEVER ACTION TRAINERIFLE

Age Group 3-7 Years. Cork shooting air rifle with "telescopic" sight, detachable rubber bayonet. Wood stock, metal barrel and sight, blued steel shooting mechanism. OD web sling, corks and 28-page Kadet Handbook. Overall length 32¼". Standard packing 1 dz. to ctn. 23 lbs. per dz.



K-21 KADET BOLT ACTION TRAINERIFLE

Age Group 3-8 Years. Wood stock, blued metal parts. Operating bolt action, clicker trigger. Detachable rubber bayonet, adjustable ¾" OD web sling and 28-page Kadet Handbook included. Overall length 36". Standard packing 1 dz to ctn. 29 lbs. per dz.



K-23 KADET TRAINERIFLE

Age Group 5-12 Years. Official Kadets of America rifle. Wood stock, blued metal parts. Metal butt plate, stacking swivel, operating bolt action and clicker trigger. Complete with Kadet Handbook, detachable bayonet, adjustable heavy-duty 1" OD web sling. Overall length 40¼". Standard packing 1 dz to ctn. 42 lbs.

Room 629—Hotel New Yorker

PARRIS MANUFACTURING COMPANY

SAVANNAH, TENNESSEE

. . . and see us at the Toy Fair

We want to say hello to all our old friends and make many new ones

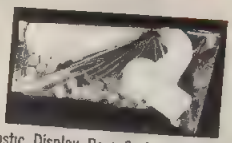
go KADET . . . and GROW!

Build better boys for America—Better sales for you! Support KADETS OF AMERICA—the boys' program that belongs to the Toy Industry!

NEW!

DELUXE KADET TARGET PISTOL

with Chrome Barrel—Leather Holster



In Plastic Display Bag: Cork-shooting target pistol. Complete with corks. 9" long. Standard packing 1 dz. to ctn. 10 lbs. per dz.

IDEAL DEPARTMENT STORE TEAM

Popular Kadet 23 Rifle and Kadet Helmet

Display the realistic K-23 Rifle—proven best seller coast to coast and the official Kadets of America training rifle with THE KADET HELMET of rugged white high impact plastic with web suspension, headband, chin strap Fully adjustable. Stand ard packing: individual corr. ctns. 16 lbs. per dz.

Display Them . . . Sell Them—Together!

DEALER:

Install a KADET SHOW WINDOW in your store to let the boys know you have the equipment they want. They'll come running!

. . . and see us at the Toy Fair

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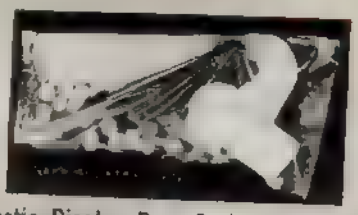
with Chrome Barrel—Leather Holster



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IDEAL DEPARTMENT STORE TEAM

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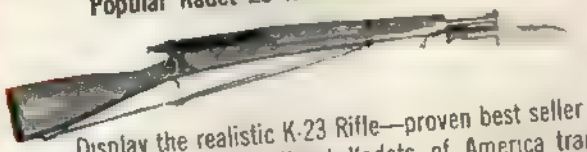

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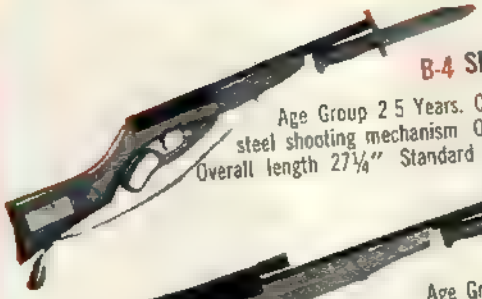
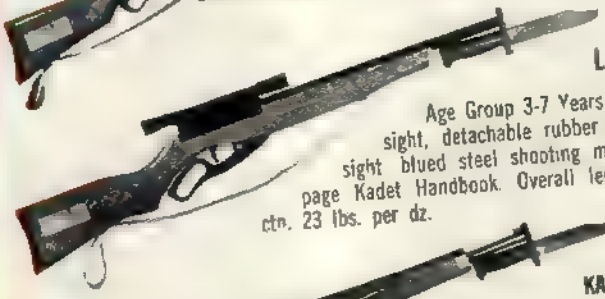
covering all age groups and price ranges



B-4 SMALL-FRY LEVER ACTION TRAINERIFLE

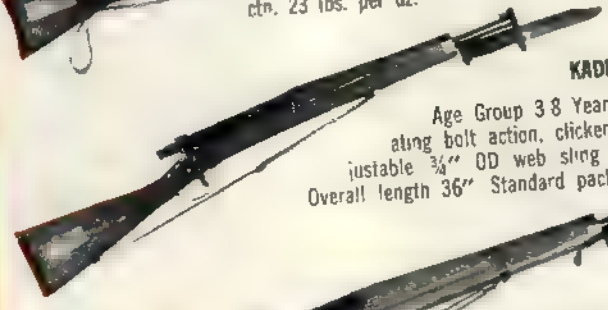
Age Group 2 5 Years. Cork-shooting air rifle Wood stock, metal barrel, blued steel shooting mechanism OD web sling, detachable rubber bayonet, bag of corks. Overall length 27¼" Standard packing 1 dz to ctn. 14 lbs. per dz.



T-B-2-A

LEVER ACTION TRAINERIFLE

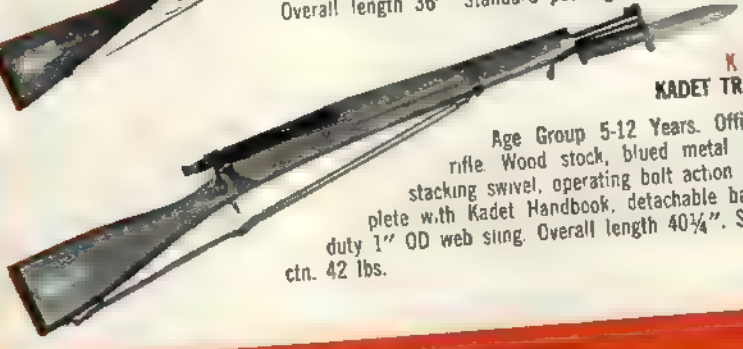
Age Group 3-7 Years Cork-shooting air rifle with "telescopic" sight, detachable rubber bayonet Wood stock, metal barrel and sight blued steel shooting mechanism OD web sling, corks and 28-page Kadet Handbook. Overall length 32¼" Standard packing 1 dz to ctn. 23 lbs. per dz.



K-21

KADET BOLT ACTION TRAINERIFLE

Age Group 3 8 Years. Wood stock, blued metal parts Operating bolt action, clicker trigger. Detachable rubber bayonet, adjustable ¾" OD web sling and 28-page Kadet Handbook included Overall length 36" Standard packing 1 dz. to ctn 29 lbs. per dz.



K 23

KADET TRAINERIFLE

Age Group 5-12 Years. Official Kadets of America rifle Wood stock, blued metal parts. Metal butt plate, stacking swivel, operating bolt action and clicker trigger Complete with Kadet Handbook, detachable bayonet, adjustable heavy-duty 1" OD web sling. Overall length 40¼". Standard packing 1 dz. to ctn. 42 lbs.

Room 629—Hotel New Yorker

PARRIS MANUFACTURING COMPANY

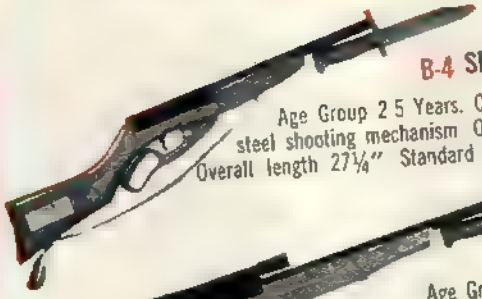
SAVANNAH, TENNESSEE

Y'ALL COME!

7½% Freight Allowance for 1958

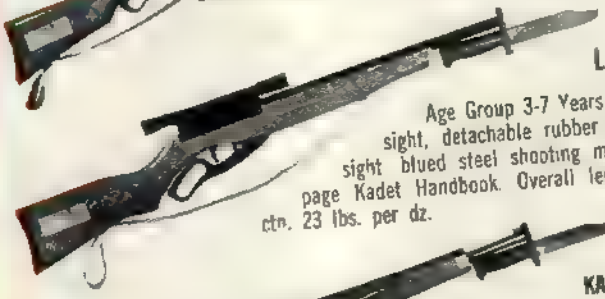
FOUR BEST SELLERS

covering all age groups and price ranges



B-4 SMALL-FRY LEVER ACTION TRAINERIFLE

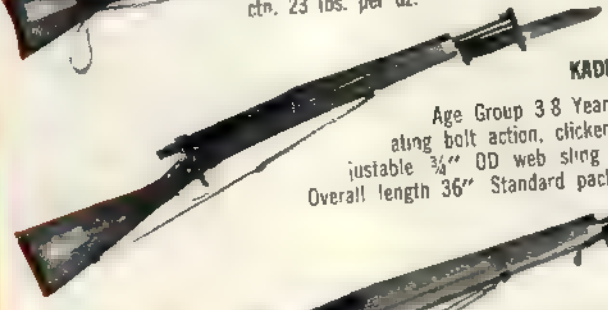
Age Group 2 5 Years. Cork-shooting air rifle Wood stock, metal barrel, blued steel shooting mechanism OD web sling, detachable rubber bayonet, bag of corks. Overall length 27¼" Standard packing 1 dz to ctn. 14 lbs. per dz.



T-B-2-A

LEVER ACTION TRAINERIFLE

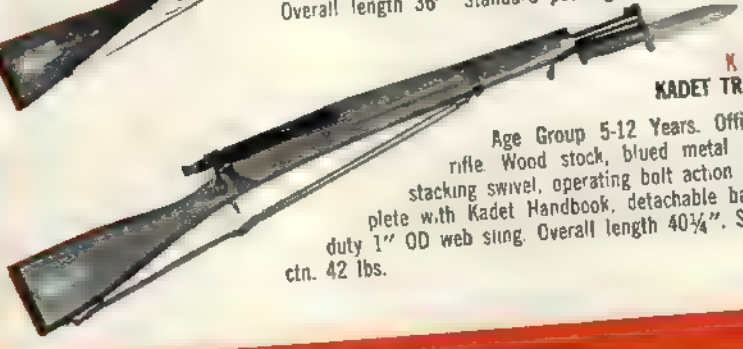
Age Group 3-7 Years Cork-shooting air rifle with "telescopic" sight, detachable rubber bayonet Wood stock, metal barrel and sight blued steel shooting mechanism OD web sling, corks and 28-page Kadet Handbook. Overall length 32¼" Standard packing 1 dz to ctn. 23 lbs. per dz.



K-21

KADET BOLT ACTION TRAINERIFLE

Age Group 3 8 Years. Wood stock, blued metal parts Operating bolt action, clicker trigger. Detachable rubber bayonet, adjustable ¾" OD web sling and 28-page Kadet Handbook included Overall length 36" Standard packing 1 dz. to ctn 29 lbs. per dz.



K 23

KADET TRAINERIFLE

Age Group 5-12 Years. Official Kadets of America rifle Wood stock, blued metal parts. Metal butt plate, stacking swivel, operating bolt action and clicker trigger Complete with Kadet Handbook, detachable bayonet, adjustable heavy-duty 1" OD web sling. Overall length 40¼". Standard packing 1 dz. to ctn. 42 lbs.

Room 629—Hotel New Yorker

PARRIS MANUFACTURING COMPANY

SAVANNAH, TENNESSEE

. . . and see us at the Toy Fair

We want to say hello to all our old friends and make many new ones

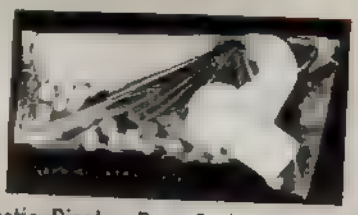
go KADET . . . and GROW!

Build better boys for America—Better sales for you! Support KADETS OF AMERICA—the boys' program that belongs to the Toy Industry!

NEW!

DELUXE KADET TARGET PISTOL

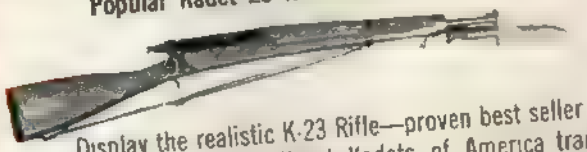
with Chrome Barrel—Leather Holster



In Plastic Display Bag: Cork-shooting target pistol Complete with corks. 9" long. Standard packing 1 dz. to ctn. 10 lbs. per dz.

IDEAL DEPARTMENT STORE TEAM

Popular Kadet 23 Rifle and Kadet Helmet



Display the realistic K-23 Rifle—proven best seller coast-to coast and the official Kadets of America training rifle with THE KADET HELMET of rugged white high-impact plastic with web suspension, headband, chin strap Fully adjustable. Standard packing: individual corr. ctns 16 lbs. per dz.

Display Them . . . Sell Them—Together!

DEALER

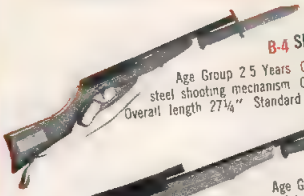
Install a KADET SHOW WINDOW in your store to let the boys know you have the equipment they want. They'll come running!

Y'ALL COME!

7½% Freight Allowance for 1958

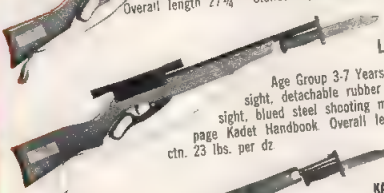
FOUR BEST SELLERS

covering all age groups and price ranges



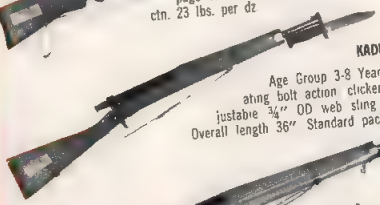
B-4 SMALL-FRY LEVER ACTION TRAINERIFLE

Age Group 2-5 Years. Cork-shooting air rifle. Wood stock, metal barrel, blued steel shooting mechanism. OD web sling, detachable rubber bayonet, bag of corks. Overall length 27¼". Standard packing 1 dz. to ctn. 14 lbs. per dz.



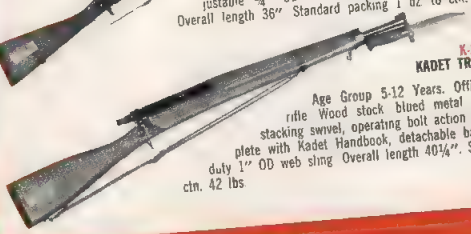
T-B-2-A LEVER ACTION TRAINERIFLE

Age Group 3-7 Years. Cork-shooting air rifle with "telescopic" sight, detachable rubber bayonet. Wood stock, metal barrel and sight, blued steel shooting mechanism. OD web sling, corks and 28-page Kadet Handbook. Overall length 32¼". Standard packing 1 dz. to ctn. 23 lbs. per dz.



K-21 KADET BOLT ACTION TRAINERIFLE

Age Group 3-8 Years. Wood stock, blued metal parts. Operating bolt action clicker trigger. Detachable rubber bayonet, adjustable ¾" OD web sling and 28-page Kadet Handbook included. Overall length 36" Standard packing 1 dz. to ctn. 29 lbs. per dz.



K-23 KADET TRAINERIFLE

Age Group 5-12 Years. Official Kadets of America rifle. Wood stock blued metal parts. Metal butt plate, stacking swivel, operating bolt action and clicker trigger. Complete with Kadet Handbook, detachable bayonet, adjustable heavy-duty 1" OD web sling. Overall length 40¼". Standard packing 1 dz. to ctn. 42 lbs.

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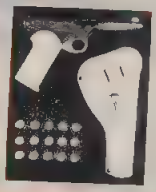
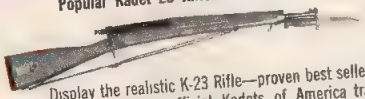
with Chrome Barrel—Leather Holster



In Plastic Display Bag: Cork-shooting target pistol. Complete with corks. 9" long. Standard packing 1 dz. to ctn. 10 lbs. per dz.

IDEAL DEPARTMENT STORE TEAM

Popular Kadet 23 Rifle and Kadet Helmet



Display the realistic K-23 Rifle—proven best seller coast-to-coast and the official Kadets of America training rifle with THE KADET HELMET of rugged white high-impact plastic with web suspension, headband, chin strap Fully adjustable. Standard packing: individual corr ctns. 16 lbs. per dz.

Display Them . . . Sell Them—Together!

BE DEALER:

Install a KADET SHOW WINDOW in your store to let the boys know you have the equipment they want. They'll come running!

How Mal jumped doll sales 50%

While in direct competition with discounters, and without increasing his advertising budget, this retailer realized his potential with open displays.

FIVE years ago Mal's Toy & Baby Shoppe, Pawtucket, R. I., set out to build a bigger doll business. The effort paid off so well that two years later it enlarged the department, added new merchandise lines, and widened the price range

Backed by a substantial advertising and promotional budget, dolls has developed into the large volume class, and the store is known for miles around for its large stock of nationally advertised brands of dolls.

While Mr. and Mrs. Abraham M. Mal had promoted and advertised dolls aggressively, they had scarcely touched the potential to be derived from open department displays. Boxed dolls had been piled on the shelves and, while customers generally knew these boxes contained dolls, there was none of the impact of large open display.

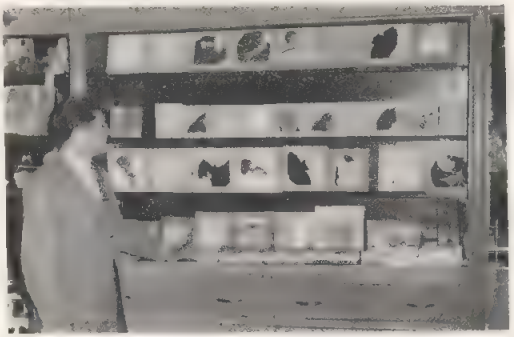
This problem was solved early in 1957 when Mal removed the dolls from the boxes, stood them on the shelves, and made 75 linear feet of solid wall display

The result? Doll sales increased 50%, without benefit of any extra advertising, and despite local discount competition. Doll sales for 1957 were in the $20,000-$25,000 bracket.

Displays are in glass-enclosed cases, divided into five separate categories—8-inch, 10½-inch, drink and wet, promotional dolls ranging in price from $2.28 to $9.78, and better dolls priced from $10 to $30. Largest shelf space is given to the first two categories.

"These sectionalized displays," says Mal, "have accomplished several results. They have brought the merchandise out to the people, providing open displays that are visible from all parts of the 6000 square feet of selling space in the store. They have made people realize the extensiveness of our doll stock, and they have helped us to do a much better selling job.

"In actual selling we first find out what type of doll the customer wants. From then on we concentrate our selling on that category. This concentration affects both the salesperson and the customer; the salesperson can make effective comparisons and prove quality; the customer is not distracted by other types or price levels.



OWNER Abraham M. Mal of Mal's Toy & Baby Shoppe, Pawtucket, R.I., checks clothes sets on display in section devoted to this kind of merchandise.

Good dolls need good selling

"Our experience during the past two or three years, and particularly during the past year, is that people want the better quality and higher priced dolls. But it requires a good selling job to sell better grade."

All dolls are displayed behind glass to prevent damage and soilage due to unsupervised handling by customers and children. Selling is done by trained personnel.

Dolls now are completely departmentized with their own cash register, their own buyer and manager, and their own sales staff. Henceforth Mrs. Mal will devote her entire time to buying dolls and managing this department. Specially trained salespersons will be assigned permanently to this department.

"We are departmentizing dolls completely," says Mal, "so that we will be in a position to develop this department to its full potential. We like the doll business; it is a well accepted and large volume business. We believe we can best build this to larger volume by making it a completely separate department."

Mal's features nationally advertised brands. Brand names are listed in every newspaper ad under the heading "We carry all the nationally advertised brands."

Dolls are advertised throughout the year with weekly ads, and twice-a-week ads from September to January. Dolls are given top billing in each newspaper ad.

Copy ranges from one quarter to two-thirds page ads in the Providence, Pawtucket and Attleboro newspapers, which give complete coverage of the

DOLL DISPLAY, a 10-foot section devoted to teenage and large size dolls, is easily seen because of the addition of a black background. Mrs. Mal, who serves as manager and buyer of the doll department, straightens out stock.

TWELVE-FOOT SECTION OF MINIATURE DOLLS AND ACCESSORIES GETS ONCEOVER FROM OWNER. ITEMS ARE STOCKED IN DEPTH

entire area served by this store.

In addition to newspaper advertising, dolls are featured in practically all of the store's numerous radio spots over two stations during the Christmas holiday season. Last year they were advertised also in three television commercials.

An unusually effective television series on dolls was staged for the six-weeks period before Christmas. The program was called Sunday Birthday Party, staged every Sunday at noon for half an hour. Master of ceremonies was a well known dancing teacher who put on a live act showing children dressed as dolls; the scene then switched at once to the showing of dolls dressed in that same way. For instance, she showed children dressed as brides, talked about them, then the scene switched to showing doll brides from Mal's.

This television program went over well. Within the first half hour of the first show, three persons telephoned Mal's store saying they had seen the program and asking for more information about the merchandise or the location of the store.

thrill the kids with any of these toys . . . illustrated on opposite page

(A) 16" PARK CYCLE—The perfect starter bike with removable steel disc balance wheels. Frame is of 1¼" heavy gauge steel tubing equipped with large 2" head, wheels are 16" heavy gauge multi-spoke ball bearing with 1¾" semi-pneumatic tires. Comfortable saddle seat, adjustable ¾" chrome plated handlebar with red plastic grips and knuckle guards. Removable double tube cross bar makes the bike suitable for either boys or girls. Red with white. Ship. wt. 38 lbs.
7928151960—Not mailable ..... **Retail $27.95**

(B) DELUXE CHAIN DRIVE TRACTOR—Heavy gauge steel throughout, with ball bearing chain drive mechanism that makes it perfect for use on lawns or gravel drives. Realistic motor-tone gear shift, adjustable all steel spring-type seat, ball bearing wheels 8" in front, 10" in back with 1¾" semi-pneumatic tires. Rear tires with tractor tread for added realism. Red with white; 38½x22x27½". Ship. wt. 39 lbs.
7924SB1910—Not mailable ..... **Retail $27.95**

(C) DUMP TRAC—To use separately or with a tractor! Body is of heavy gauge steel with 8" double disc ball bearing wheels, ⅞" solid rubber tires. Dump box is easily operated from seat with black fabric type pad. Red with white. 33"x15½". Wt. 17 lbs.
79247A682 ..... **Retail $9.95**

(D) DELUXE SPOKE FULL BALL BEARING VELOCIPEDES—A thrilling gift for boy or girl! Frame of 1¼" heavy gauge tabular steel has ¾" adjustable chrome plated handlebars, saddle seat with chrome springs. Easy-to-pedal ball bearing wheels with 1¾" semi-pneumatic tires front and rear. In striking red and white combination. Not mailable.

No.	Size	Ship. Wt.	Retail
7920481267	12"	23 lbs.	$18.95
7920581390	16"	27 lbs.	$19.95
7920681525	20"	32 lbs.	$21.95

(E) CHAMPION AUTO—Perfect sports car for the younger set. It's a sweeping 36" long, a roomy 17" wide! Ball bearing drive mechanism for ease of operation; 8" double disc wheels with ⅞" solid rubber tires for a smooth "ride"! Complete with brightly plated hood ornament, red seat pad. Blue and white body with aluminum enamel grille! Really flashy on the "open" road. Wt. 27 lbs.
7921281030—Not mailable ..... **Retail $14.95**

(F) FIRE CHIEF AUTO—Clang! Clang! goes the bell and the fire chief takes off to the blaze in his own flashing red car with safety glo trim and aluminum enameled grille. With ball bearing drive mechanism and ⅞" solid rubber tires to get him there fast, smooth! Whiteseat pad 36" long, 17" wide. Ship. wt. 27 lbs.
79372B1160—Not mailable ..... **Retail $16.95**

(G) FIRE TRUCK—The gift to thrill any would-be fire-fighter! A brilliant red truck with white safety-glo side panels, a bright plated bell that works, a real windshield, two tubular rails at the back to make riding safe for a second fireman and 2 varnished wooden ladders to use at the blaze! Full ball bearing drive mechanism, 8" ball bearing wheels, 1" solid rubber tires. 47" long, 17" wide. Superior construction throughout. Ship wt. 37 lbs.
79215B1760—Not mailable ..... **Retail $25.95**

(H) RANCH WAGON—There's room for the driver and a passenger in this spacious 47" long car . . . and thanks to the full ball bearing drive mechanism it's easy to operate even when loaded to capacity. 8" ball bearing wheels with 1" solid rubber tires, red plaid seat pad. Sand-tone body with metallic bronze panels, white trim; with bumper, windshield, hood ornament. Ship. wt. 37 lbs.
79214B1760—Not mailable ..... **Retail $25.95**

(J) STRUCTO RIDE-EM AIR FORCE JEEP—An authentic reproduction constructed of automotive steel in a durable blue finish. Rubber tired steel wheels, rubber bumper. Tail gate opens to roomy compartment for hauling. 25⅝" long, 11" wide, 14⅝" high.
77098A865—Ship. wt. 18 lbs. ..... **Retail $12.95**

(K) POLICE CYCLE—With a spotlight that flashes red from the power generated by two "C" type batteries, a realistic 16" high antenna, a rear door that opens. Ball bearing chain drive, a steering mechanism that allows for 360° turning. Sapphire blue baked enamel with white tank, aluminum enameled grille and door. 36" long, 20" high, 22" wide. 1¾" semi-pneumatic front tire. Ship. wt 38 lbs.
7930382140—Not mailable ..... **Retail $29.95**

(L) COUNTRY SQUIRE—Easy-to-operate full ball bearing car with a real automobile-type spotlight powered by "C" type batteries. Colorful turquoise baked finish with contrasting trim, 15" high antenna, red plaid seat pad, hinged rear trunk door. 1" solid rubber tires. 39 inches long, 17 inches wide. Ship. wt. 36 lbs. Less batteries.
7934481970 ..... **Retail $27.95**

(M) DELUXE FIRE CHIEF—Heavy gauge steel construction with full ball bearing drive mechanism. Hinged rear trunk door, real fire chief flasher, 15" antenna. Red with white; 39" long. Ship. wt 36 lbs.
7934581985—(Less batteries)—Not mailable . . . . . **Retail $28.95**

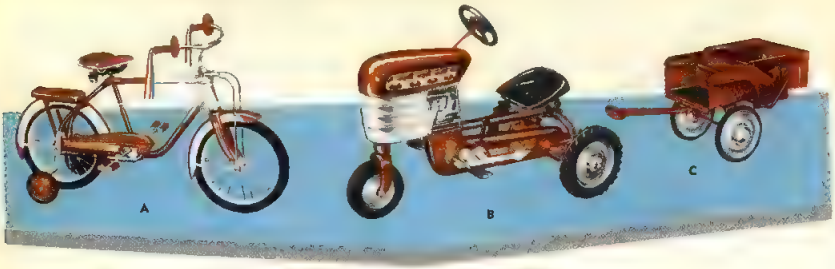
RI-DE-O—A lively charger for tykes from 1½ to 3½ years! Colorful spring horse with lithographing on head and seat, hooks onto strong lightweight tubular frame. Four heavy-duty plated springs give a safe bouncy action. Bell under seat rings as they ride. Stirrups, too! 31" overall, horsehead 23" high. Wt. 7 lbs. KD.
79042A463 ..... **Retail $6.95**

RADIO RANCHER WAGON—An all-purpose "convertible" with 4 removable steel panels in sparkling white. Body is a big 36"x17"x9" with rolled under flange for safety. Double disc wheels with 10"x 1.75" semi-pneumatic automobile type tires, "Congo" graphite lifetime bearings. Brilliant red baked enamel. Ship. wt. 38 lbs.
79359B1070—Not mailable ..... **Retail $15.95**

(A) DELUXE SCOOTER—Streamlined stamped one-piece frame and fork 41"x32" for rugged use. Spoke wheels 10" with 1¾" tractor-type semi-pneumatic tires. Ball bearing wheels, plastic hand grips, fender, nickel plated ball, brake, stand. Red baked enamel
792628600—Ship. wt. 18 lbs.—Not mailable ..... **Retail $8.95**

(B) RADIO LINE SCOOTER—Strong frame is 38" long, 34" high; has double disc wheels that have 8"x1.25" semi-pneumatic automobile style tires "Congo" graphite lifetime bearings, 13" tubular handle, plastic grips, parking stand, brake. Red finish.
7920E375—Ship. wt. 14 lbs. ..... **Retail $5.50**

choose Murray toys for healthful outdoor fun!



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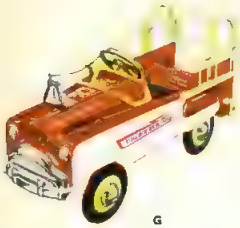
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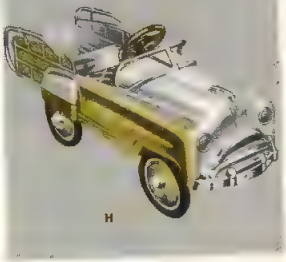
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822B

ROCKET GUN AND 7 SOLDIERS

PACKED – 2 doz. to carton
WEIGHT – 12 lbs. F.O.B.
Retail Price – 98¢

PLASTIC TOY AND NOVELTY CORP.
BROOKLYN 36, NEW YORK

823B

ARMY DUMP TRUCK WITH 4 SOLDIERS

PACKED – 2 doz. to carton
WEIGHT – 12 lbs. F.O.B.
Retail Price – 98¢

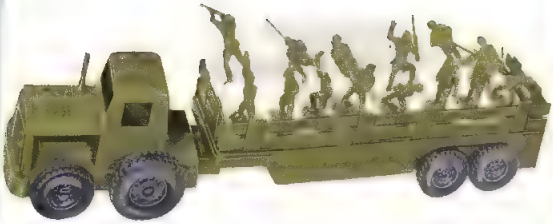
830B

DUMP AND SCOOP TRUCK

PACKED – 2 doz. to carton
WEIGHT – 11 lbs. F.O.B.
Retail Price – 98¢

PLASTIC TOY AND NOVELTY CORP.
BROOKLYN 36, NEW YORK

805B



ARMY RAILED TRAILER TRUCK WITH 14 SOLDIERS

PACKED – 1 doz. to carton
WEIGHT – 12 lbs. F.O.B
Retail Price – **$1.98**

dk
PLASTIC TOY AND NOVELTY CORP.
BROOKLYN 26, NEW YORK

807B

MAIL TRUCK

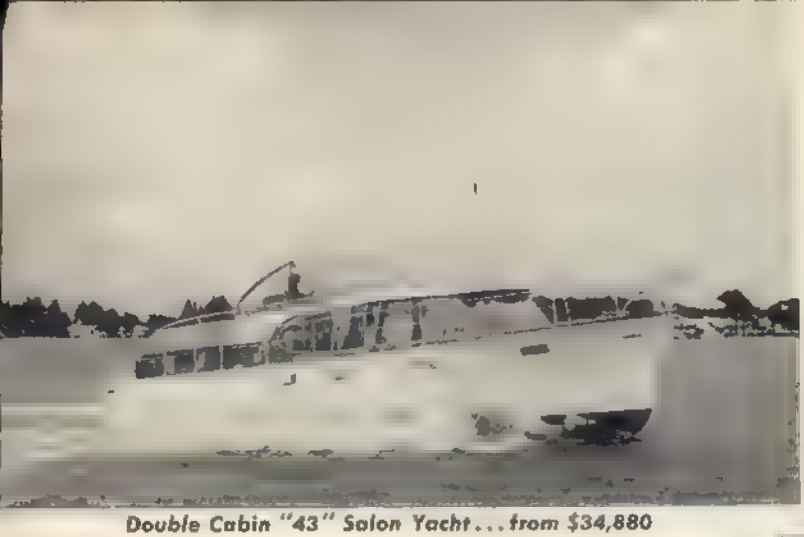
PACKED – 1 doz. to carton
WEIGHT – 12 lbs. F.O.B.
Retail Price – **$2.49**

dk
PLASTIC TOY AND NOVELTY CORP.
BROOKLYN 26, NEW YORK

Fun Fleet for

RICHARDSON

▶ From the majestic Richardson "43" Motor Yacht, Flagship of the Fun Fleet for '58, to the husky "27" Utility, every Richardson Cruiser is designed and built for your seagoing pleasure in comfort and security. This famous "43" Motor Yacht and the new Double Cabin "43" Salon Yacht bring a new concept of cruising value to pleasure boating. Their new Salon Deckhouses, with lounging and dining area and galley all on one level, plus new interior decor and furnishings, make these fine yachts the fashion leaders for cruising



Double Cabin "43" Salon Yacht . . . from $34,880

The new Richardson "40" Cruisers are available in three types, the Sedan which sleeps eight, the Express and the Custom Sport Cruiser, both of which sleep six. All "40" Cruisers have wide side decks protected by sturdy handrails. The Sedan has a large picture windowed deckhouse with a davenport which converts to a comfortable double bed. The trunk cabins of all "40" models sleep six and have complete cruising facilities. A stall shower is available as optional equipment. The "40" Custom Sport Cruiser has a fly bridge with dual controls, pilot seat on fly bridge, teak decks, high signal mast and a bow rail connected to the handrails. Cockpit has step down and low free board for ease in boating game fish. Hydraulic clutch controls and reduction drives with twin power– gasoline or Diesel— are standard equipment. Power selections range from 155 to 225 HP each.

"40" Sedan Cruiser . . . from $25,275

"35" Sedan Cruiser from $18,155

The "35" Sedan and Express Cruisers for 1958 bring many big yacht features to craft of modest size. The Sedan sleeps six and the Express four. Both have wide side decks protected by handrails. The Sedan has a big, bright deckhouse plus a good open cockpit, and the Express has an exceptionally large, one level cockpit with room for several lounging or fishing chairs. The trunk cabins have every facility for extended cruising. Twin power, hydraulic clutch controls and reduction drives are standard. Power choices range from 125 to 155 HP each.

The flashy "30" Express and Sport Fisherman are the outstanding cruiser values of the year. Available with handrails along the wide side decks and with folding canvas top or hard top, these new cruisers have sleeping facilities for six in the Express and two or four in the Sport Fisherman. The big, airy trunk cabins have every facility for extended cruising. Twin power, reduction drives and hydraulic clutch controls are standard. Power options range from 95 to 155 HP each

"30" Sport Fisherman . . from $12,920

"27" Express Cruiser . . . from $8,765

RICHARDSON BOAT CO., INC.

Fifty-eight!

Cruisers of Tomorrow

fun. Sleeping facilities are provided for as many as ten in the Motor Yacht and eight in the Double Cabin. The Double Cabin "43" Salon Yacht has an entirely new master stateroom aft. It has more beauty and charm; more space, more livability. The wide walk-around flush decks of both models are protected by mahogany handrails to add to your cruising pleasure. Twin power – gasoline or Diesel, hydraulic clutch controls and reduction drives are standard equipment. Power options range from 165 to 275 HP each.

"43" Motor Yacht . . . from $36,770

"40" Express Cruiser . . . from $24,015

"40" Custom Sport Cruiser . . . from $28,790

"35" Express Cruiser . . . from $17,265

"30" Express Cruiser . . . from $13,100

The "27" Utility is available as a seaworthy day cruiser or as a two sleeper with two permanent berths and toilet in the forepeak and a galley arrangement under the shelter top. ***The "27" Express*** sleeps four, has a dinette and two permanent berths forward, a complete galley and a toilet room with full headroom. Available with folding canvas or hard top. Single power is standard with reduction drive and hydraulic clutch control. Twin power is optional in the "27" Utility or Express.

See your Dependable Richardson Dealer or visit the Richardson Displays at the Boat Shows across the nation. N. Y. Boat Show January 17 - 26.

"27" Utility Cruiser . . . from $7,445

NORTH TONAWANDA, N. Y.

Fun Fleet for

RICHARDSON

▶ From the majestic Richardson "43" Motor Yacht, Flagship of the Fun Fleet for '58, to the husky "27" Utility, every Richardson Cruiser is designed and built for your seagoing pleasure in comfort and security. This famous "43" Motor Yacht and the new Double Cabin "43" Salon Yacht bring a new concept of cruising value to pleasure boating. Their new Salon Deckhouses, with lounging and dining area and galley all on one level, plus new interior decor and furnishings, make these fine yachts the fashion leaders for cruising

Double Cabin "43" Salon Yacht . . . from $34,880

The new Richardson "40" Cruisers are available in three types, the Sedan which sleeps eight, the Express and the Custom Sport Cruiser, both of which sleep six. All "40" Cruisers have wide side decks protected by sturdy handrails. The Sedan has a large picture windowed deckhouse with a davenport which converts to a comfortable double bed. The trunk cabins of all "40" models sleep six and have complete cruising facilities. A stall shower is available as optional equipment. The "40" Custom Sport Cruiser has a fly bridge with dual controls, pilot seat on fly bridge, teak decks, high signal mast and a bow rail connected to the handrails. Cockpit has step down and low free board for ease in boating game fish. Hydraulic clutch controls and reduction drives with twin power - gasoline or Diesel — are standard equipment. Power selections range from 155 to 225 HP each.

"40" Sedan Cruiser . . . from $25,275

"35" Sedan Cruiser from $18,155

The "35" Sedan and Express Cruisers for 1958 bring many big yacht features to craft of modest size. The Sedan sleeps six and the Express four. Both have wide side decks protected by handrails. The Sedan has a big, bright deckhouse plus a good open cockpit, and the Express has an exceptionally large, one level cockpit with room for several lounging or fishing chairs. The trunk cabins have every facility for extended cruising. Twin power, hydraulic clutch controls and reduction drives are standard. Power choices range from 125 to 155 HP each.

The flashy "30" Express and Sport Fisherman are the outstanding cruiser values of the year. Available with handrails along the wide side decks and with folding canvas top or hard top, these new cruisers have sleeping facilities for six in the Express and two or four in the Sport Fisherman. The big, airy trunk cabins have every facility for extended cruising. Twin power, reduction drives and hydraulic clutch controls are standard. Power options range from 95 to 155 HP each.

"30" Sport Fisherman from $12,920

"27" Express Cruiser . . . from $8,765

RICHARDSON BOAT CO., INC.

Fifty-eight!

Cruisers of Tomorrow

fun. Sleeping facilities are provided for as many as ten in the Motor Yacht and eight in the Double Cabin. The Double Cabin "43" Salon Yacht has an entirely new master stateroom aft. It has more beauty and charm; more space, more livability. The wide walk-around flush decks of both models are protected by mahogany handrails to add to your cruising pleasure. Twin power – gasoline or Diesel, hydraulic clutch controls and reduction drives are standard equipment. Power options range from 165 to 275 HP each.

"43" Motor Yacht . . . from $36,770

"40" Express Cruiser . . . from $24,015

"40" Custom Sport Cruiser . . . from $28,790

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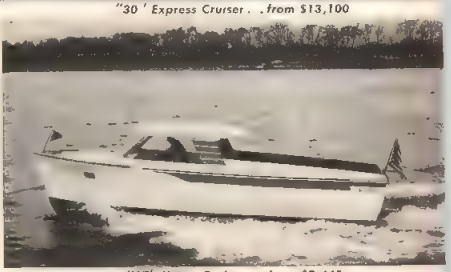
"30 ' Express Cruiser . . from $13,100

The "27" Utility is available as a seaworthy day cruiser or as a two sleeper with two permanent berths and toilet in the forepeak and a galley arrangement under the shelter top. ***The "27" Express*** sleeps four, has a dinette and two permanent berths forward, a complete galley and a toilet room with full headroom. Available with folding canvas or hard top. Single power is standard with reduction drive and hydraulic clutch control. Twin power is optional in the "27" Utility or Express.

See your Dependable Richardson Dealer or visit the Richardson Displays at the Boat Shows across the nation. N. Y. Boat Show January 17-26.



"27' Utility Cruiser from $7,445

NORTH TONAWANDA, N. Y.

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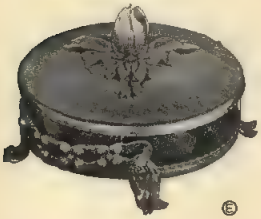

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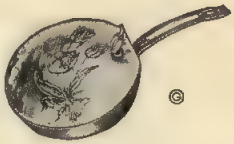

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Lovely Hand Wrought Aluminum

Ⓐ **Sugar, Creamer and Tray Set.** Smartly styled White opal glass sugar bowl with aluminum cover and White opal glass creamer on heavy gauge hand wrought aluminum. Tray size. 9x4½", sugar bowl 3x5¼", creamer 3x5" Ship. wt. 3 lbs

527A20-150.....RETAIL **$2.50**

Ⓑ **Coaster Set in Holder.** Eight 4" coasters of heavy gauge aluminum in handsome leaf design. Pierced handle holder. Gift boxed. Ship. wt. 2 lbs

527A47-235.....RETAIL **$3.75**

Ⓒ **Vacuum Ice Bucket.** Cover and container insulated with Corning Fibreglas. Size 8½x8½". Capacity 3½ qts. Ship. wt. 6 lbs.

527A37-798.....RETAIL **$12.00**

Ⓓ **Insulated Ice Bucket.** An essential and decorative accessory to simplify entertaining. Fibreglas insulation. Pierced side handles. Height 8", diameter 8" Ship. wt. 4 lbs

527A23-398 . ...RETAIL **$6.00**

Ⓔ **Covered Candy Dish on Stand.** Convenient side handles and tulip knob. 3-section heavy glass insert 6½x1½" Ship. wt. 3 lbs

527A45-298.....RETAIL **$4.50**

Ⓕ **Napkin Holder.** Handsome, hand wrought aluminum napkin holder on legs. Holds a pack of paper napkins neatly and conveniently at hand. Beautifully styled, 6" wide, 4½" high. Ship. wt. 2 lbs.

527A28-150 .....RETAIL **$2.50**

Ⓖ **Silent Butler.** Diameter 7½", handle 5¼". Decorative and functional item for gracious living. Ship. wt. 2 lbs.

527A33-235..... .... RETAIL **$3.75**

Ⓗ **Hostess Susan.** Revolves on steel bearings. Has toast rack, butter dish, cheese dish, marmalade and jam jars. Diameter 11½", height 3½" A lovely gift set that will highlight any table setting.

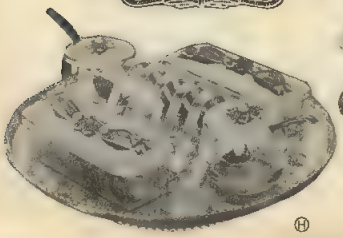
527A21-498.....RETAIL **$7.50**

Ⓙ **Hammered Aluminum Food Warmer.** Portable food warmer with 1½ qt. 2-compartment separate Pyrex casserole to hold the food. The candle heat unit keeps it warm for hours without burning. 15 hour candle. Stunning accent for any table Ship. wt. 4 lbs

527A50-398.....RETAIL **$6.00**

Ⓚ **Hand Wrought Aluminum Casserole.** Has 2 compartment Pyrex glass liner—permits preparation of 2 different dishes at the same time and in one casserole. Footed with pierced side handles. Tulip motif for convenient knob. 2 quart capacity. Diameter 10". Ship. wt. 4 lbs

527A36-398.....RETAIL **$6.00**



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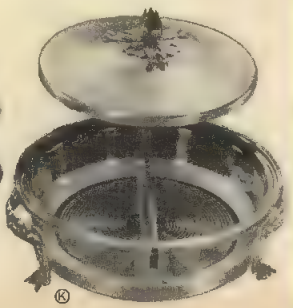

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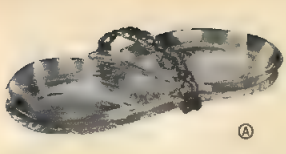
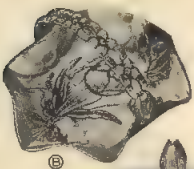
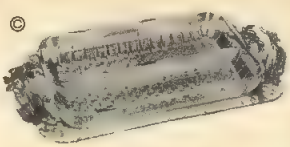
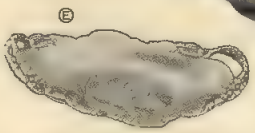






Giftware Crafted by Rodney Kent

Ⓐ **Relish Dish.** Smartly designed hand wrought aluminum relish dish with 2 glass liners. Has convenient carrying handle. May also be used for serving candies etc. Bright finish. Size: 11½x5". Ship. wt. 2 lbs.
527A28-235.....RETAIL **$3.95**

Ⓑ **Handled Bon Bon Dish.** Diameter 7". Exquisitely pierced handle and charming over-all design. Ship. wt. 1 lb.
527A30-135.....RETAIL **$2.00**

Ⓒ **Celery and Olive Dish.** 2 handles—2 compartment glass liner 12" long including handles 6½" wide. Ship. wt. 4 lbs.
527A27-235.....RETAIL **$3.95**

Ⓓ **Hand Wrought Aluminum Compote.** With white opal glass liner. Bright finish. Size 5" diameter 4½" high. Ship. wt. 2 lbs.
527A22-150.....RETAIL **$2.50**

Ⓔ **Handled Bread Tray.** Size: 12½x8". Attractive scalloped border and pierced handles. Ship. wt. 2 lbs.
527A31-235.....RETAIL **$3.75**

Ⓕ **Covered Aluminum Casserole.** 2 qt. Pyrex insert, 8½" diameter. Decorative, large bouquet of tulips on hammered aluminum cover with upright tulip for convenient knob. Ship. wt. 4 lbs.
527A25-235.....RETAIL **$3.75**

Ⓖ **Food Warmer.** Highly polished aluminum with white opal glass heat-proof liner. 2-quart capacity. Complete with 15 hour candle warming unit. Smartly designed handles and legs. Tulip motif on cover. Size 9½x8". Ship. wt. 5 lbs.
527A44-398.....RETAIL **$8.50**

Ⓗ **3-Tier Tid Bit Tray.** Practical as well as beautiful. Tulip spray on each tray. Top tray 8¼", center tray 12", bottom tray 14". Height 10¾". Ship. wt. 4 lbs.
527A32-398.....RETAIL **$8.00**

Ⓘ **Oblong Serving Tray.** Available in 3 sizes. Large tulip spray covers center. **Size:** 16x11½". Ship. wt. 3 lbs.
527A42-345.....RETAIL **$5.00**

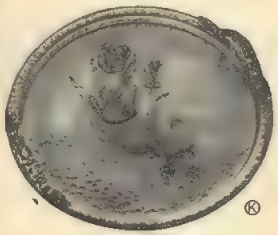
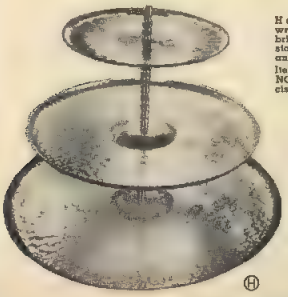
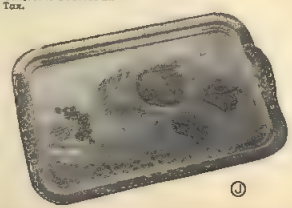
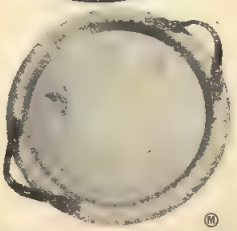
As above: Size: 18½x13". Ship. wt. 4 lbs.
527A46-398.....RETAIL **$6.00**

As above: Size, 20x14½". Ship. wt. 4 lbs.
527A43-488.....RETAIL **$7.50**

Ⓚ **Round Serving Tray.** Diameter 18". Charming upright handles and tulip motif center. Ship. wt. 3 lbs.
527A41-488.....RETAIL **$7.50**

Ⓛ **Water Pitcher.** Hand wrought aluminum pitcher on base with ice guard. Beautiful tulip design spray on both sides of pitcher. 3-quart capacity. Bright finish. Size 6" diameter, 11½" high. Ship. wt. 3 lbs.
527A35-398.....RETAIL **$6.50**

Ⓜ **Round Serving Tray.** Hammered aluminum with decorative tulip spray and protruding handles. Diameter 14". Ship. wt. 2 lbs.
527A40-288.....RETAIL **$4.50**

Heavy gauge, hand wrought aluminum with a bright polish finish. Outstanding giftware for any and all occasions.

Items shown on these pages NOT subject to Federal Excise Tax.

KUSAN

KATHEDRAL CHIMES

An entirely new concept in musical toys designed to please musicians. Precision made aluminum "pipes" produce beautiful Hi-Fi tones with an organ-like richness. Children easily learn to "play the ivories" by color by note, or by ear. The keyboard is color keyed to the seven popular children's songs.

No. 1810-K89 ..... Each $9.95
Four in a carton

KUSAN

KAMPANILE TOWER OF MUSICAL BELLS

A majestic ivory bell tower. At the softest touch of the keyboard each precision tuned bell swings and rings one note in the scale—Do, Re, Mi, Fa, So, La, Ti, Do. For quick identification, the bells are color-keyed to the six children's "hit parade" songs and the keyboard. The KAMPANILE is BIG, measuring 14 inches in width and over a foot high.

No. 1808-K87 ..... Each $4.98
Four in a carton

SCHOENHUT

IVORY-RED TABLE PIANO
Tu-Tone Mirror Front

Colored Plastic Keys. Colored Music Book. Size 11" x 9" x 4½"

No. 2476-110C ..... Each $2.98
Twelve in a Carton

WALNUT—MIRROR FRONT

Furnished with music book with colored notes to match colored plastic keys.
Size 12" x 11" x 5¼"
12 Colored Plastic Keys

No. 2468-120C ..... Each $3.95
Twelve in a Carton

SPINET
Walnut Piano with Bench

25 Plastic Keys. 2 Full Octaves. Colored Key Chart. Colored Music Book

	Piano	Bench
D	10¼"	5"
W	17"	9"
H	18¼"	7¾"

No. 2474-3025 ..... Each $15.95
One in a Carton

GRAND PIANO & BENCH

30 plastic keys . . . 2½ full octaves . . . 18 white and 12 black . . . 1 11/16" width keys . . . Tone rods are all high carbon precision ground to produce proper tone . . . Piano and bench are made of hardwood lumber finished in blonde lacquer . . . Color chart for keys and 1 music book with each piano . . . Music book has notes in color to be used with color chart which will enable any child to play a tune immediately.

	D	W	H
Size of Piano:	15"	16⅛"	14⅓"
Size of Bench:	5"	8"	7¾"

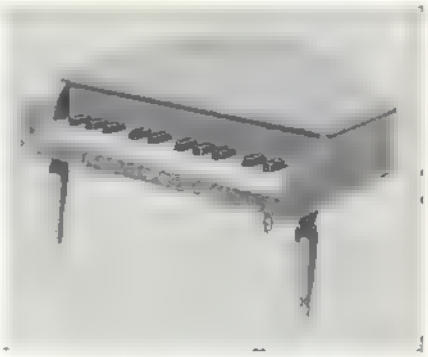
No. 2473-50S ..... Each $9.98
One in a carton

WALNUT TABLE PIANO
Mirror Front

20 Plastic keys. Colored Key Chart. Colored Music Book. Size 12" x 11" x 5⅛"

No. 2475-120/20 ..... Each $4.95
Twelve in a Carton

IVORY TABLE PIANO



Twenty-five plastic keys including 10 raised half-notes. Size 13¾" x 13½" x 6½". Music sheet included.

No. 2467-150 ..... Each $7.98
Six in a Carton

SCHOENHUT

WALNUT SPINET WITH BENCH

25 Plastic Keys
(2 Full Octaves)
Colored Key Chart
Colored Music Book

	Piano	Bench
D	13"	6½"
W	18¾"	10½"
H	17"	8⅜"

No. 2469-1025 Each $15.95
One Set in a Carton

WALNUT SPINET PIANO AND BENCH

30 Plastic Keys. 2½ Full Octaves. Colored Key Chart. Colored Music Book.

	D	W	H
Piano	15¼"	20"	21⅞"
Bench	7"	12"	10⅜"

**
No. 2472-1030 Each $29.95
One in a carton

PIANOS

IVORY BABY GRAND WITH BENCH

Colored Music Book
18 Colored Plastic Keys
2½ Octaves

	Piano	Bench
D	16¼"	6½"
W	19½"	10½"
H	17½"	8⅜"

No. 2471-1018 Each $17.98
One Set in a Carton

SPINET PIANO WITH BENCH

Colored Key Chart
Colored and Regular Music Book
30 Plastic Keys
2½ Full Octaves

	Piano	Bench
D	16¼"	7"
W	22"	12"
H	19¾"	10⅜"

No. 2470-2240 Each $32.95
One Set in a Carton

OHIO ART TOPS

Plunger type. 7" diam. 8" high.
No. 1579—35 ..... Each $0.69
Twenty-four in a Carton

Plunger type. 9½" diam. 9" high.
No. 1580—36 ..... Each $1.00
Twelve in a Carton

MUSICAL, COLOR CHANGING TOP

Bright litho colors, clear plastic top shows "Rainbow" changing colors when top is spun, also playing musical reed. 7½" high, 7" diam. Each in beautiful box.
No. 1578-122 Each $1.00
Twelve in a Carton

MUSICAL COLOR TOP

The 3 color discs make a rainbow of colors as top is spinning. Musical reeds play at same time. Colors keep changing as long as top spins on rubber base. Clear plastic top shell —very sturdy and well made. Plunger type spiral. 10" high, 7½" diam.

**
No. 1583-124 ..... Each $1.59
Twelve in a Carton

SELIG "Lynbrook Group"

Decorator favorites from one of Selig's greatest collections!

Aristocratic "Lynbrook Group" pieces can be custom blended. Choose your favorite sofa style... choose as many chairs as you like... and choose them from 6 different fabrics, 2 leg styles! All with straight-line tailoring, deep channel tufting, extension platforms. Specify Grade 30 or Grade 50 fabric, also name and color of fabric (see page 695). Also specify brass-tipped or all-brass legs

QUALITY CONSTRUCTION

No wonder Selig modern is the choice of successful people, from Long Island to Main Street. Its expensive-looking simplicity of line makes it a distinguished background for your own gracious way of living. Selig modern is furniture you'll always be proud to own.

Every chair and sofa is cushioned in buoyant 100% Latex foam rubber—and what could be more comfortable, or hold its shape better! Covers are exquisite modern fabrics, described in detail on the opposite page. All are zipper-closed so they can be removed in a flash for cleaning.

Experienced craftsmen make the frames from the very best kiln-dried hardwood. Cross-bracing and doweled corner blocks assure extreme sturdiness. Spring seat platforms are softly padded. Every construction feature is the finest you could ask!

(E) Left-Arm Facing End Section. Use with right-arm end section to make up the handsome 2-pc. sofa shown in sketch. 46½" wide, 34" deep, 29" high. From Mass. 95 lbs.

86-4140 D10450 Grade 30 fabric... **$159.50**
86-4157 D11450 Grade 50 fabric **179.50**

Right-Arm Facing End Section (not shown) 46½x34x29" high. From Mass. 95 lbs.

86-4165 D10450 Grade 30 fabric **$159.50**
86-4173 D11450 Grade 50 fabric... **179.50**

(F) Center Section. 48" corner displacement, 33" deep, 29" high. From Mass. 90 lbs.

86-4181 D11450 Grade 30 fabric **$169.50**
86-4199 D12450 Grade 50 fabric... **189.50**

(G) End Section with Right Facing Bumper. Measures 51" wide, 34" deep, 29" high overall. From Mass. Shipping wt. 95 lbs.

86-4207 D11950 Grade 30 fabric **$179.50**
86-4215 D12950 Grade 50 fabric **199.50**

End Section with Left Facing Bumper (not shown). 51" wide, 34" deep, 29" high overall. From Mass. Shipping weight 95 lbs.

86-4223 D11950 Grade 30 fabric **$179.50**
86-4231 D12950 Grade 50 fabric [illegible]

(H) Arm Chair. 31" wide, 35" deep, 29" high overall. From Mass. Shipping wt. 82 lbs.

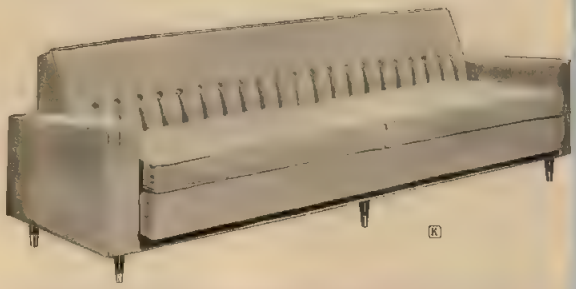
86-4249 D8450 Grade 30 fabric . **$129.50**
86-4256 D9450 Grade 50 fabric .. **139.50**

(K) Extra Long Sofa. 92" long, 35" deep, 29" high. From Mass. Ship. wt. 170 lbs.

86-4264 D18950 Grade 30 fabric **$279.50**
86-4272 D20950 Grade 50 fabric.. **309.50**

Smaller Sofa (not shown). 78" long, 35" deep, 29" high. From Mass. Ship. wt. 137 lbs.

86-4280 D15950 Grade 30 fabric. **$239.50**
86-4298 D17450 Grade 50 fabric. . **259.50**



SELIG "Fairlane Group"

Sectionals, sofas, chair . . . designed to win compliments on your taste

"Fairlane Group" is designed with the same air of restrained elegance you see in a Lincoln Continental. Every detail is luxurious . . . the smartly tapered arms, graceful (and comfortable) T-cushions, and classic button-backs. There's quite a choice of sofa styles, plus a handsome arm chair. And all come in a wide variety of long wearing fabrics (described at right). Specify Grade 30 or Grade 50 fabric, as well as fabric name and color. Also specify brass-tipped or all-brass legs.

L Left-Arm Facing End Section. Can be used with the right-arm end section listed just below to make up the good-looking 2-pc. sofa shown in the sketch. 50″ wide, 34″ deep, 28″ high. From Mass. Shipping wt. 95 lbs.
86-4009 D9250 Grade 30 fabric. **$129.50**
86-4017 D10450 Grade 50 fabric. . **149.50**

Right-Arm Facing End Section (not shown). Measures 50″ wide, 34″ deep, 28″ high overall. From Mass. Shipping wt. 95 lbs.
86-4025 D9250 Grade 30 fabric **$129.50**
86-4033 D10450 Grade 50 fabric . **149.50**

M Center Section. Corner displacement 48″ 34″ deep, 28″ high. From Mass. 90 lbs.
86-4041 D10450 Grade 30 fabric.. **$149.50**
86-4058 D11450 Grade 50 fabric . **169.50**

P End Section with Right Facing Bumper. Measures 52″ wide, 34″ deep, 28″ high overall. From Mass. Shipping weight 95 lbs.
86-4066 D10950 Grade 30 fabric **$159.50**
86-4074 D11950 Grade 50 fabric... **179.50**

End Section with Left Facing Bumper (not shown). 52″ wide, 34″ deep, 28″ high overall. From Mass. Shipping weight 95 lbs.
86-4082 D10950 Grade 30 fabric **$159.50**
86-4090 D11950 Grade 50 fabric **179.50**

T Arm Chair. 36″ wide, 34″ deep, 28″ high overall. From Mass. Ship. wt. 82 lbs.
86-4108 D7950 Grade 30 fabric. . **$119.50**
86-4116 D8950 Grade 50 fabric . **134.50**

V Sofa. Generous 90″ wide, 34″ deep, 28″ high. From Mass. Ship wt. 170 lbs.
86-4124 D16950 Grade 30 fabric **$249.50**
86-4132 D18450 Grade 50 fabric... **269.50**

6 FABRICS . . . IN BEAUTIFUL COLORS

Send for samples of Selig upholstery fabrics below. $5.00 deposit (charged to dealer's account) will be refunded on return of book. Do NOT send cash or check.

Grade 30 Fabrics—3 types

"Transportation"...solid-color fabric in tight, flat weave. Specify: Brown, Jade Green, Tile Blue, Gold or Black

"Granville"...metallic boucle fabric. Specify: Coral, Gold, Beige, Brown or Blue.

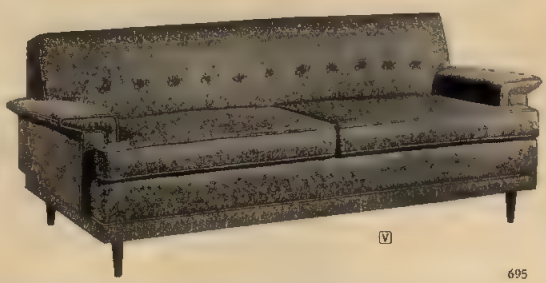
"Starfire"...metallic tweed. Specify: Red, Turquoise, Beige, Black or Brown.

Grade 50 Fabrics—3 types

"Nylonub"...metallic nylon pile frieze. Specify: Brown, Beige, Coral, Black or Blue.

"Althea" . . . flat-weave satin. Specify: Orange, Royal Blue, Beige, Black, Brown.

"Belaire" . . . nubby boucle. Specify: Red, Brown, Beige, Charcoal or Royal Blue.



HEYWOOD-WAKEFIELD HW

Exciting Color

Encore comes in some of the most appealing finishes we've seen. There's tawny golden Wheat . . . pink-tinged Champagne . . . deep Sable Gray with a touch of brown for richness . . . and Sherry, a medium walnut-brown that's the same shade as rare sherry wine.

Imagine these fascinating finishes set off with textured upholstery in striking color—Red, Turquoise, Pink, Chartreuse, Brown, Green or Toast. You can see why photographs can't do justice to Encore's warmth and beauty!

Encore Dining Room Furniture . . .

Encore boasts construction extras such as drawers with plasticized bottoms (they can't snag, won't mar) . . . hinged doors with magnetic catches . . . and skillfully turned edges. Every piece is available in 4 finishes. Wheat, Champagne, Sable Gray, and Sherry.

China Buffet. Top has sliding plate-glass doors, adjustable shelf. Bottom is a buffet with 4 drawers, 2 compartments with one adjustable shelf in each. Top drawer has anti-tarnish lining. Specify finish
55-9005 D21950 China Buffet, 60x18x58". From Mass. 242 lbs. **$329.50**
55-9013 D16950 Buffet only 60x18x32". From Mass. 167 lbs. **249.50**

Server . . . with full-length drawer, shelf in cabinet. Top 36x17"; ht 32".
55-9260 D9950 Specify finish. From Mass. Wt. 90 lbs **$149.50**

3-Pedestal Extension Table. 40x26" with leaves down, 40x58" with leaves up, 40x94" with two 18" fillers added. 29" high
55-9039 D13950 Specify finish. From Mass. Wt. 140 lbs. **$209.50**

2-Pedestal Extension Table (not shown). 38x23" with leaves down. With leaves up, and two 12" leaves added, top is 38x78". Height 29".
55-9047 D10950 Specify finish. From Mass. Wt. 110 lbs. . **$169.50**

Chairs . . . richly upholstered to set off light wood tones. Textured Modern Tweed, Plain Frieze or Figured Frieze; in Pink, Red, Chartreuse, Turquoise, Toast, Green or Brown. Specify finish, fabric, color.
55-9054 D2750 Side Chair, 32½" high. From Mass. 18 lbs. **$39.95**
55-9062 D3650 Arm Chair, 32½" high. From Mass. 20 lbs. **$49.95**

Space-Saving Server. Takes less space than most servers, but does a marvelous storage job. Full-length drawer and cabinet with shelf can hold dining room needs . . . store linens . . . or act as "music center" for records and record-player in the living room. Top is 36x17"; height 32". Specify finish: Wheat, Champagne, Sable Gray or Sherry.
55-9260 D9950 From Mass. 90 lbs. **$149.50**

China Cabinet. Top has adjustable shelf behind sliding plate-glass doors . . . bottom is buffet. 50x18x58" high overall. Specify finish: Wheat, Sable Gray, Champagne, Sherry.
55-9278 D19950 From Mass. 245 lbs. **$299.50**
Buffet (under China Top). Tambour-door cabinet, plus 4 drawers—one lined for silver. Casters. 50x18x32" high. Specify finish
55-9286 D13950 From Mass. 170 lbs **$199.50**

China Cabinet . . . has top with sliding plate-glass doors, adj. shelf. Bottom is server. 36x17x58" high overall. Specify finish: Wheat, Sable Gray, Champagne, Sherry.
55-9294 D14950 From Mass 132 lbs **$219.50**
Server (under China Top). Rolls anywhere on rubber-treaded casters. Full-length drawer; shelf in cabinet. 36x17x32" Specify finish.
55-9021 D9950 From Mass. 93 lbs. **$149.50**

Smith-Corona Pacemaker office typewriter

America's first quality basic office typewriter . . . gives outstanding performance and ease of operation at the lowest price of any top-quality full-size typewriter on the market! Superspeed action matches the speed of any standard typewriter. Convenient and clearly-marked controls eliminate the usual "getting acquainted" period. All-around steel frame, reinforced by die-cast cross-member gives strength, assures permanent adjustment. A full-size machine, with 84-character keyboard, 11" carriage and pica type, it features the time-saving error control, letting you half space to insert omitted letters or take out extra ones. Quick-set margins, interchangeable platens, flickset tabulators add to its convenience. Nylon cover, instruction book, 2-color ribbon, 90-day guarantee. Wt. 40 lbs.

28262B14216—Pica type; 11" carriage ..... **Retail $190.27**
28263B14216—Elite type; 11" carriage ..... **Retail $190.27**
28267B15404—Pica type; 15" carriage ..... **Retail $206.17**
28268B15404—Elite type; 15" carriage ..... **Retail $206.17**

Underwood portable typewriters

NEW UNDERWOOD LEADER PORTABLE TYPEWRITER—A low-price, attractive, lightweight, well-constructed family portable . . . an outstanding buy in a reliable portable. Has many modern features including: balanced segment shift; standard spaced keyboard; 9" writing line; 84 characters including arithmetic signs; line finder, manual and automatic ribbon reverse; finger form keys; easy touch action; back spacer; right and left hand shifts, shift lock, carriage and paper release lever; adjustable margins with bell indicator; adjustable paper fingers; single, double, triple spacing; coordinated carriage scale. Attractive Yosemite Blue crackle finish and two-tone carrying case. Book of instructions included with each typewriter. Ship. wt. 15 lbs.

28264B6822—Pica type ..... **Retail $84.67**
28265B6822—Elite type ..... **Retail $84.67**

UNDERWOOD UNIVERSAL QUIET TABULATOR PORTABLE TYPEWRITER—With "O-at-Front" styling, improved completeness, reinforced construction, and ease of operation. Modern features including: "Exclusive Key-set" tabulation for perfect column alignment, with complete front operation from a normal typing position; "See-Set" margins for perfect alignment, segment shift, standard spacing; 9" writing line; easily accessible line space lever; visible single, double, triple spacing; push button top plate; touch tuning; 84 characters; margin release keys; automatic ribbon reverse; "push-in" variable line spacer; automatic line finder; 3-position bail, with scale, paper guide. Writes red, black, or cuts stencils. Horizon blue and court gray with matching two-tone carrying case. Instruction book included. Ship. wt. 20 lbs.

28269B9068—Pica type ..... **Retail $121.37**
28270B9068—Elite type ..... **Retail $121.37**

rebuilt typewriters

the world's finest typewriters reconditioned and rebuilt to rigid factory specifications for "like-new" performance and appearance.

REBUILT ROYAL OFFICE TYPEWRITER—Either pica or elite type with 11" carriage. (13" and 15" carriage models available at slightly higher prices.) A typewriter that features Royal's exclusive "Magic-Margin" button—a flick of the finger sets the margin. You just lead the carriage to where you want the right margin—flick button, lead carriage to left hand margin—flick button, they're both set as simply as that! Has touch control, segment, shift, automatic ribbon reverse, 2-color ribbon and stencil position, back spacer, overhead bail, right and left shift keys with right shift lock, full length key-set tabulator. Rebuilt, reconditioned into a "just like new" machine, fully guaranteed for material and workmanship for 90 days from date of purchase. All worn parts have been replaced, all new rubber parts put on, machine is cleaned, refinished, trouble-free.

255-1D11450—Pica type. Ship. wt. 50 lbs. F.O.B. Ill. ..... **Retail $212.50**
255-2D11450—Elite type. Ship. wt. 50 lbs. F.O.B. Ill. ..... **Retail $212.50**

REBUILT UNDERWOOD OFFICE TYPEWRITER—11" carriage. Fully guaranteed for 90 days for materials and workmanship. All the features so necessary on an office typewriter: full length key-set tabulator, easy-setting margin in front of carriage, automatic ribbon reverse for convenience. Smooth segment shift, touch tension regulator, right and left shift locks and shift keys, overhead paper bail for ease of operation. Comes with 2-color ribbon. Regulation 84-character keyboard. Efficient stencil cutter. Rebuilt and reconditioned to give service comparable to that of a new machine, guaranteed to give perfect service at all times. All worn parts have been replaced by new factory parts, all rubber has been replaced; Machine is cleaned, refinished and rigidly inspected to assure trouble-free service. Attractive gray crackle finish. Ship. wt. 50 lbs. F.O.B. Ill.

255-3D11450—Pica type ..... **Retail $212.50**
255-4D11450—Elite type ..... **Retail $212.50**

Smith-Corona portable typewriters

SMITH-CORONA STERLING PORTABLE—A modern, streamline design portable in a handsome triple-ply Basswood carrying case. The top of the case can be completely removed, if desired. The Sterling Portable features easy-set, exact and efficient tabulators . . . long synchronized carriage return lever . . . paper table extension arms . . . and three-position paper bail. This is an extra-rugged portable, built to give many more years of smooth, precise service. An all-around steel frame protects the keyboard and mechanical parts. The typewriter sets firmly on tip-proof, skid-proof feet allowing you to type on any kind of table surface. Ship. wt. 20 lbs. Not mailable.

2821289068—Elite type ..... Retail $121.37
2821389068—Pica type ..... Retail $121.37

STERLING

SMITH-CORONA SILENT SUPER WITH KEYSET TABULATOR—Now a new 88-character machine by Smith-Corona! The Silent Super has 2 more keys than are available in less expensive models. One is the numeral 1, with the ! over it . . . no more need to back up to finish typing it. The other has the + plus sign over the = equal sign. And on the Silent Super, every bit of tabulating is done from the keyboard . . . set and clear! Other fine features of this outstanding machine include: page gauge, quickset margins, adjustable touch selector, paper fingers, plus 3-position paper bail. Removable platen. Lightweight luggage-type carrying case. Decorator colors. Ship. wt. 20 lbs. Not mailable.

28216B10256—Pica type; Sapphire gray ..... Retail $137.27
28217B10256—Elite type; Sapphire gray ..... Retail $137.27
28249B10256—Pica type; Alpine blue ..... Retail $137.27
28250B10256—Elite type; Alpine blue ..... Retail $137.27
28251B10256—Pica type; Seafoam green ..... Retail $137.27
28252B10256—Elite type; Seafoam green ..... Retail $137.27
28253B10256—Pica type; Desert sand ..... Retail $137.27
28254B10256—Elite type; Desert sand ..... Retail $137.27

SILENT SUPER

SMITH-CORONA 9-LB. SKYRITER—The perfect travel companion no matter where you go or what you want to use the typewriter for. It's so compact that you can fit it right into your brief case. Yet it has the big, full-size, standard keyboard just the same as you find on large office typewriters. The cover plate is hinged to give access to the concealed touch selector, the ribbon spools, and to the type for cleaning. The colorspeed keyboard features keys molded to fit fingertips. Half spacing for corrections and for expanding or contracting words and lines. Wide, sling-proof feet. Ship. wt. 10 lbs. Not mailable.

2821486072—Pica type ..... Retail $79.50
2821586072—Elite type ..... Retail $79.50

SKY RITER

This is a sample of PICA type
This is a sample of ELITE type

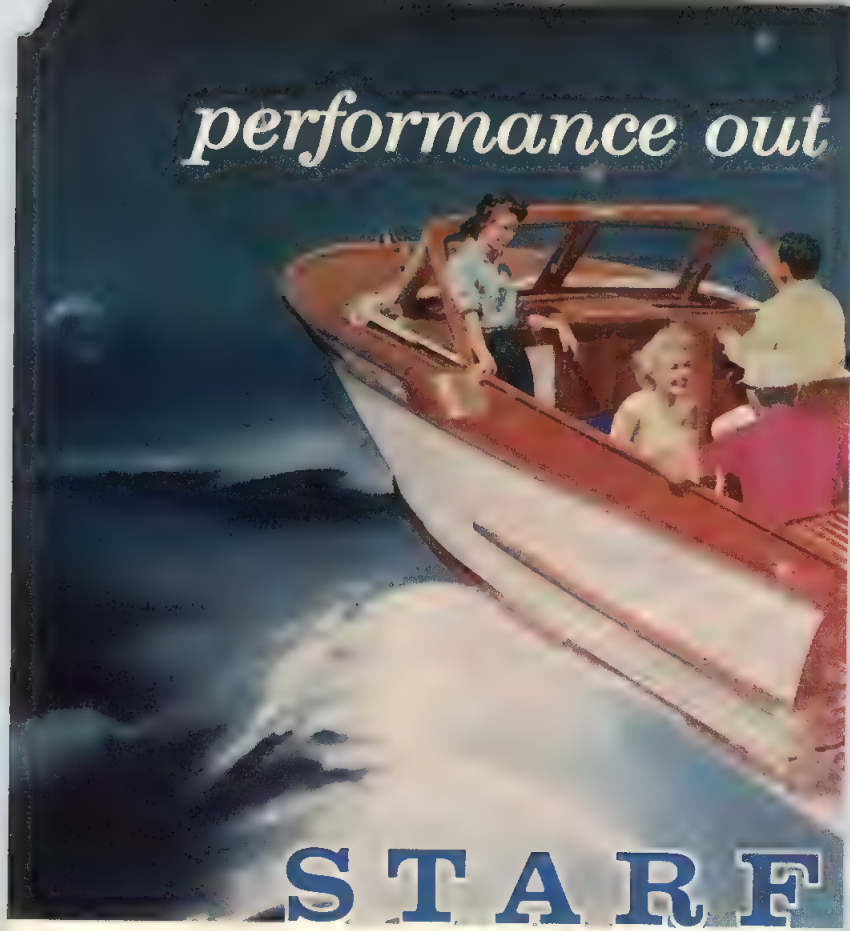
REMINGTON TRAVEL-RITER PORTABLE—A lightweight, compact portable with the operating features usually found only on office-size typewriters. It types arithmetic signs, degree mark and exclamation point, business symbols. Full 42-key keyboard! Features the positive paper feed, twin roller paper bail with graduated scale, single and double space selector, adjustable left hand margin setting. The permanent card writing finger on the writing line guide holds cards for writing from extreme top to bottom and from edge right up to edge. Also has line finder, automatic and manual ribbon reverse. Comes complete with sturdy carrying case in black grained fabric. Ship. wt. 15 lbs. Not mailable.

28226B6916—Pica type ..... Retail $89.74
28227B6916—Elite type ..... Retail $89.74

REMINGTON QUIET-RITER PORTABLE—The complete portable typewriter with exclusive miracle tab and every needed convenience for faster, easier, more accurate typing. The Miracle Tab sets and clears tab stops right from the keyboard with just a flick of the finger. Simplified Ribbon Changer reduces ribbon changing to an easy operation . . . larger size paper cylinder with sure-grip feed gives clearer printwork and positive feeding of carbon packs, etc. Easy-setting margins, 84-character keyboard with finger-speed keys. The super-strength frame construction adds years of service, keeps every working part in perfect alignment. Complete with handsome, luggage-type carrying case, touch method book. Wt. 20 lbs. Not mailable.

28222810292—Pica type ..... Retail $137.75
28223810292—Elite type ..... Retail $137.75

Fair Trade Commodities are sold by Montgomery Ward to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained.



For starry-eyed dreamers . . . Starflite is a dream come true! Its very name suggests performance out of this world. Its low, sweeping V-shape of tomorrow hints of pleasures to come.

You'll feel its solid take-hold power the moment you touch the throttle. Instant action! Quiet as a kitten's purr! Incredibly smooth!

Starflite's compact, perfectly balanced 90° V-engine floats on rubber mounts in a sound-tight nacelle. Power pulsations are wiped out. Engine noise is sealed in.

See the most remarkable outboard motor ever built . . Evinrude's mighty 50 hp Starflite . . *now* at your Evinrude dealer's. Look for his name under "Outboard Motors" in your phone book.

Thrilling V-4 performance is also yours in the

new Four-Fifty, at low, low cost. There's a glamorous new Lark with Starflite quiet! Power-packed new "35's" and "18's" with key switch starting! A sweet-trolling streamlined "10"! And 3 handy take-along motors! Complete full-color catalog *free*—write Evinrude Motors, 4205 N. 27th Street, Milwaukee 16, Wisconsin.

A Division of Outboard Marine Corporation

with Evinrude's mighty V-4 power and magic "Seal of Silence"

EVINRUDE

quiet outboard motors

...It's SMART "LOOK AHEAD" Design

Speeds up Sales on your STRUCTO Line!

Styling moves merchandise...no question about it. Father and son, Mother and daughter...all want the latest, the smartest in automobiles, appliances and *live-action TOYS* That's where Brooks Stevens, nationally famous industrial designer, has scored again in a BIG way. He has created for our *Structo* 50th Anniversary Line the new "Look Ahead" contour...sleekest, sweetest style-lines you've ever seen. Lines that will move the line...FAST.

You know as well as we do that that's only *part* of the entire *Structo* success story. In addition, *Structo* live-action toys are as nearly self-selling as any merchandise can be, because of these proved fundamentals:

1—Realism, Live-Action Delight Girls and Boys.
2—Nationally Promoted Throughout the Year.
3—Styled by World-Famous Industrial Designer, Brooks Stevens.
4—Rugged Construction Appeals to Parents.
5—Oakite Chryscote Treatment Protects Finishes.
6—2-Coat Non-chip Baked Enamel Finish.
7—Safe Rolled Edges, Shielded Moving Parts.
8—Backed by *Structo's* 50-Year Reputation for Quality.

Display the complete line of *Structo* Live-Action Toys in your store...you'll be surprised and delighted by the steady flow of good profits all year 'round!

STRUCTO TOYS

...precision-manufactured in the world's largest toy factory under one roof, now observing 50 years of quality and reliability.

FIFTIETH ANNIVERSARY
safe creative
STRUCTO
live-action toys
50 Years of Progress Producing Quality Toys

STRUCTO MANUFACTURING COMPANY
General Offices and Factories • Freeport, Illinois

It's NEW
It's
FIFTIETH ANNIVERSARY
safe creative
STRUCTO
live-action toys
50 Years of Progress
Producing Quality Toys
NEW
"LOOK AHEAD"
DESIGN

...It's SMART "LOOK AHEAD" Design

Speeds up Sales on your STRUCTO Line!

Styling moves merchandise...no question about it. Father and son, Mother and daughter...all want the latest, the smartest in automobiles, appliances and *live-action TOYS*. That's where Brooks Stevens, nationally famous industrial designer, has scored again in a BIG way. He has created for our *Structo* 50th Anniversary Line the new "Look Ahead" contour...sleekest, sweetest style-lines you've ever seen. Lines that will move the line...FAST.

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STRUCTO TOYS

... precision-manufactured in the world's largest toy factory under one roof, now observing 50 years of quality and reliability.

FIFTIETH ANNIVERSARY
safe-creative
STRUCTO
live-action toys
50 Years of Progress Producing Quality Toys

STRUCTO MANUFACTURING COMPANY
General Offices and Factories · Freeport, Illinois

DISPLAY ROOMS: New York, Rm. 1900, 200 Fifth Ave.; Chicago, Rm. 1442, Merchandise Mart; Los Angeles, 2330 W. Third St., Denver, 1657 Pennsylvania St.; Dallas, 1961 Santa Fe Building; Memphis, Manufacturers and Merchants Building; Toronto (Canada), Foot of Federal Street.

It's NEW
It's
FIFTIETH ANNIVERSARY
safe creative
STRUCTO
live-action toys
50 Years of Progress
Producing Quality Toys
NEW
"LOOK AHEAD"
DESIGN

SCALE-MODEL STEEL PULL TOYS BY STRUCTO, TONKA, BUDDY "L"

Safe Smooth Edges—Baked Enamel Finishes.

(A) STRUCTO DELUXE AUTO TRANSPORT. Detachable trailer has ramp which extends at rear for loading and unloading. 2 metal autos and 1 truck. Heavy gauge steel, 10 rubber tires with metal wheels. 27x6x8¾ in.
21-16184-399 Wt. 6 lbs Retail **5.98**

(B) STRUCTO HYDRAULICALLY OPERATED HOOK AND LADDER TRUCK. Hand operated siren and battery operated signal light flashes as truck moves. Aerial ladder raises realistically by hydraulic pressure to a maximum angle of 80, extends to 61 in., swivels completely around. Hydraulic liquid is non-toxic. Movable tiller seat. Auxiliary ladder. 8 rubber tires, die-cast metal wheels. 33¼x8¾x7 in. Requires one "D" battery.
21-16101-863 Wt. 10 lbs. Retail **12.95**
10-59534-13 "D" Battery . Ea. **20c**

(C) TONKA SUBURBAN PUMPER. Hooks up to its own miniature hydrant that can be connected to any standard garden hose. Hydrant-wrench controls water to Pumper and from 40-in. fire hose. Two 6-in. hydrant hoses carried on one side of truck, 10½-in. ladder on other. Fire hose winds on reel, has hook for attaching to other equipment. Rubber wheels. 17x6½x6 in. wide.
21-16267-399 Wt. 6 lbs Retail **8.98**

(D) GIANT STRUCTO TRANSPORT TRUCK. Rear doors open. 2 retractable rubber dolly wheels, floating tandems. 8 rubber wheels, chrome-plated hub caps. Asst. play packages. 21½x5½x7⅞ in. Bright polychromatic enamel colors.
21-16028-265 Wt. 6 lbs Retail **3.98**

(E) STRUCTO TRUCKS WITH GARAGE. Packed in sturdy box that makes up into a garage. Dump Truck, 10½x3¼x3½ in., with automatic dump body and tailgate that opens; Stake Truck, 9⅛x3⅛x3¼ in., with removable sides and 10⅝x3⅜x3⅛ in. Log Truck with a load of wood logs and anchoring chain. Each truck in die-cast metal construction, rubber tires, and plated grille.
21-16127-265 Wt. 5 lbs Retail **3.98**

(F) BUDDY "L" GMC HI-WAY MAINTENANCE SET. Dump Truck 15x5⅛x7⅛ in., body raises. Maintenance Truck 19x6¼x5¼ in. with drop sides. Scoop-'n-Load 18 in. long conveyor. Husky Hopper for storage. Steel shovel. Compressor Unit trailer and 4 Road Barricades. Heavy gauge steel with rubber wheels.
21-17257-1063 Wt. 13 lbs Retail **15.95**

(G) TONKA FIRE DEPARTMENT. Most complete and thoroughly appealing fire department set ever! Includes. The exciting "Suburban Pumper" 17x6½x6 in., see description in (C) above; "Hydraulic Aerial Hook and Ladder Truck" 32x7½x5 in. with auxiliary ladder; and versatile "Rescue Squad Truck" 12x7½x5½ in. Rubber wheels, chrome hub caps. Authentic metal Fire Chief's Badge.
21-16754-1863 Wt. 20 lbs . . . **27.95**

(H) STRUCTO TRANSCONTINENTAL FLEET. 37 Pc. truck and trailer assortment. Includes: 2 cabs, Deluxe Auto Transport Trailer 27x6x8¾ in. with loading ramp and 2 cars; Cattle Transport Trailer 21½x5½x7½ in. has retractable dolly wheels. Rear doors open, 18 animals; Freight Hauling Trailer 17⅜x4½x4⅛ in. with floating tandems, 6 play cartons, Semi Freight Truck Trailer 20⅝x5¾x5⅛ in., rubber wheels, floating tandems and 5 highway signs
21-16192-1197 Wt. 19 lbs Retail **17.95**

(J) BUDDY "L" ARMY COMBAT UNIT. Fighter unit with Searchlight Truck 15x6x9½ in. Mobile Cannon with ammunition cases and Army Supply Truck 14½x5¾x5¾ in. Field hospital, two stretchers and 8 life-action soldiers. Search Light Truck requires two "D" batteries.
21-17265-730 Wt. 10 lbs. Retail **10.95**
10-59534-13 "D" Battery . Ea. **20c**

(K) STRUCTO HOOK AND LADDER TRUCK. Same as described in (B) but has no siren and is not hydraulic. Play Signal light
21-16119-730 Wt. 10 lbs Retail **10.95**

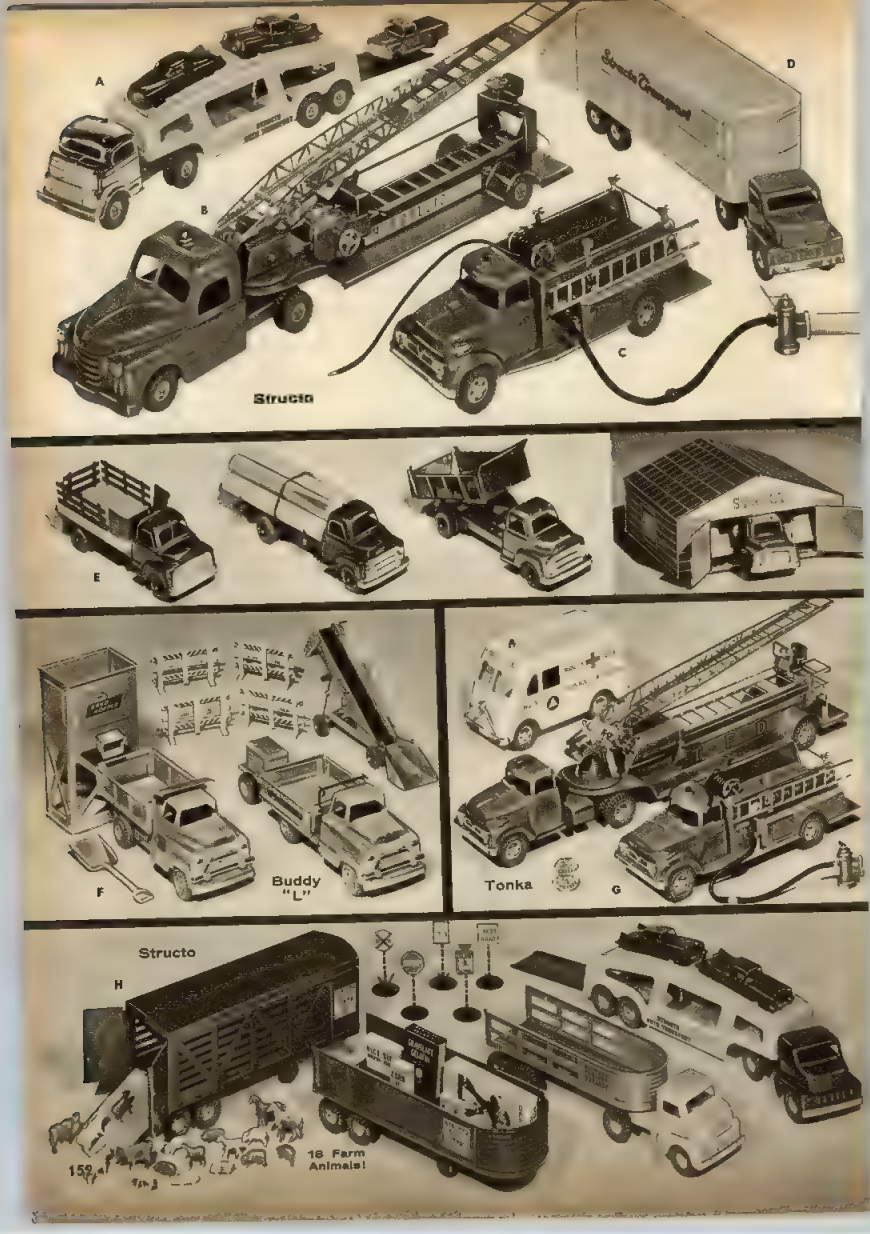
(L) STRUCTO DELUXE CATTLE TRANSPORT. For young ranchers. Includes 18 head of vinyl live stock. Tractor and trailer have 14 rubber tires. 2 retractable rubber dolly wheels. Rear doors open, loading ramp. 28¾x6¼x8½ in. high.
21-16200-532 Wt. 9 lbs Retail **7.98**

(M) STRUCTO CLAM BUCKET TRUCK. Cab couples to a machinery hauling trailer—crank operated steel winch pulls steam shovel up on trailers, hinged loading ramp. Steam shovel has a revolving cab, 2 cranks which control raising and lowering, opening and closing of the bucket and heavy duty tractor treads. 11 rubber wheels. 31⅞x7¾x8¼ in.
21-16002-532 Wt. 9 lbs. Retail **7.98**

(N) STRUCTO HYDRAULIC LIFT DUMP TRUCK. Body raises and dumps load automatically by means of a hydraulic cylinder. Non-stain, non-toxic hydraulic liquid. 10 wheels with heavy duty rubber tires. 20⅝x7⅛x5⅞ in.
21-16085-465 Wt. 7 lbs Retail **6.98**

(P) STRUCTO READY-MIX CONCRETE TRUCK. Mixer is geared to axle . . . rotates as truck moves and annulates mixing noise. Openings for loading and for discharging contents. Mixer barrel is raised by crank for unloading. Simulated water storage tank and "Diesel" motor. 10 rubber wheels, chrome plated hub caps. 21⅜x7⅜x9¼ in.
21-16077-532 Wt. 10 lbs. Retail **7.98**

(R) STRUCTO HEAVY DUTY STEAM SHOVEL. Two hand wheels control boom and automatic unloading of shovel. Cab revolves. Made of heavy gauge steel. Rubber wheels and tractor treads. 26½x7x6⅝ in.
21-16150-265 Wt. 4 lbs . Retail **3.98**


A
B
C
D
Structo
E
F
Buddy
"L"
Tonka
G
Structo
H
159
18 Farm
Animals!

BRAND NEW

THE SHAPE OF TOMORROW'S TOYS

six beautifully designed new pull toys, the first of a series of great new toys under a great new name...

Qualitoy
by TRU-VUE

BUZZ AROUND BEE
No. 5422. Flies angrily around, while giant eyes follow him. Durable, bright colored

FISH'N FREDDY BEAR
No. 5412. Spring action and bell. There are no exposed edges on Qualitoys to injure small hands

CAPT'N TIPPY TUG
No. 5413. He floats in his private ocean and rings his bell. Qualitoys are designed to attract kids and parents, too

KLICKETY KLOCK
No. 5421. Just like a real clock. Hands rotate and clicks up

RING-A-LING CLOWN
No. 5423. Rotates and rings his bell. Like all Qual toys, he's lots of fun to pull or push

- **NEW** water-filled pull toys under tough, clear plastic domes, for safety and fun. Leakproof.
- **NEW** fascinating action, with happy noises and lasting bright colors
- **NEW** high in play value. Fun to pull. Fun to push. Proven safe for tiniest tots.
- **SALES** provoking all plastic construction. High-impulse 4-color individual boxes.

suggested retail **$2.98**

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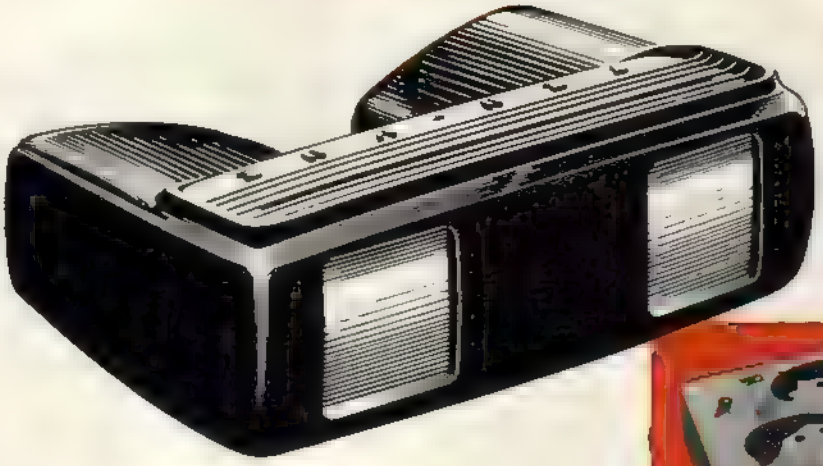
Qualitoy

FROM TRU-VUE

Tru-Vue® breaks the dollar barrier with New 98¢ 3-dimension viewer



Tru-Vue's JUNIOR VIEWER

NEW $1.95 JUNIOR GIFT SET

JUNIOR viewer and three exciting color picture stories in a gay colored gift box that's easy to sell and easy to gift wrap. Perfect for year around gift occasions.

Never before a quality 3-dimension viewer retailing for less than one dollar! Tru-Vue's new JUNIOR viewer is handsome, sturdy, easy to operate and attractively packaged. The price is a sure favorite. JUNIOR will skyrocket repeat sales of picture stories from your counter. There's year-around profit in Tru-Vue. Don't miss yours!

NEW pre-packed shipper display

Tru-Vue CD-2 Shipper Display opens from a sturdy shipping carton to an attractive counter display in seconds. Holds 18 JUNIOR viewers & color-coded film cards. Uses less than a square foot of counter space.

DON'T MISS TRU-VUE AT THE TOY FAIR
ROOMS 1118 AND 1119 HOTEL NEW YORKER

TRU-VUE COMPANY
P. O. BOX 123, PORTLAND 7, OREGON

Famous-Brand Portable Typewriters—Each in Its Own Case

Most typewriters listed on these two pages are available in either Elite (12 characters per inch) or Pica (10 characters per inch). Choose the type size you prefer. See specimens of type at right.

(A) ROYAL "QUIET DELUXE" PORTABLE

A deluxe-styled portable typewriter with big machine features—it even has tabs! Standard key board, 88 characters. 44 Finger Flow keys fit your fingers exactly—cradle them for faster, more comfortable typing. Personal touch control. Gray velveteone finish, white glare-proof keys. Gives sharp, clear typing. Truly Royal's finest portable! A machine you'll be proud to own and pleased to use!

"Magic Margin" sets both right and left hand margins instantly, easily—just position and click button. Easy-to-set tabulator. Right and left shift keys. End-of-line bell helps keep margins even, letters neat. Accurate back spacer. Line meter tells you the number of lines left at bottom of page. Line finder permits entries out of regular typewriter spacing with accurate return for perfect strike-overs. Skip-proof space bar—variable single, double, and triple spacing. 2-color ribbon stencil device. Automatic ribbon reverse. New Clean-n-Easy ribbon changer—no more inky fingers—hands don't touch ribbon. Push-button top for easy access to interior. Light aluminum frame with sun-ray shock absorbing feet. Smart airplane-type fiberglass carrying case—indestructible and lightweight. Shipping weight 20 lbs.

20-8983 W 10659—Pica. Gray finish . . . **$142.83**
20-8991 W 10659—Elite. Gray finish . **$142.83**

GMC offers a fine selection of portable typewriters. Models shown on this page are not mailable. They are shipped by express—please pay shipping charges on delivery.

B

(B) UNDERWOOD "LEADER" PORTABLE TYPEWRITER

Ideal as the family typewriter. Has 42 keys, 84 characters—includes arithmetic signs. Balanced segment shift for perfect alignment, faster shifting. Full 9-in. writing line. Finger-formed keys fit your fingers, easy-action back spacer.

Other features include right and left shift key, shift lock, carriage and paper release lever, adjustable margins with right hand bell indicator. Automatic line finder permits free turning of cylinder for writing between the lines—accurate return to original line. Manual and automatic ribbon reverse, adjustable paper fingers. Single double, and triple spacing. Smart blue finish with charcoal gray keys. Handsome charcoal gray covering on luggage-type case. Well-constructed for years of service. Shipping weight 18 lbs.

20-8862 W 6825—Pica . . . Retail **$84.67**

C

(C) REMINGTON "TRAVEL-RITER" PORTABLE TYPEWRITER

It's small, compact—all features needed for fast, beautiful typing. Weighs only 13 lbs. Full-size keyboard with 42 non-glare speed keys, 84 characters—types arithmetic signs, degree mark, exclamation point, business symbols.

Easy-to-set visible margins—left and right release key—writing line is 8½ in. wide. End-of-line bell. Line lock. Back space key. Left and right shift keys. Paper release lever. Twin roller paper rolls, positive feed. Space bar—single double line spacing. Line finder permits typing between regular type lines. Single-color ribbon, automatic and manual reverse. Light gray finish, gray keys—carriage centering, locking device. No-mar base. Luggage-type case. Shpg. wt. 14 lbs.

20-2988 W 6916—Pica . . Retail. **$89.74**
20-2994 W 6916 Elite . . Retail. **$89.74**

D

(D) SMITH-CORONA LIGHTWEIGHT "SKYRITER" PORTABLE TYPEWRITER

Small enough to tuck into your suitcase—weighs only 9 lbs., measures just 3 in. high, 11 in. wide, 12 in. long. Takes full-size stationery. Same modern styling as larger Smith-Corona models.

42-key 84-character Colorspeed keyboard with keys molded to fit the fingers. Quick set margins—personal touch regulator. End-of-line bell. Foot-proof back spacer. Error-control line retainer ratchet release retractable paper supports—type bar speed booster for effortless typing. Swing shift with 2-key control. Single and double spacing. Single-color ribbon · automatic reverse. With handsome tan-tone finish, non-glare green keys. Non-slip base. Matching vinyl-covered carrying case. Shipping weight 10 lbs.

20-2564 W 6072—Pica . . Retail **$79.10**
20-2572 W 6072—Elite . . Retail **$79.10**

E

(E) ROYAL "SENIOR COMPANION"

Fast, efficient and fully portable—use typewriter with or without case. The Royal "Senior Companion" has full size 42-key, 84-character standard keyboard.

Fingerflow rimless keys are light and responsive. Fast-set margins. Right and left shift keys—margin release. Balanced speed space bar—skip-proof type bar. End-of line bell, easy-touch back spacer. Paper bail and paper table scale—paper guides. Single and double spacing. Line finder permits typing on ruled paper. 2-color ribbon and stencil—automatic manual reverse. Gray Velveteone finish—non-glare green keys. Matching fiberglass case 19 lbs.

20-4453 W 7590—Pica. . . . Retail **$95.25**
20-4461 W 7590—Elite . . . Retail **$95.25**

Handy Portable Typewriters with "Big Machine" Features

This is elite type

This is pica type

A SMITH-CORONA "SILENT SUPER"

A luxury-styled typewriter built for speed—and it's "silent"! Here's a portable with big machine features. It's built like a standard—even has tabs for letter-writing and statistical work. Trim and sturdy—smart modern streamlined styling is an asset to the appearance of any desk.

Smith Corona "Silent Super" has 44-key, 88-character keyboard with rimless tenite keys that are molded to cup your fingers for fast, comfortable typing. Quickset margin works with a flick of the finger. Quadruple touch selector for smooth action. End-of-line bell. Convenient Page-Gage warns you when only 2½ in. remain at bottom of page. Tip-touch back spacer, synchronized line spacer level-line retainer right and left shift keys. Variable line spacing—single, double, triple. Key-set tabulator. Two-color ribbon and stencil device—dual-drive feed with one-stroke reverse. Fast type bars print and snap back instantly—no jamming of keys. Type bar speed reducer. Non-slip feet keep typewriter firmly in place. Removable cushioned platen. Strong aluminum luggage-type case with brown vinyl cover. Shipping weight 20 lbs.

20-4628 W 10652—Gray. Pica. . Retail **$142.57**
20-4636 W 10652—Gray Elite . Retail **$142.57**
20-2887 W 10652—Blue. Pica. . Retail **$142.57**
20-3133 W 10652—Blue. Elite . Retail **$142.57**

Typewriters offered on this page are not mailable. They are shipped by express for greatest safety in transit—please pay shipping charges at time of delivery.

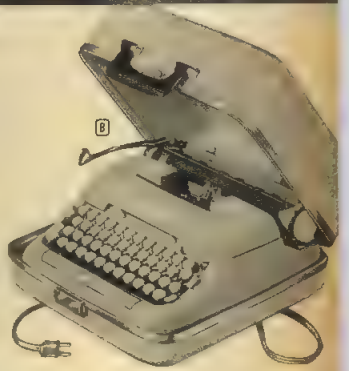
B SMITH-CORONA "ELECTRIC" PORTABLE TYPEWRITER

Smith-Corona brings you the world's first electric portable typewriter! Designed for use in the office or in the home!

Electric power does the work for you, makes typing pure pleasure. Exclusive cushioned touch and naturally sloped keyboard—your fingers literally "float" over the keys. And no matter how you strike them, every character prints with the same impression. All the features of the most advanced office machines—and it's fully portable!

44 key, 88-character keyboard. Quickset margins. Single double, triple line spacing. 2-color ribbon and stencil device. Contoured carriage-return lever. Impression control dial. Keyboard tab. Extra pressure on space bar or hyphen-underline key will cause automatic repeat action until key is released. Touch selector adjusts from very light to very firm touch. Famous Smith-Corona Page-Gage helps keep bottom margins uniform. Beige finish. Aluminum luggage-type case with simulated rawhide vinyl covering. Operates on 110-120 volts, AC. Ship. wt. 25 lbs.

20-3408 W 15642—Pica . . . . Retail **$209.35**
20-3414 W 15842—Elite . . . Retail **$209.35**



C SMITH-CORONA "CLIPPER" PORTABLE TYPEWRITER

Makes typing a pleasure—easy, fast, efficient! Has full standard Colorspeed keyboard with 42 non-glare, rimless keys—84 characters.

Piano-key action for effortless typing—type bars print fast, slip back into place instantly. Quickset margins. Touch selector. End-of-line bell. Tip touch back spacer—right and left shift keys. Page Gage tells you when you're 2½ in. from bottom of page. Super-speed escapement and type-bar speed booster. 3-position paper bail for accurate paper feed. Synchronized line space lever—for single, double, triple spacing. 2-color ribbon and stencil device—automatic-manual reverse. Sturdy, streamlined design with handsome gray finish, green keys. Feet are skidproof to keep typewriter in place. Includes matching luggage type case. Shipping weight 20 lbs.

20-2549 W 7880—Pica. . . . . Retail **$105.47**
20-2556 W 7880—Elite. . . . . Retail **$105.47**

D 1959 REMINGTON "QUIET-RITER 11"

The Quiet Riter 11—deluxe "silent" portable with 11-in carriage. Extra-large paper cylinder—sure-grip feed, even for thick carbon packs and envelopes—prints 10 carbon copies clearly. Fast-action space bar for speed typing. Single, double triple line spacing. 10½-in. writing lines. Simplified ribbon changer—2-color ribbon and stencil device—cuts sharp stencils.

Offers many of the time-saving features of standard model typewriters. All locks and controls located just where they are on regular standard machines. Regular 44-key 88-character standard size keyboard with improved "touch and speed" keys. Personal touch regulator. Visible finger-tip margin sets. Miracle Tab—sets and clears right on the keyboard. Handy end-of-line bell. Sure-action back spacer. Right and left shift keys.

Super-strength frame, smooth gray finish with light gray keys and white characters. Luggage type carrying case. Shipping weight 25 lbs.

20-3437 W 10947—Pica. . . . . Retail **$145.17**
20-3547 W 10947—Elite. . . . . Retail **$145.17**

now there are

1 *First there was*
GINNY

The original 8" fashion leader of doll society. Today she has over 50 outfits that keep your sales soaring all year round.

2
GINNETTE

8 inches of cuddly soft, all-vinyl baby — now breaking all records with her wide, wide assortment of darling outfits.

3 *Then last year we met*
JILL

The marvelous 10½" action doll! She now has 40 gorgeous teen-age outfits and plenty of matching jewelry — all to promise you traffic every day of the year.

VOGUE DOLLS, INC.

MEDFORD, MASS.

for 1958 we present

4 ***JIMMY***
A brand new 8" all-vinyl baby boy. He drinks and wets, has moving arms and legs. We are introducing him with outfits both for play and dress.

5 ***JAN***
A new 10½" rooted hair teen-age doll in all-vinyl. She wears the same glamorous selection of outfits as Jill.

6 ***JEFF***
Vogue's new 11" teen-age boy being introduced with a complete wardrobe of handsome year-round fashions.

in the VOGUE DOLL FAMILY

Now we are 6—twice as many as before. This gives you double the sales opportunity to make 1958 your big profit year with the fastest-selling doll line! Plenty of assortment too—an 8" boy and girl baby in soft vinyl; a hard plastic 8" bending knee doll with the biggest clothing assortment on the market; two 10½" teen-age girl dolls—one with bending knee in hard plastic and one with rooted hair in vinyl; and an added starter to give you added sales—a new 11" teen-age boy with a vinyl body. It all adds up to **extra** profits for you in 1958.

Vogue Dolls, Inc. Representatives:

Munro A. Macdonnald,
General Sales Manager
200 Fifth Avenue, Rm. 656,
New York 10, N. Y.

Erlach-Lee Company
1335 Market Street
San Francisco 3, Cal.

John J. DiCarlo
621 Valley Green Dr., N.E.
Atlanta 5, Georgia

Alfred J. Hughes, Jr
3875 Dunhaven Road
Dallas 20, Texas

for **1958** *we present*

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A brand new 8" all-vinyl baby boy. He drinks and wets, has moving arms and legs. We are introducing him with outfits both for play and dress.

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A new 10½" rooted hair teen-age doll in all-vinyl. She wears the same glamorous selection of outfits as Jill.

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Vogue's new 11" teen-age boy being introduced with a complete wardrobe of handsome year-round fashions.

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Vogue Dolls INC.

now there are

1 *First there was*
GINNY

The original 8" fashion leader of doll society. Today she has over 50 outfits that keep your sales soaring all year round.

2 *Then along came*
GINNETTE

8 inches of cuddly soft, all-vinyl baby — now breaking all records with her wide, wide assortment of darling outfits.

3 *Then last year we met*
JILL

The marvelous 10½" action doll! She now has 46 gorgeous teen-age outfits and plenty of matching jewelry . . . all to promise you traffic every day of the year.

VOGUE DOLLS, INC.

MEDFORD, MASS.

bocker
NO. HOLLYWOOD, CALIF.

NOTICE

"Knickerbocker Plastic Co., Inc. as the owner of the patent listed below, has the right to exclude others from the manufacture, use and sales of targets covered by the claims of the said patent, and to institute and maintain infringement proceedings for that purpose."

NOTICE

Knicker

"Knickerbocker Plastic Co., Inc. as the owner of the patents listed below, has the right to exclude others from the manufacture, use and sale of water guns covered by the claims of the said patents, and to institute and maintain infringement proceedings for that purpose."

United States Patent Office May 15, 1956 Des. 177,691

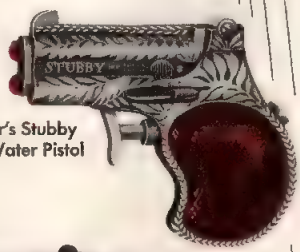
United States Patent Office June 19, 1956 2,751,116

United States Patent Office W O HERSEY May 18, 1954 2,678,753

United States Patent Office W. O. HERSEY Nov. 22, 1955 2,724,528

United States Patent Office 2,753,079

Knickerbocker's Large Luger Water Pistol #652



Knickerbocker's Stubby Twin Squirt Water Pistol #656

Knickerbocker's Double-Action Dart Pistol and Water Gun #618

Knickerbocker's Dragnet Water Gun #637

Now—EXTRA BALE-POWER with the

New Super

PLUS

FLOW-ACTION *with Feeder-Assist!*

Rugged **WEIGHT-SAVING** *construction!*

Choice of **TWINE** *or* **WIRE-TIE** *models!*

Feeder-assist speeds flow of hay

Special finger mechanism rotates above pick-up . . . feeds hay faster into path of Flow-Action tines . . . helps prevent clogging or jamming in even the heaviest windrows.

Here's capacity that makes light work of your heaviest windrows . . . rugged quality that stands up to day-in, day-out baling . . . gentle handling that saves protein-rich leaves!

It's all made possible because New Holland has adapted the smooth ease and speed of Flow-Action to a heavy-duty 16″ x 18″ baler. Spring-loaded telescoping tine-bar moves hay gently. No sharp corners. No auger. No wadboard. Just a smooth, easy flowing action from pick-up to chamber!

What's more, Flow-Action has fewer working parts. Extensive use of strong, light metals results in a baler that is easier to handle and

Typical field trial for the great new Super Hayliner 78: Extensive tests under varying conditions of crop and terrain have proved Super Hayliner's stamina and efficiency. For example, in the hayfield above, near an airport, this new Super Hayliner 78 was put through unusually heavy, bunchy windrows. It *never* clogged or jammed . . . kept putting out green, leafy bales hour after hour—a clear-cut demonstration of extra bale power!

Hayliner 78!

lasts longer. Because the Super Hayliner 78 is easier to pull, more tractor power is available for operating the baler.

See the great new Super Hayliner at your New Holland dealer's *today!* New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pennsylvania.

* * *

For family-size farms . . . Hayliner 68

The first Flow-Action baler! Now available in twine- or wire-tie models; engine-powered or P.T.O.

Tear out coupon now—get the complete story!

New Holland Machine Company
202 Oak Street, New Holland, Pennsylvania
Please rush me free catalog on the new Super Hayliner 78.

Name: _____

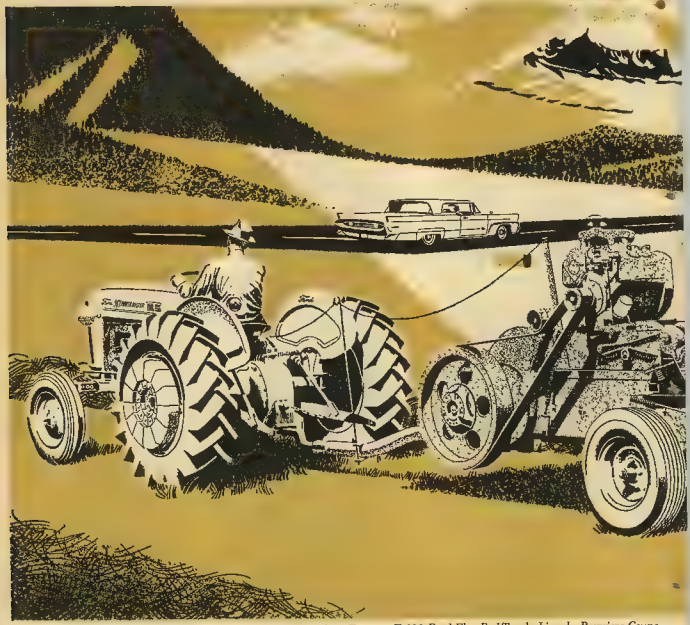
Address: _____

Town: _____ State: _____

NEW HOLLAND

"First in Grassland Farming"

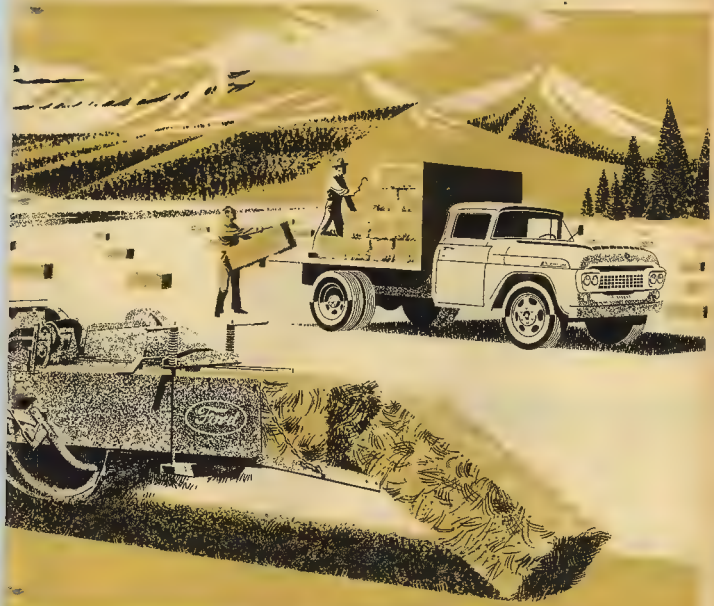
MORE NEW IDEAS — MORE YOU



Ford 350 Hay Baler with 961 Powermaster Row Crop Tractor, F-600 Ford Flat Bed Truck, Lincoln Premiere Coupe.

We work to make your work easier

IDEAS IN THE FORD FARM FAMILY



Every truck, every tractor, every implement in the Ford Farm Family is designed around you. That's because we are a company with a different point of view -*your* point of view. Every new idea is a *You Idea*... developed to make your work easier... faster... more profitable! When you choose from the Ford Farm Family, you choose from a wide range of dependable cars, trucks, tractors and farm equipment.

FORD MOTOR COMPANY THE AMERICAN ROAD, DEARBORN, MICHIGAN

TRUCKS • TRACTORS • IMPLEMENTS • CARS • INDUSTRIAL ENGINES

DEAS IN THE FORD FARM FAMILY

Will it make your work easier . . . more efficient . . . more profitable? That's what we ask ourselves as we continually think ahead to new ideas for farm equipment. We want every new idea to be a *You Idea*, developed for you, to do something for you better than it has been done before. That's why we suggest you choose from the Ford Farm Family's wide range of dependable cars, trucks, tractors and farm equipment.

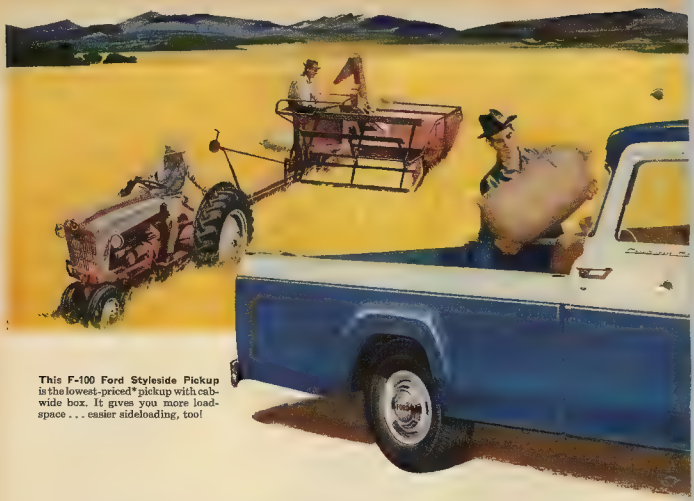
FORD MOTOR COMPANY THE AMERICAN ROAD, DEARBORN, MICHIGAN

TRUCKS • TRACTORS • IMPLEMENTS • CARS • INDUSTRIAL ENGINES

MORE NEW IDEAS — MORE YOU

Ford Forage Harvester with 861 Four Wheel Tractor, Ford F-500 Truck, Mercury Colony Park 4-Door 9 Passenger Station Wago

YOU Ideas are useful ideas



This F-100 Ford Styleside Pickup is the lowest-priced* pickup with cab-wide box. It gives you more load-space . . . easier sideloading, too!

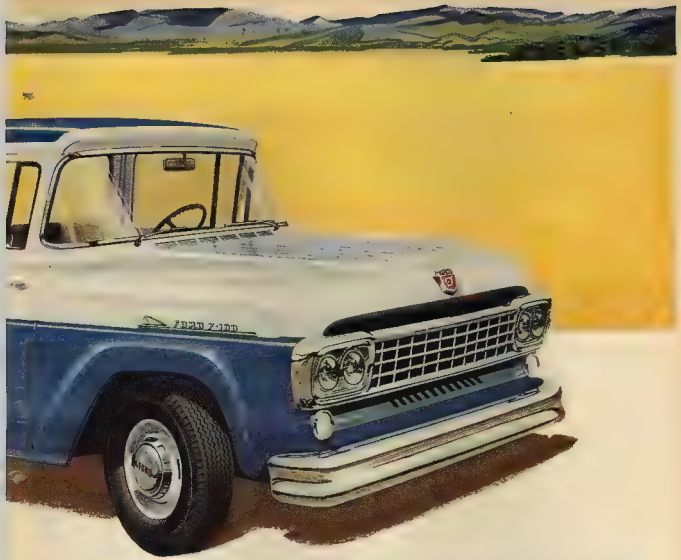
You'll reap a bumper crop of benefits from a '58

Greater pickup loadspace! It's the lowest-priced pick-up with cab-wide box, gives 23% more loadspace than the traditional pickup box. Sideloading is easier, too!

Most comfortable ride! Scientific Impact-O-Graph tests *prove* Ford gives you the smoothest ride of any half-tonner it's a ride mighty close to that of a car!

Gas savings up to 10%! America's most modern 6-cylinder truck engine has new economy carburetor with new vacuum control valve, improved accelerator pump system.

Safer, more comfortable cabs! Driverized cabs have inboard step, suspended pedals, Lifeguard steering wheel, double-grip door lock, Hi-Dri ventilation.



FORD PICKUP

...and low price is only one of them!

Low-cost replacement parts! Ford replacement parts prices are traditionally low . . . in many cases substantially lower than those of other truck manufacturers.

Anyone who compares price tags knows that Ford pickups are priced with the lowest. But that's just the start. Running costs are low, too. Only Ford offers economical Short Stroke power in both Six and V-8. Replacement parts prices are low, and an independent study by insurance experts *proves* Ford Trucks last longer. Small wonder Ford Truck resale values are traditionally high.

Look at Ford's extra values . . . smoothest ride of any pickup . . . greater loadspace . . . modern styling . . . and you'll agree there's a bumper crop of benefits in Ford for '58. See your Ford Dealer soon.

*Based on a comparison of manufacturers' suggested list prices.

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

MORE NEW IDEAS — MORE YOU

961 Powermaster Row Crop Tractor with Ford 7' Combine; F-600 Ford Truck with grain body; Ford Country Squire

Everything we do begins with YOU

IDEAS IN THE FORD FARM FAMILY

Our new ideas are *You Ideas*. They are as small as the ball bearings in a steering wheel that make steering so much easier, and as big as a combine with dozens of grain-saving features. Small or big, they begin with what we know you need to make your work easier, more efficient, more profitable. So choose from the Ford Farm Family's full line of dependable cars, trucks, tractors and farm equipment.

FORD MOTOR COMPANY THE AMERICAN ROAD, DEARBORN, MICHIGAN

TRUCKS • TRACTORS • IMPLEMENTS • CARS • INDUSTRIAL ENGINES

NEWS FOR PROFIT WHO

NOW! 4-PLOW POWER

New Ford Powermaster tractors deliver 44 drawbar horsepower—plenty of full-power to handle a 4-bottom plow on many farms.

(Manufacturer's rating gasoline models)

Plus Many Features You'll Like

- Step-on design—easy on, easy off
- Power steering* • Rest-O-Ride seat*
- Power adjusted wheels*
- Live power take-off* • Live hydraulic system
- 4 and 5 speed transmissions—also 12 speed over-under auxiliary drive*
- Designed for mounted *and* pull-type equipment
- Gasoline or LP-gas engines
- High compression engines—low friction, short stroke
- Constant draft and implement position control
- Proof-Meter—records hours, indicates speeds
- Weatherproof ignition • Electric fuel gauge
- Safety starter • Ignition lock
- Full-flow oil filter • Oil bath air cleaner
- Low center of gravity • Automotive steering

**Standard on some models, optional on others.*

Here's how a

Costs less to buy. Just price a Ford tractor at your nearby dealer's. You'll find you save *plenty* over other tractors in the same power class. Then figure the cost per horsepower. Prove to yourself that a Ford tractor delivers more power per dollar—is your top power buy! But that's not all. You get more work-saving features in a Ford tractor, all at a low Ford price. Just look at the Ford tractor features listed at left—there are many more!

Costs less to operate. Your savings just begin when you buy a new Ford tractor—they continue every hour you use it. For example, new Ford "Red Tiger" engines have higher compressions to get the most power possible from today's higher octane fuels. This helps reduce your fuel bills. Then again, Ford's ingenious hydraulic linkage automatically increases traction on heavy pulls to reduce fuel-wasting wheel slippage and costly tire wear. Also, Ford's Proof-Meter shows the proper engine speed to get the most work done on the least fuel. And Ford's handy

-MINDED FARMERS WANT TO CUT COSTS!

FORD TRACTOR can save you money!

Vari-Weights can be quickly removed on lighter jobs to save fuel. All these Ford advantages cut operating costs!

Costs less to repair. One big reason a Ford saves money on repairs is because it *needs* fewer repairs. The exclusive low-friction design of Ford's "Red Tiger" engines greatly reduces wear. Records prove you get hundreds of extra hours before an overhaul is needed. And generous use of high-strength steel throughout Ford tractors adds a big margin of rugged durability—without the penalty of cumbersome bulk and needless weight.

Brings in more at trade-in time. It's no secret that year-in-and-year-out, used Ford tractors command higher prices on used tractor lots. That's why you can expect to get more for your used Ford tractor at trade-in time. This is another important dollar-saving advantage that reduces the cost-per-year of owning a Ford tractor. It is an indication of the lasting value built into Ford tractors, too.

Add 'em up . . . what you pay, what you get, what you save in fuel bills and repairs, what you have left at trade-in time. Then you'll know why more and more economy-minded farmers are choosing Ford—why *you* should, too!

So find out more from your nearby dealer. Check the facts. Arrange for a try-out at your convenience. Choose the size and type of Ford tractor that best fits your needs from the many models available. Pocket the difference!

FOR POWER FARMING AT ITS BEST, CHOOSE . . .

FORD

NEWS FOR PROFIT WHO

NOW! 4-PLOW POWER

New Ford Powermaster tractors deliver 44 drawbar horsepower—plenty of full-power to handle a 4-bottom plow on many farms.

(Manufacturer's rating gasoline models)

Plus Many Features You'll Like

- Step-on design—easy on, easy off
- Power steering* • Rest-O-Ride seat*
- Power adjusted wheels*
- Live power take-off* • Live hydraulic system
- 4 and 5 speed transmissions—also 12 speed over-under auxiliary drive*
- Designed for mounted *and* pull-type equipment
- Gasoline or LP-gas engines
- High compression engines—low friction, short stroke
- Constant draft and implement position control
- Proof-Meter—records hours, indicates speeds
- Weatherproof ignition • Electric fuel gauge
- Safety starter • Ignition lock
- Full-flow oil filter • Oil bath air cleaner
- Low center of gravity • Automotive steering

**Standard on some models, optional on others.*

Here's how a

Costs less to buy. Just price a Ford tractor at your nearby dealer's. You'll find you save *plenty* over other tractors in the same power class. Then figure the cost per horsepower. Prove to yourself that a Ford tractor delivers more power per dollar—is your top power buy! But that's not all. You get more work-saving features in a Ford tractor, all at a low Ford price. Just look at the Ford tractor features listed at left—there are many more!

Costs less to operate. Your savings just begin when you buy a new Ford tractor—they continue every hour you use it. For example, new Ford "Red Tiger" engines have higher compressions to get the most power possible from today's higher octane fuels. This helps reduce your fuel bills. Then again, Ford's ingenious hydraulic linkage automatically increases traction on heavy pulls to reduce fuel-wasting wheel slippage and costly tire wear. Also, Ford's Proof-Meter shows the proper engine speed to get the most work done on the least fuel. And Ford's handy

-MINDED FARMERS WANT TO CUT COSTS!

FORD TRACTOR can save you money!

Vari-Weights can be quickly removed on lighter jobs to save fuel. All these Ford advantages cut operating costs!

Costs less to repair. One big reason a Ford saves money on repairs is because it *needs* fewer repairs. The exclusive low-friction design of Ford's "Red Tiger" engines greatly reduces wear. Records prove you get hundreds of extra hours before an overhaul is needed. And generous use of high-strength steel throughout Ford tractors adds a big margin of rugged durability—without the penalty of cumbersome bulk and needless weight.

Brings in more at trade-in time. It's no secret that year-in-and-year-out, used Ford tractors command higher prices on used tractor lots. That's why you can expect to get more for your used Ford tractor at trade-in time. This is another important dollar-saving advantage that reduces the cost-per-year of owning a Ford tractor. It is an indication of the lasting value built into Ford tractors, too.

Add 'em up . . . what you pay, what you get, what you save in fuel bills and repairs, what you have left at trade-in time. Then you'll know why more and more economy-minded farmers are choosing Ford—why *you* should, too!

So find out more from your nearby dealer. Check the facts. Arrange for a try-out at your convenience. Choose the size and type of Ford tractor that best fits your needs from the many models available. Pocket the difference!

FOR POWER FARMING AT ITS BEST, CHOOSE . . .

FORD

Hold both depth and work speeding traction in tough plowing with . . .

4 more reasons why . . .
you're a BIGGER man on a new IH tractor

Plow 21 acres or more in a day with this Farmall 450 tractor and McCormick 4-furrow Fast-Hitch plow. By any measure—work per day . . . return per dollar, you're a BIGGER man on a new IH tractor.

IH TRACTION-CONTROL FAST-HITCH

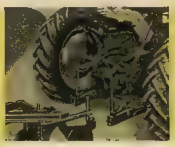
Plow your toughest spots without slippage delays or abrupt shallow-out! See how IH Traction-Control transfers weight to tractor drive wheels, as needed, to give you traction that *grows* with the load! This sure grip, that never gives up, helps you outplow them all with a Farmall® or International® tractor.

But you do more than gain extra rounds! Traction-Control also makes fuel and tires go farther than ever before. And its simple, mechanical linkage holds mounted plows at pre-set depth to match work quality of trailing plows. The mechanical action of IH Traction-Control, unlike hydraulic weight transfer systems, doesn't rob engine power when it's needed on a hard pull!

Traction-Control saves your back, too! You can add up to a ton of "wheel weight," as needed, without lifting a pound! Just set a handy lever to properly weight tractor drive wheels for any soil condition.

YOU'RE BIGGER with Torque Amplifier. Pull TA lever to increase drawbar pull up to 45% on-the-go, change speed instantly!

YOU'RE BIGGER with Hydra-Touch that puts hydraulic power to work in more time-saving ways . . . fully controls big equipment!



YOU'RE BIGGER with Fast-Hitch! You hitch seconds fast. Just Back . . . Click! . . . and Go! Get to every job sooner, finish every job faster!

YOU'RE BIGGER with independent pto! Now, you get "extra-engine" performance with all pto machines at no extra cost.

SEE YOUR **INTERNATIONAL HARVESTER** DEALER

INTERNATIONAL HARVESTER PRODUCTS *pay for themselves in use* — Farm Tractors and Equipment . . . Twine . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment — General Office, Chicago 1, Illinois

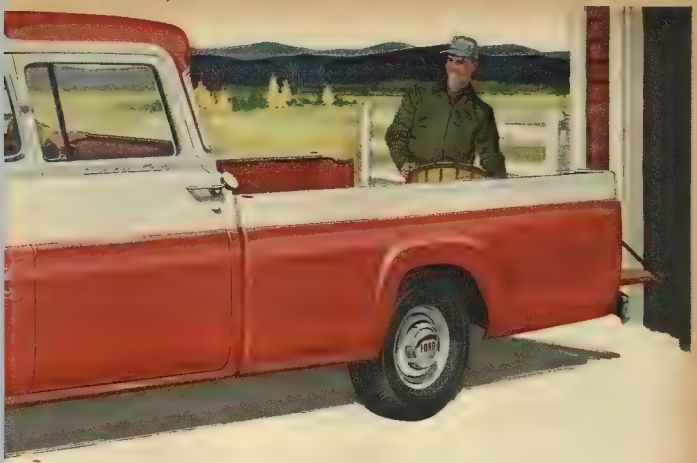
'58 FORD America's

Biggest Pickup Loadspace! Modern, cab-wide Styleside bodies offer 23% more loadspace than any competitive half-ton pickup—standard at no extra cost! Flush sides make side-loading far easier!

Most Comfortable Ride! Impact-O-Graph tests *prove* Ford gives you smoothest ride of any half-tonner—a ride mighty close to that of a car! "Driverized" cab has Hi-Dri ventilation, inboard cab step!

New Economy Carburetor! New vacuum control valve and improved accelerator pump system are designed for maximum gas mileage! And only Ford offers Short Stroke power in both Six and V-8!

Low-cost Replacement Parts! Ford replacement parts prices are traditionally low. In fact, in many cases, you'll find Ford parts prices substantially lower than those of other truck manufacturers!



'58 Ford Styleside Pickup . . . gives you modern functional styling, "Safety Vision" dual headlights, exclusive "Driverized" cab, America's biggest pick-up bodies . . . all standard at no extra cost!

lowest-priced Farm Pickup with cab-wide box!

Gives you 23% more loadspace

All-around modern design, plus lowest all-around cost—that's the money-saving team that Ford farm pickups give you for '58! Only from Ford, for example, do you get a modern cab-wide body at no extra cost!

And Ford costs not only *start* low, they *stay* low! Modern Short Stroke engines—Six as well as V-8—are designed to reduce wear, provide long life.

Maintenance costs are low, too! Ford Trucks are built for rugged service, but when replacement parts are needed, Ford parts are priced *low* and you can get them everywhere! Resale value, too, is traditionally high. An independent study of 10 million trucks proves that Ford Trucks last longer! Couple these low Ford costs with Ford's modern advances —dynamic styling, biggest loadspace, car-like ride —and you have a pickup value that puts you ahead today . . . keeps you ahead! Your local Ford Dealer will gladly demonstrate Ford's savings.

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

America's No.1 Farm

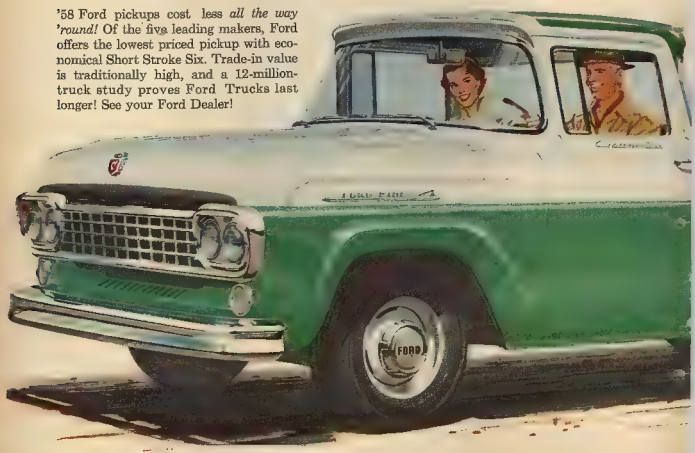
Low price is only one

No. 1 for loadspace! Modern, extra-wide Styleside bodies offer most loadspace per dollar . . . 23% more loadspace than competitive half-ton pickups . . . standard at no extra cost!

No. 1 for easy ride! Impact-O-Graph ride tests have proved amazing superiority of Ford's suspension over that of competitive pickups—a ride that's mighty close to that of a car!

No. 1 for Short Stroke power! America's lowest-priced trucks with modern Short Stroke power! And only Ford gives you a choice of either Short Stroke Six or Short Stroke V-8!

'58 Ford pickups cost less *all the way 'round!* Of the five leading makers, Ford offers the lowest priced pickup with economical Short Stroke Six. Trade-in value is traditionally high, and a 12-million-truck study proves Ford Trucks last longer! See your Ford Dealer!



Pickup FORD

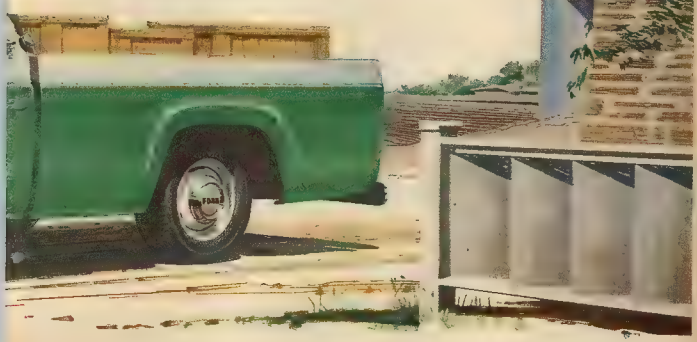
of the reasons why!

No. 1 for DRIVERIZED Cab comfort! Only Ford cabs give this combination: Hi-Dri ventilation, suspended pedals, inboard step, woven plastic upholstery, non-sag seat springing!

No. 1 for low-cost replacement parts! Ford factory-suggested list prices on the 20 most frequently replaced Ford parts average *25% below* other truck makers' suggested list prices!

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!



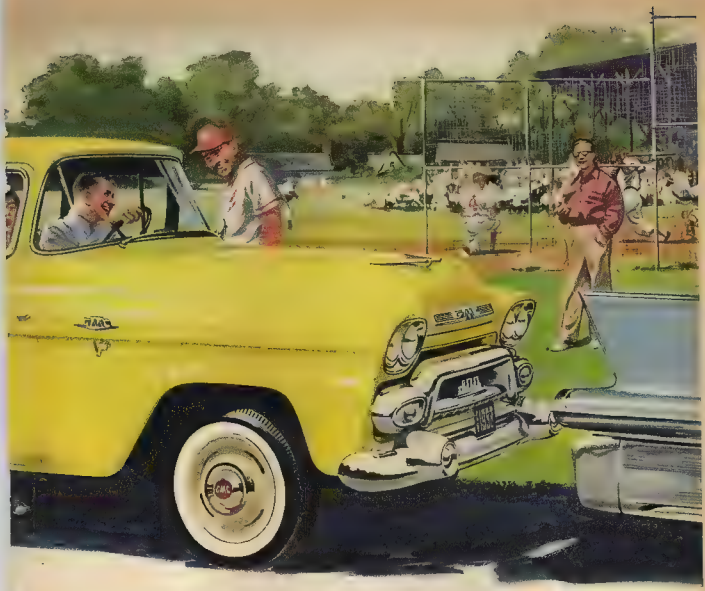
NEW WIDE-SIDE BODY with 50% more cargo space! Now available at slight extra cost in 6½' length with 20 extra cubic feet; in 8' length with 25 extra feet—THE LARGEST BODIES OF THEM ALL!

It's the Dream-Boat–but

BULKHEAD-TYPE RADIATOR MOUNTING—GMC's radiator support is a rigid bulkhead tied right into the frame for greater durability —far less trouble.

MOST CAPABLE REAR SPRINGS IN THIS CLASS! GMC's rear springs, with the highest deflection rate of them all, are muscled to carry heavier loads without strain.

BUILT LIKE THE BIG ONES. GMC's light-duties benefit from the same methods and materials – often the same parts – used in the giant haulers for which GMC is famous.



it's built like a battleship!

IT'S THE NEW "DOUBLE-LIFE" GMC

TO BE SURE, you'll drive it proudly to wherever there's a congregation of the glossiest automobiles.

Yet this GMC is really in its glory when it's wrangling tough loads over tougher ground. Showing how a real *truck* engine can slug. Demonstrating how its big-truck construction stands up to usage that wilts other light-duties fast.

That's when you see your small extra investment for this de luxe pickup being repaid over and over. That's when you realize GMC's extra value.

These things are plain even before you buy. In a GMC's front-end cross-member—hefty as a 3½-tonner's for unshakable rigidity. In its half-again heavier door hinges. In its double-shell cab.

Look them over—with a dozen other GMC features. See how trouble-free long life—low upkeep high-economy operation is engineered into this brawny, fleet-footed beauty. Check now with your GMC dealer.

GMC TRUCK & COACH—*A General Motors Division*

GMC-America's Ablest Trucks

GMC Money-Makers available in models from ½ to 45 tons

Velvet-Voice Radios by Arvin

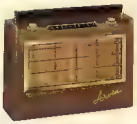
NATIONALLY ADVERTISED

All-Transistor and 3-way Portables

←

SEVEN TRANSISTORS, luggage-type cabinet in British tan • Reversible dial - use it as a table model (top) or a portable (below) • Long-life batteries have actually powered a set for 1500 hours non-stop • Big 5¼" speaker • Uses six standard "D" flashlight cells • Size 11¾" x 8⅛" x 4" • Ship. wt. 7 lbs.

H6303-5836 British Tan Retail $79.95



SIX TRANSISTORS, weighs only a pound • Unbreakable plastic cabinet in black, gold trim • Handy clip for pocket, belt or stand • Thumb-knob tuning, slide-rule dial • Automatic volume control • AM and Conelrad frequencies • Earphone extra • One 9-volt battery (NEDA No. 1600) • Size 6⅜" x 3⅜" x 1⅜" • Ship. wt. 1 lb. 7 oz.

H6023R-4066—Ebony . . Retail $54.95
H6036R-4066—Bone White . Retail $54.95

→

All portables priced and shipped without batteries

SIX TRANSISTORS Arvinyl laminate finish bonded to aluminum for new style, durability, sales appeal • Off-white, gold trim • 5-inch Alnico speaker • AM and Conelrad • Automatic volume control • Batteries: two 9-volt (NEDA No. 1603) • Size 10¼" x 8⅜" x 3⅞" • Ship. wt. 4 lbs.

H6022R 4436—Off White . . . . . Retail $59.95

3-WAY 4-TUBER (plus selenium rectifier) • Luggage-type cabinet with green leatherette cover • Printed wiring • Automatic volume control • Alnico "V" speaker • Conelrad and AM • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Size 10¾" x 6⅛" x 3⅛" • Ship. wt. 4 lbs.

H6037R-2916—Green . . . . . Retail $39.95

Superb Tone Twin-Speaker Sets

6 TUBES, plus twin 5-inch Alnico "V" speakers • Printed wiring • Illuminated indirect slide rule tuning dial and full-range tone control with visual indicator • Phonojack • Conelrad and AM • Color: fawn • Size 7⅛" x 14⅞" x 5¾" • Ship. wt. 10 lbs.

H6297R-2936 -Fawn . . . . . Retail $39.95
H6298R-2936—Ivory . . . . . Retail $39.95

5 TUBES and two 5-inch Alnico "V" speakers • Full range tone control • Phonojack • Printed wiring • Conelrad and AM • Automatic volume control • Illuminated mercury-type treble-bass indicator and slide rule tuning dial • Color: turquoise • Size 6⅞" x 5" x 13⅜" • Ship. wt. 11½ lbs.

H6295R-2551—Turquoise . . . . . Retail $34.95
H6296R-2551 -Ivory . . . . . Retail $34.95

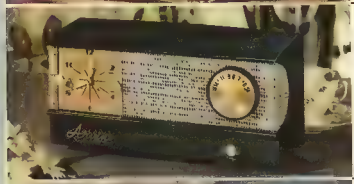
Arvin *Top-value Clock Radios*

LULL YOU TO SLEEP . . . WAKEN YOU GENTLY

ARVIN'S GOT IT . . FOR STYLE . . COLOR . . VALUE

This Arvin clock model is high on the list in beauty, performance and accuracy • Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set and 660-watt appliance outlet plus accurate clock timer • Loop antenna • Alnico "V" speaker • Conelrad and AM frequencies • Color: willow green • Size 12⅛″ x 5½″ x 5½″ • Ship. wt. 4½ lbs.

H6058R-2336—Ivory . . . . . Retail $29.95
H6059R-2336—Willow Green . . . . . Retail $29.95



MAGIC SERVANT, DAY AND NIGHT • Refreshing styling that combines dignity with outstanding modern treatment • Five tubes including rectifier • All-printed wiring • Automatic "on-off" and alarm set plus 1100-watt appliance outlet and accurate clock timer • Loop antenna • Alnico "V" speaker • Conelrad and AM frequencies • Color: charcoal • Size 12⅛″ x 5½″ x 5½″ • Ship. wt. 4½ lbs

H6056R-2656—Flame . . . . . Retail $34.95
H6057R-2656—Charcoal . . . . . Retail $34.95

ADVANCED ENGINEERING PLUS ADVANCED STYLING

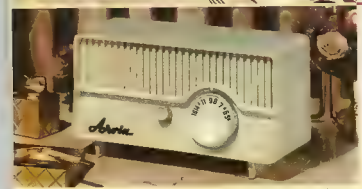
• Five tubes including rectifier • All-printed AC superhet wiring • Automatic "on-off" and alarm set plus 660-watt appliance outlet in an accurate, dependable clock timer • Slumber switch • Air loop antenna • Slide rule tuning dial • Alnico "V" speaker • Conelrad and AM • Color: pink • Size 13″ x 7⅛″ x 5¾″ • Ship. wt. 9 lbs.

H6301R-2916—Pink . . . . . Retail $39.95
H6302R-2916—Nile Green . . . . . Retail $39.95

MOST USEFUL INVENTION SINCE ALADDIN'S LAMP

• Panoramic clock face, clearly styled for exceptional ease of reading • Five tubes, including rectifier • Printed wiring • Air loop antenna • Five-inch Alnico "V" speaker • Slide rule tuning • AC superhet circuit • 1100-watt appliance outlet on back • Slumber switch • Color: flame • Size 12½″ x 6¼″ x 5½″ • Ship. wt. 10 lbs.

H6048R-3281—Flame . . . . . Retail $44.95
H6040R-3281 Ivory . . . . . Retail $44.95



GOOD TASTE IN MODERN RADIO DESIGN • Here's a beautiful expression of the best taste in modern radio design • Five tubes including rectifier • Printed wiring • Alnico "V" speaker • Loop antenna • Conelrad and AM frequencies • Color: ivory • Size 11⅛″ x 6⅞″ x 5¼″ • Ship wt. 5 lbs

H6061R-1946—Flame . . . . . Retail $24.95
H6062R-1946—Turquoise . . . . . Retail $24.95

All radios guaranteed for 90 days from date of purchase

MAY & HALAS, Inc. • For Quality and Price

HUNDREDS OF DIFFERENT BUILDINGS WITH BLOCK CITY

Scale Model Construction Sets

RETAIL: $1.98 - $2.95 - $4.95 - $7.50 - $9.95 - $15.00

Every Block City set makes hundreds of different buildings... an endless variety of sturdy scale models. Every set contains blocks, half-blocks, windows, corner windows, doors, garage doors, lintels, trim, roofing blocks, roofing material, even a picket fence. Gleaming white, washable blocks of rugged, molded shatterproof plastic with accessories in contrasting colors. In sealed tubes with 20-page instruction book.

*TRADE MARK

SET B-200 "THE DETROITER" Retail $1.98 Contains 118 pieces Packaged 1 doz. per carton Shipping Wt. 13 lbs.	**SET B-300 "THE MIAMIAN"** Retail $2.95 Contains 152 pieces Packaged 1 doz. per carton Shipping Wt. 17 lbs.	**SET B-500 "THE BEVERLY HILLS"** Retail $4.95 Contains 278 pieces Packaged ½ doz. per carton Shipping Wt. 15 lbs.
SET B-750 "THE CHICAGOAN" Retail $7.50 Contains 472 pieces Packaged ¼ doz. per carton Shipping Wt 11 lbs.	**SET B-995 "THE LAS VEGAS"** Retail $9.95 Contains 627 pieces Packaged ¼ doz. per carton Shipping Wt. 14 lbs.	**SET B-1500 "THE NEW YORKER"** Retail $15.00 Contains 950 pieces Packaged 3 per carton Shipping Wt. 25 lbs.

CATOR APPOINTED prestige toy 1956 COMMENDED PARENTS MAGAZINE

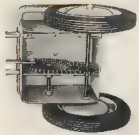
AMERICAN TOY PROMOTION

ADVERTISED IN LIFE

Buckley IRISH MAIL

New, improved version of an all-time favorite for boys and girls from 3 to 10.

- Authentic, automobile-type transmission with Diamond Chain drive.
- Ball-bearing wheels. Firestone semi-pneumatic tires.
- Single front wheel easier to steer . . . eliminates "foot pinch" hazard.
- Rust-proof. All-steel lusterized and baked enamel, fire engine red finish.
- Adjustable, weather-proof Duran upholstered seat. Rubber hand grips.



The only Irish Mail with chain drive transmission.

ADVERTISED IN LIFE

Now Ready for IMMEDIATE Delivery!

RETAIL $22.95

No. M-2000, 32" long, 13½" wide, 11" high. Packed 1 to carton. Completely assembled, except handle. Shipping weight: 28 lbs.

TUBULAR STEEL FRAME AND HANDLE CHROMIUM PLATED FOR ADDED DURABILITY.

BUCKLEY

PLASTIC BLOCK CITY, INC.

4225 W. Lake Street, Chicago 24, Illinois • Van Buren 6-5637

BC-57-IM

Dine with exquisite loveliness every day, every meal

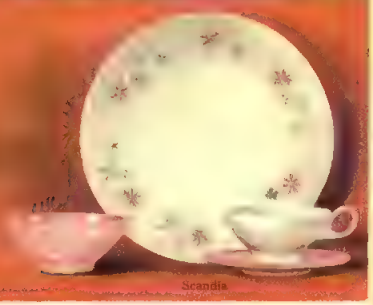
NEW BOONTON *Patricians*

PATTERNS

FINEST OF ALL MELAMINE DINNERWARE

For, taste beauty from eat on [illegible] on breakfasts to the most special [illegible] occasions. Safe with children or the dishwasher. Choose from three lovely patterns. Beautiful colors of all Boontonware accessories mix and match to perfection. **Guaranteed against breakage***

Meadow Spray



Scandia

Leaves

MEADOW SPRAY—The delicacy of spring and classic beauty graciously lends itself to the spirit of modern living.

5 pc. Place Setting. Turquoise saucer and bowl, white cup, 543A11-463	$ 6.95
5 pc. Place Setting. White saucer, cup and bowl, 543A10-463	6.95
16 pc. Starter Set. 543A12-1330	19.95
20 pc. Service for Four. 543A13-1797	26.95
45 pc. Service for Eight, 543A14-4330	64.95

SCANDIA—Elegant Scandinavian charm adapts to traditional or modern settings.

5 pc. Place Setting. Pink saucer and bowl, white cup, 543A16-463	$ 6.95
5 pc. Place Setting. White saucer, cup and bowl, 543A15-463	6.95
16 pc. Starter Set, 543A17-1330	19.95
20 pc. Service for Four, 543A18-1797	26.95
45 pc. Service for Eight, 543A19-4330	64.95

LEAVES—Floral loveliness, fresh and enchanting, created for everyday living.

5 pc. Place Setting. Yellow saucer and bowl, white cup, 543A21-463	$ 6.95
5 pc. Place Setting. White saucer, cup and bowl, 543A20-463	6.95
16 pc. Starter Set, 543A22-1330	19.95
20 pc. Service for Four, 543A23-1797	26.95
45 pc. Service for Eight, 543A24-4330	64.95

5 Piece Place Setting. Contains 1 each: 10½" dinner plate, 6½" sandwich or dessert plate, 18 oz. soup or salad bowl; 8 oz. cup, 6" saucer. Wt. 2½ lbs.

16 Piece Starter Set. Service for four contains 4 each 10½" dinner plate, 10 oz. dessert or soup bowl; 8 oz. cup; 6" saucer. Wt. 7 lbs.

20 Piece Service for Four. Contains 4 each, 10½" dinner plate; 6½" sandwich plate, 18 oz. soup or salad bowl; 8 oz. cup; 6" saucer. Wt. 8 lbs.

45 Piece Service for Eight. Contains 8 each 10½" dinner plate; 6½" sandwich plate, 18 oz. soup or salad bowl, 8 oz. cup; 6" saucer, plus 14½" platter, 10" serving dish or salad bowl; 5 pc. sugar and creamer set. Wt. 18 lbs.

*Written Guarantee With Every Purchase

Color Combinations. On all sets, dinner and sandwich plates have lovely decorated patterns. All cups are white. Colors of other pieces are Turquoise with *Meadow Spray*, Pink with *Scandia*, Yellow with *Leaves*. Place settings only also available with patterned dinner and sandwich plates, other pieces all white.

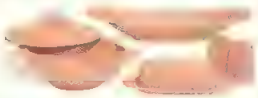
COMPLETE YOUR SET WITH LOVELY SERVICE PIECES

5 Piece Continuation Service Set. Contains 14½" platter, 10" serving dish or salad bowl, 3 pc. sugar, creamer set. In solid colors or mixed color Harlequin. Wt. 4 lbs.

Yellow Turquoise | Mixed Color Harlequin | Pink White

Specify color when ordering

543A4-790 ..... Retail Price $11.85



7 Piece Completion Service Set. Contains. 10" divided vegetable serving bowl; vegetable bowl cover; bread server or centerpiece, 2 pc. butter dish, salt, pepper set. In solid colors or mixed color Harlequin. Wt. 4 lbs.

Yellow Turquoise | Mixed Color Harlequin | Pink White

Specify color when ordering

543A5-1030 ..... Retail Price $15.45

Sculptured Beauty in Exciting Gourmet Colors

The modern, sculptured look in beautiful, carefree Melamine dinnerware. Boontonware Belle features a square-in-a-circle design that dramatizes every table in any setting. A satin-smooth finish with a sparkling luster that never fades. Belle stacks easily, handles easily, is practically indestructible. You can trust it to the youngsters or the dishwasher with never a care because Boontonware Belle is the dinnerware that's

GUARANTEED AGAINST BREAKAGE*

Boontonware® Belle

Finest of All Melamine Dinnerware

EXCITING "GOURMET COLORS"

Butter Yellow | Turquoisette | Bon Bon Pink | Shell White

5 Piece Place Setting. Contains 1 each 10" dinner plate; 6½" dessert or sandwich plate, 20 oz. salad or soup bowl, 8 oz. cup and 6" saucer. Solid colors only. Weight 2½ lbs.

Butter Yellow | Turquoisette | Bon Bon Pink | Shell White

Specify color when ordering

543A1-330. ..... Retail Price $ 4.95

16 Piece Starter Set service for four. Contains 4 each, 10" dinner plate, 6½" dessert or sandwich plate; 8 oz. cup and 6" saucer. Solid colors or Harlequin (1 place setting in each color) Weight 6 lbs

Butter Yellow | Turquoisette | Mixed Color Harlequin | Bon Bon Pink | Shell White

Specify color when ordering

543A2-930 ..... Retail Price $13.95

48 Piece Service for Eight. Contains 8 each: 10" dinner plate; 6½" dessert or sandwich plate, 20 oz. soup bowl; 8 oz. cup and 6" saucer—plus 14½" platter, 11" platter, 10" vegetable serving dish, 3 piece sugar and creamer set; salt and pepper set. Solid colors or Harlequin (2 place settings in each color). Weight 17½ lbs.

Butter Yellow | Turquoisette | Mixed Color Harlequin | Bon Bon Pink | Shell White

Specify color when ordering

543A3-3330. ..... Retail Price $49.95

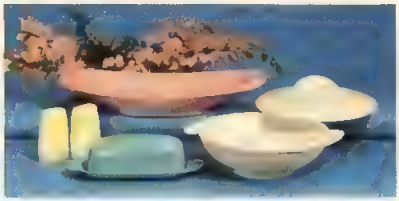
COMPLETE YOUR BELLE SET WITH LOVELY SERVICE PIECES

5 Pc. Continuation Service Set. Contains: 14½" platter; 10" serving dish or salad bowl, 3 piece sugar and creamer set. Available in solid colors or mixed color Harlequin. Wt. 4 lbs

Butter Yellow | Turquoisette | Mixed Color Harlequin | Bon Bon Pink | Shell White

Specify color when ordering

543A4-790. ..... Retail Price $11.85



7 Pc. Completion Service Set. Contains 10" divided vegetable serving bowl, vegetable bowl cover; bread server or centerpiece; 2 pc. butter dish, salt, pepper set. Solid colors or mixed color Harlequin. Wt. 4 lbs.

Butter Yellow | Turquoisette | Mixed Color Harlequin | Bon Bon Pink | Shell White

Specify color when ordering

543A5-1030. ..... Retail Price $15.45

*Guaranteed for one year. The manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use

Schaper's PLASTIC GAMES

COOTIE

Here He Is—One of America's top selling Games—Cootie! Millions of boys and girls, Moms and Dads have been enjoying this fabulous bug for years. Always a favorite and a big seller.

S. R. $1.98

	Each
K749-111—Cootie Game (Mfr. No. 200).....	$2.66

12 per carton; wt. 8 lbs.

GIANT COOTIE

It's a Toy. It's a Bank. Cootie stands 9¼" tall assembled.

WE DO NOT STOCK.

STADIUM CHECKERS

This easy to play game has terrific appeal for the entire family. First player to get his marbles out of the colorful stadium is the winner. Two, three or four can play. Exciting as football, interesting as checkers.

S. R. $2.98

	Each
K749-442—Stadium Checkers (Mfr. No. 800)...	$3.80

12 per carton; wt. 14 lbs.

SKUNK

Great fun for any age.

Special Skunk dice creates hours of fun and laughs. Complete with colored chips and giant score pad.

S. R. $1.98

	Each
K749-228 -Skunk Game (Mfr. No. 500).....	$2.66

12 per carton; wt. 11 lbs.

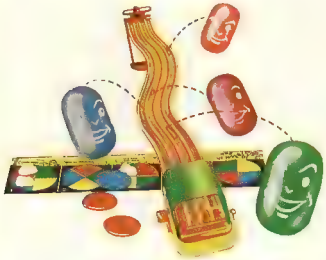
TICKLE BEE

Can you tickle the "Tickle Bee" without getting stung? That's the clever idea behind this wonderful new game which is the perfect fun-maker for any age child or adult.

S. R. $1.98

	Each
K749-858—Tickle Bee Game (Mfr. No. 215)	$2.66

12 per carton; wt. 6 lbs.



TUMBLE BUG

Colorful Tumble Bugs hop, skip and tumble down runway in exciting race. Can be enjoyed by one or many.

S. R. $1.98

Each

K750-101—Tumble Bug Game (Mfr. No. 206) **$2.66**

12 per carton; wt 15 lbs.

SHAKE

A fast moving game in brilliant 3-dimensional plastic. Two can play or teams can be formed.

S. R. $1.98

Each

K750-309—Shake Game (Mfr. No. 1100) **$2.66**

12 per carton; wt. 9 lbs.

TIDDLE-TAC-TOE

One of the biggest dollar values in games. Here's a clever, 3-Dimensional plastic combination. Tiddle-tac-toe played with Tiddle de Winks! For all ages.

S. R. 98c

Each

K750-408—Tiddle-Tac-Toe Game (Mfr. No. 101) **$1.34**

12 per carton; wt. 6 lbs.

DUNCE

One of the country's most popular games. The giggle-provoking game of Dunce can be played by every member of the family. Object is not to become a Dunce.

S. R. $1.98

Each

K750-200—Dunce Game (Mfr. No. 1300). ... **$2.66**

12 per carton; wt. 7 lbs.

BIG $1 GAME PACKAGE!

Now you can get these four brand new dollar game sensations in one handy carton. "4-PACK" contains a dozen games — 3 each of these four Schaper Plastic Creations.

S. R. 98c

Each

K750-507—Dollar Games (Mfr. No. 1026) **$1.34**

3 each per ctn. of 12; wt. 6 lbs.

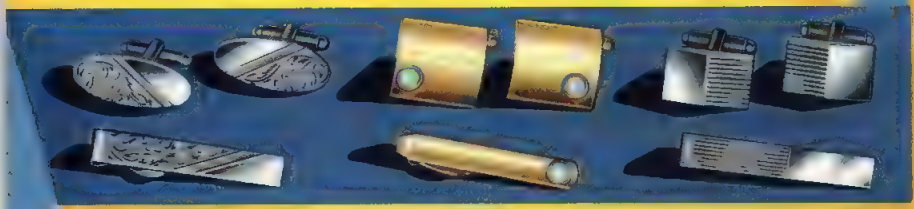
Items Gift Boxed —
Prices Retail, Not Including Tax

Set	22J353-375T	$7.50
Links	22J354-225T	4.50
Slide	22J355-150T	3.00

Genuine imported striped agate in classic yellow setting

Set	22J356-375T	$7.50
Links	22J357-225T	4.50
Slide	22J358-150T	3.00

Beautiful hand engraved border with contrast ng polished signets in rhodium finish



Set	22J359-375T	$7.50
Links	22J360-225T	4.50
Slide	22J361-150T	3.00

Handsomely hand engraved design on contrasting two-tone rhodium finish.

Set	22J362-350T	$7.00
Links	22J363-225T	4.50
Slide	22J364-125T	2.50

Imported synthetic moonstone, highlighted on a brightly polished background Yellow finish

Set	22J365-300T	$6.00
Links	22J366-200T	4.00
Slide	22J367-100T	2.00

Rhodium finished with hand engine turned two tone design.

4 piece set	22J368-1625T	$32.50
Links	22J369-750T	15.00
Slide	22J370-500T	10.00
Tie Tack	22J371-375T	7.50

Genuine onyx and duke-cut diamond in polished setting of 12 karat gold filled.

4 piece set	22J372-1375T	$27.50
Links	22J373-750T	15.00
Slide	22J374-375T	7.50
Tie Tack	22J375-250T	5.00

Cultured pearls with hand cut shell design background Lasting 12 karat gold filled Tie Tack with 14 karat gold peg

Set	22J376-1000T	$20.00
Links	22J377-625T	12.50
Slide	22J378-375T	7.50

22 karat gold intaglio emblem in genuine onyx 12 karat gold filled mountings.

Set	22J379-750T	$15.00
Links	22J380-450T	9.00
Slide	22J381-300T	6.00

Satin finished 12 karat gold filled with polished signets. Hand engraved design.

Set	22J382-500T	$10.00
Links	22J383-300T	6.00
Slide	22J384-200T	4.00

Mirror finished 12 karat gold filled.

Hayward

STERLING SILVER

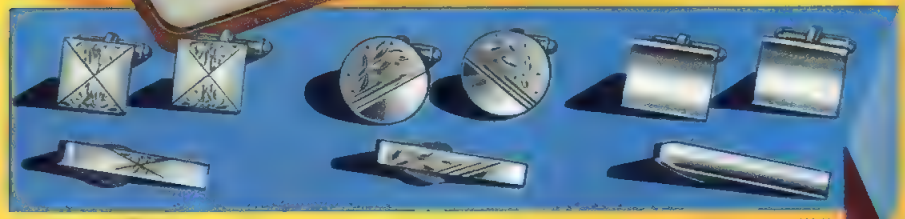
SINCE 1851

Set	22J325-1250T	$25.00
Links	22J326-750T	15.00
Slide	22J327-500T	10.00

Genuine duke-cut diamonds accentuated by hand engine turned background on snowy sterling silver.

Items Gift Boxed —

Prices Retail, Not Including Tax



Set	22J328-500T	$10.00
Links	22J329-300T	6.00
Slide	22J330-200T	4.00

Satin finished sterling silver with beautiful bright hand engraving

Set	22J331-750T	$15.00
Links	22J332-500T	10.00
Slide	22J333-250T	5.00

Magnificently hand engraved in two-toned sterling silver

Set	22J334-625T	$12.50
Links	22J335-375T	7.50
Slide	22J336-250T	5.00

Mirror finished sterling silver in attractive geometric shape

Set	22J337-600T	$12.00
Links	22J338-350T	7.00
Slide	22J339-250T	5.00

Exquisite combination of hand engraving and engine turning on sterling silver.

Set	22J340-750T	$15.00
Links	22J341-500T	10.00
Tie Tack	22J342-250T	5.00

Especially imported genuine royal blue lapis in polished sterling silver frames.

Set	22J343-750T	$15.00
Links	22J344-500T	10.00
Slide	22J345-250T	5.00

Antique finished sterling silver with bright hand carved bands

Set	22J346-500T	$10.00

Hand engraved design on fashion-ovals of sterling silver — exceptional value.

Set	22J347-850T	$17.00
Links	22J348-550T	11.00
Slide	22J349-300T	6.00

Heavy weight geometric style sterling silver with hand engraved design on rich satin finish

Set	[illegible]	$15.00
Links	[illegible]	9.00
Slide	22J352-300T	6.00

Stylish concave ovals of sterling silver with hand carved edges and genuine imported hematite stones.

Town and Country

1/20 12 KT. GOLD FILLED—*Men's Jewelry*

America's prest ge style studio originals to delight a discerning man. Inspired, masculine motifs recall yesterday's artmanship in the newest styles-of-tomorrow. Fine hand-polishing. Presentation-Quality jewelry and stud case, as shown

STERLING SILVER — *Men's Jewelry*

Shimmering reflections of a gentleman's own flawless good taste. Hand-polishing by proud craftsmen brings out every sparkle of these brilliant, newest, male styling concepts. Beautifully gift-packaged, as shown, and sensibly priced, too.

FISHING

Compliment-catching, stylized fish links. Unique fishing rod tie bar. Handsomely gift-boxed, as shown.

4J35X300 Reta **$6.00**

BANKER *1/20 12 KT GOLD FILLED*

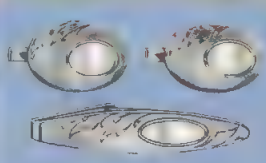
Sparkling Duke-Cut Diamond set in jet. Luxury 1/20 12Kt. Gold Fi ed. Design-dignity for a man who's arrived. Presentation-Quality Box.

4J34X1250 .. . . Reta **$25.00**

FINANCIER *1/20 12 KT. GOLD FILLED*

For the man who recognizes qual ty, knows value. Classic design, hand-polished, 1/20 12 Kt. Go d F.led. Presentation-Quality Box.

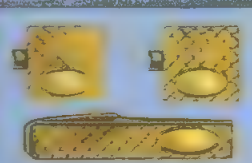
4J25X875 Reta **$17.50**



MANAGER *STERLING SILVER*

The bus ness leader wears this striking set. Delicate y crafted. Hand worked pattern. Plaque for engraving.

4J26X875 . . . . . Reta **$17.50**

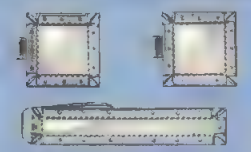


MAGNATE *1/20 12 KT. GOLD FILLED*

Hand-pol shed for a captain of industry. Richly conservative design. Ideal for engraving. Presentation-Quality Box. 1/20 12 Kt. Gold Filled

4J27X875 . Retail **$17.50**

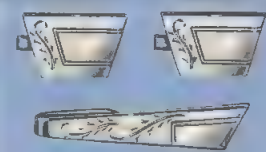
MOSTOW CO.



LEADER *STERLING SILVER*

This symphony in Sterl ng strikes just the right style note. Popular satin and bright finish. Hand pol shed, too

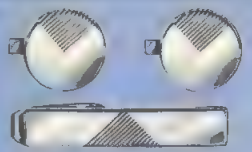
4J28X875 Reta **$17.50**



CONSULTANT *STERLING SILVER*

T mely, swept back design. Unusual fine en graved pattern wrought by master craftsmen ideal for engraving

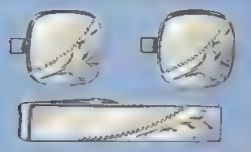
4J29X750 . Reta **$15.00**



STOCKBROKER *STERLING SILVER*

Conservative styling. Hand pol shing highlights the simple beauty of modern design. A fine value.

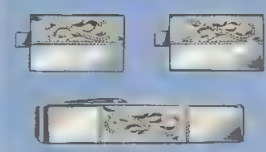
4J30X500, ...,Reta l **$10.00**



COMMODORE *STERLING SILVER*

If you're all at sea for a gift he'l love, this is it. Fine flourishes. Sparkling bright finish. Hand-po shed

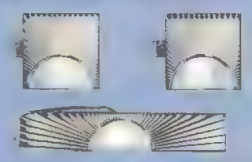
4J31X500 .. .. Reta l **$10.00**



EXECUTIVE *STERLING SILVER*

Satin and Bright finish. Hand-polished to catch each swirl of the engraving tools. For a man who s moving ahead

4J32X875 .... Retail **$17.50**



SCIENTIST *STERLING SILVER*

Dramat c sunburst inspired by the space travel era. Engine turned pattern. Individua ly hand pol shed

4J33X750 ... . Reta l **$15.00**

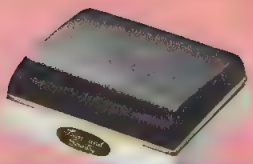
Size, Colors and Finish as shown.

All Prices Subject to Federal Excise Tax.

Town and Country

MEN'S JEWELRY

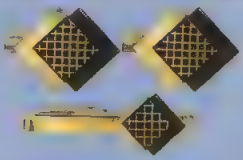
New, original styles for the American man who's moving ahead! Dramatic, exciting, new design concepts. Conveying that just-right deft touch to set off fine tailoring. Wardrobe-flattering designs for club or office. Quality-made hand-polished, value-priced. Handsome gift package with every set, as shown.



BOWLER
For the on-the-ball man. Imported, real mother-of-pearl. Marvelous as a prize or gift. Hand polished workmanship.
4J36X250 ..... Retail **$5.00**

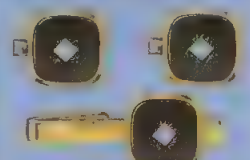
HUNTSMAN
For an Outdoor Man. Unique yellow gold-finished rifle tie bar. Life-like dog links. A gift to hit the target.
4J37X300 ..... Retail **$6.00**

GOLFER
When he's not on the golf links, these Golf Links will be on him. Imported mother-of-pearl. Hand polished.
4J38X300 ..... Retail **$6.00**



ARCHITECT
Stylistic grid, striking contrast on black background. An inspired design-of-tomorrow, for a forward-looking man.
4J39X250 ..... Retail **$5.00**

PLAYBOY
If he loves the bright lights, he'll appreciate these sparkling white chatons set on jet background. Hand polished.
4J40X300 ..... Retail **$6.00**



SENATOR
The classic beauty of traditional design in yellow gold-finish. Hand polished, shining white chaton set in jet.
4J41X300 ..... Retail **$6.00**

BARRISTER
For a distinguished man. Quality and value! Imported mother-of-pearl on yellow gold finished grid. Beautiful hand polishing.
4J42X375 ..... Retail **$7.50**

FRATERNAL CHOICE OF EMBLEM
Rhodium finished R by colored stone. Enameled emblem. Specify emblem desired.
4J43X300 Masonic ..... Retail **$6.00**
4J44X300 Shrine ..... Retail **$6.00**
4J45X300 K of C ..... Retail **$6.00**

MASON
Yellow gold finish Masonic emblem tonally mounted on pearlized background plaque. Quality hand polished.
4J46X375 ..... Retail **$7.50**

MOTOW CO.

CELEBRITY
Sparkling, rhodium finish encases solid blue stone. For the Man-of-the-Minute. Expertly hand-polished.
4J47X250 ..... Retail **$5.00**

COLLEGIAN
For the younger man. Dashes of raised rhodium finish on artist-black background. Hand polished craftsmanship.
4J48X250 ..... Retail **$5.00**

PROSPECTOR
A real find. Lustrous, raised rhodium-finish panels on contrast background. Fine hand polishing.
4J49X300 ..... Retail **$6.00**

Size, Colors and Finish as shown.

All Prices Subject to Federal Excise Tax.

THE NEW REMINGTON® Quiet-riter

THE ONLY PORTABLE WITH AMAZING *MIRACLE TAB!*

FOR TYPING PERFECTION AND COLOR TOO!

Desert Sage —rich, exceptionally appealing

Mist Green extremely versatile tint

White Sand in the modern mood

French Gray harmonizes with any decor

Tests by leading educators prove that students who type get up to 88% better marks. No wonder . . . a typewriter makes everything *easier to read* and *easier to write!* The REMINGTON QUIET-RITER is the perfect portable for home and school . . . the *modern* portable that gives you more in performance, more in style and beauty than any other portable!

Check these advanced Features!

Complete touch typing instruction booklet and operating manual plus elegant carrying case included at *no extra cost!*

MIRACLE TAB — Sets and clears tabulator stops right on the keyboard. The easiest, most efficient tabulator ever invented.

Simplified Ribbon Changer — Ends fuss and fumble. Ends smudgy fingers. Old ribbon lifts out, new ribbon slips in instantly!

Larger Size Cylinder With sure-grip paper feed. Holds everything from small cards to large envelopes securely in place.

Super-Strength Frame Protects the vital parts of your *Quiet-riter* for years of extra service!

This is PICA type
This is ELITE type

All *Remington* Portables come in either Pica or Elite type.

PLUS 44-key, 88-character keyboard as found on the latest and finest office typewriters . . . Handsome, *non-glare* finish . . . Single, double and triple line space selector . . . Visible margin sets . . . Carriage centering lever . . . Full 12-yard, 2-color ribbon as on office typewriters . . . Automatic ribbon reverse . . . Shift key and lock, right and left . . . Positive action back spacer

AND MANY MORE FEATURES TOO!

QUIET-RITER - 20K132-10292
Retail $137.75
State Color, Type Face
All Prices include Federal Excise Tax

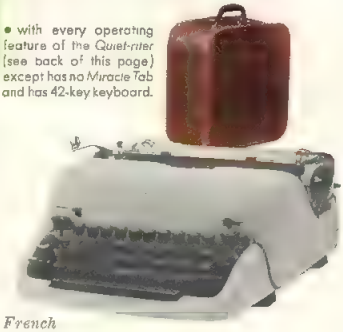
REMINGTON PORTABLE Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

REMINGTON Portables with
"BIG MACHINE" Features

the NEW REMINGTON *Letter-riter*

Visible Margins . . . Simplified Ribbon Changer

• with every operating feature of the *Quiet-riter* (see back of this page) except has no *Miracle Tab* and has 42-key keyboard.



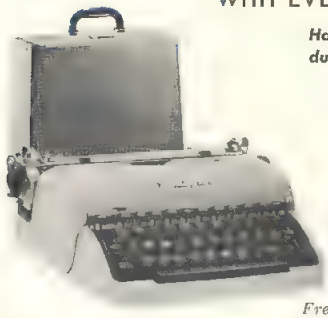
For home and school use . . . a complete portable typewriter at an economical price. Sturdy construction and fast key action provide smooth, quiet operation. Has visible margins (you *see* where to set both margins) and simplified ribbon changer. Has standard 42-key keyboard. Exclusive larger size cylinder with sure-grip paper feed that gives clearer printwork and positive feeding of paper, cards and envelopes. Finger speed keys right and left shift keys and locks and all controls located just as on standard typewriters. Super-Strength Frame construction adds years of service, keeps every working part in perfect alignment. In new French Gray non-glare finish. Touch method typing instruction book and elegant carrying case included. Designed for those who want a medium priced portable typewriter with traditional Remington Rand quality. Specify either Elite or Pica type. (See sample, back of this page.)

LETTER-RITER — 20K130-8550
Retail ---------- $114.43
All Prices include Federal Excise Tax

French Gray only

the NEW REMINGTON *Travel-riter*

WITH EVERY NEEDED TYPING FEATURE



Has beautiful styling, is light in weight, durable, speedy and produces superb printwork.

The new REMINGTON TRAVEL-RITER is priced within the reach of every family, and it has all these features: 42-key keyboard with non-glare speed keys . . . types arithmetic signs, degree mark, exclamation point, business symbols. Left and right shift keys, back space key . line finder for typing out of regular spacing . . . single and double line spacing . . . carriage centering and locking device . . . automatic and manual ribbon reverse . . . weighs only 15 pounds in case. Instruction book and handsomely styled carrying case included. The TRAVEL-RITER is a magnificent example of engineering skill—it has all the needed features to make your typing easy and accurate. Specify either Pica or Elite type. (See sample on back of this page.)

French Gray only

TRAVEL-RITER — 20K121-6916
Retail $89.74
All Prices include Federal Excise Tax

WT14418 printed in U.S.A.

REMINGTON PORTABLE Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained

"Hagn — 194"

Smith-Corona

...World's First, Fastest and most Popular PORTABLES

Smith-Corona SILENT-SUPER

ALPINE BLUE

Smart, streamlined design in a choice of five striking two-tone color combinations. Numerous office typewriter features including full-size, 88-character keyboard, Quickset Margins, Keyset Tabulation and Page Gage that accurately predetermines bottom margins. Super Speed Escapement provides fastest action of any portable. Exclusive Piano Key Action reduces effort, errors and fatigue. Touch Selector for adjusting keys to most comfortable typing pressure. Close-to-keyboard Line Space Lever for faster carriage return and single, double or triple spacing. Removable platen. 3-way Ribbon Color Selector: writes black, red or cuts stencils. Line Retainer for subscripts, exponents, etc. Retractable Paper Support Arms. Completely insulated for quiet operation. Rugged construction assures a lifetime of service. Complete with its own luxurious "Holiday" carrying case. Touch typing chart and instruction booklet included. Specify color and type style.

H658H10102 ..... Retail $137.27

SAPPHIRE GRAY

SEAFOAM GREEN

DESERT SAND

CORAL PINK

Smith-Corona STERLING

Big typewriter performance at moderate price. Smart Sapphire Gray finish with office-size Color-speed Keyboard. Has Page Gage; Quickset Margins: Super Speed Escapement; Piano Key Action; Touch Selector; Type-bar Speed Booster; Close-to-keyboard Line Space Lever; Line Retainer; 3-Way Ribbon Color Control; Hand-set Tabulator; Retractable Paper Support Arms; rugged, service-free construction; Single, Double or Triple-Spacing; and many other time-and-labor-saving features. Complete with handsome carrying case, touch typing chart, instructions. Specify Pica or Elite type.

H674H8932 ..... Retail $121.37

Smith-Corona Skyriter

World's most *portable* portable. Weighs only 9 pounds So compact you can tuck it away in a desk drawer. Beautiful two-tone beige finish with luxurious carrying case. Full-size keyboard, Page Gage; Quickset Margins: Floating Shift; neat, sharp write; single or double spacing and many other large typewriter features. Ideal for authors, students, journalists, travelers and home correspondence. Includes Touch Typing Chart; Instructions. Tremendous value at this low, low price! Specify Pica or Elite type.

H675H5980 ..... Retail $79.10

CHOICE OF TYPE STYLES

You can choose either of the two most popular kinds of type at no extra cost.

This is PICA type.
This is ELITE type.

Smith-Corona **PACEMAKER** OFFICE TYPEWRITERS

Manufactured to rigid Smith-Corona quality standards, the PACEMAKER offers outstanding performance and ease of operation at the lowest price of any top-quality full-size typewriter on the market.

Sturdy construction assures years of trouble-free operation. Convenient, clearly marked controls give utmost simplicity of operation. Half-spacing permits correction of errors where a letter or space is missing. Quickset Margins, Interchangeable Platen, Flick-set Tabulator, and Standard American Keyboard make this a truly easy-to-use machine for the amateur as well as the professional typist. Available in 11″ or 15″ carriage widths, and your choice of pica or elite type.

This is PICA type.
This is ELITE type.

H1349H14000 — 11" Carriage ..... Retail $190.27
H1350H15170 — 15" Carriage ..... Retail $206.17

Smith-Corona **ADDING MACHINES**

MODEL 7MD
Lists.....9,999.99
Totals.....99,999.99
H1345H8617
Retail $106.13

MODEL 8MD
Lists.....99,999.99
Totals.....999,999.99
H1346H9758 - Retail $127.01

MODEL 10MD
Lists.....9,999,999.99
Totals.....99,999,999.99
H1354H10490 - Retail $142.57

- *Three Desk Models!*
- *Extra Quiet, Easy to Operate!*
- *Fast, Efficient Keyboards!*

Smith-Corona adding machines have been designed to handle a wide variety of figure work with speed, accuracy and ease. Their phenomenal low price makes them ideal for all phases of small business and home use. Sturdy steel case with two-tone, non-glare keyboard. Permanent record of all transactions on tape printed in bold, easily-read type. Clear signal prints automatically with first item listed. Individual column clear keys clear incorrect figures in *any* column without disturbing others. Error key clears entire keyboard. Repeat key speeds up work and makes multiplication easy. Automatic space-up after total positions tape instantly at correct tear-off point. Precision engineered for trouble-free operation. Includes dust cover; instructions.

Smith-Corona **CASH REGISTERS**

SPECIAL KEYBOARDS — WRITE FOR PRICES

- *Combination Cash Register and Adding Machine!*
- *With New Features Usually Found Only on Higher Priced Models!*
- *Modern, Streamlined Design!*

SPECIAL
(7MDX)
H1348H13380 - Retail $179.50
5 Columns Total 6

Smith-Corona cash registers have adding machine features listed above. Transactions and totals are recorded on standard adding machine paper roll. Special transactions listed as Paid Out, Credit Refund, Charge, No Sale and Received-on-Account. Snap-on handle prevents unauthorized use. Cash drawer slides freely and smoothly on ball bearing raceways. Warning bell sounds when drawer is opened. Adding machine unit quickly and easily removable for use elsewhere. Dust cover; instructions.

Deluxe Models 8MEX and 10MEX also include:

Enforced designation for providing positive identification of every transaction by preventing operator from pulling handle unless feature key is depressed. Sales classified by nine departments or commodities. Lock prevents totaling or sub-totaling by unauthorized persons. Locked-in detail tape; tamperproof case. Special tax key for more exact record keeping.

DELUXE
(8MEX)
H1347H15804 (8MEX) - Retail $219.50
5 Columns Total 6

H1355H18684 (10MEX) - Retail $259.50
7 Columns Total 8

New VARNEY Lil Raskal*

TOY TRAINS IN HO GAGE

NO. 10 TRAIN SET
SUGGESTED RETAIL PRICE $9.95

THIS TRAIN is really wreck proof. It is new and novel—the first genuine toy train in HO gage made in the U.S.A. It is built for rough house play. It has sturdy track, cars that can be dropped. Lively, healthy, peppy youngsters can play rough with Varney's Li'l Raskal* toy train set. It loves action.

Look at these features:

- Super detailed scale bodies, authentic colors.
- Steel chassis, sturdy, tough.
- High flange wheels built of Varney new super high impact plastic makes the cars cling to the track; very important to a toy train.
- 14 pieces of brass track (Atlas) with special "Stick-tite" joiners. Track so firm train will run when set on thick pile rug.
- Locomotive drives on all wheels. Powerful enough to pull over a dozen cars easily.
- Automatic NMRA coupler that kids can uncouple with a yank.
- Steel axles, free rolling, rugged
- 4-piece train has Streamliner loco, gondola, refrigerator car and caboose.
- Set includes battery case with switch. Case holds 4 ordinary flashlight batteries. Will run train 3 hours plus, 2 feet of wire included.
- Set includes coupon worth $3.00 for a transformer. Purchaser can cash coupon within 9 months by sending $3.95 plus 50¢ for handling, and get a $7.00 transformer direct from factory.

Specifications:

- Train length over-all—24½".
- Packed 8 to a case
- Shipping case, 14¼ x 14 x 12 inches.
- Shipping case weighs 16 lbs. 14 oz.
- Size of box: 13⅞ x 12 x 1¾", in colors
- Weight of box, 1 lb. 14 oz.
- Track, Atlas, 18" radius, makes oval 36" x 45".
- Suggested retail price, $9.95.
- Sole distributors, Strombeck-Becker Mfg. Co., Moline, Ill. and 200 Fifth Ave, N.Y. 10, N.Y.

For complete prices, please turn the page.

*Trade Mark
Copyright 1958, Varney, Inc.

VARNEY . . since 1936, America's finest HO scale model trains!

New VARNEY® Lil Raskal*

PARENTS WORRY about the short life of many children's mechanical toys. Here's the answer: a real toy train that is more durable than any we ever heard of!

Here's extra Li'l Raskal* cars and gimmicks that you can add to the basic toy train set:

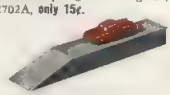
Box car, steel type, single door that slides, popular. Case 4 doz., 14 lbs., 4 oz. No. 2775, **only $1.69.**

Panel truck, can be an ambulance also. No 2475, **only 10¢.**

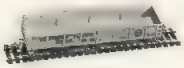
Streamlined locomotive. Powerful diesel type. Solid steel axles, steel frame, motor drives on all wheels. Wt to case of 48, 23 lbs. No. 2770, **only $4.95.**

Flat car loaded with 2 farm tractors! Nice load. Case 4 doz. sets, 8 lbs., 10 oz. No. 2776, **complete only $1.35.**

Farm Tractor, bright red or green, splashy No. 2702A, **only 15¢.**



Freight platform, holds freight or two autos. Two, end to end, look great. As shown, with two autos No. 2663, **89¢.**



Gondola, automatic couplers, steel frame & axles. Case 48, 12 lbs. No. 2772 **only $1.25.**

Note: Motor repair service

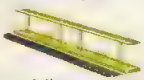
If loco motor fails or is damaged in any way, mail to Varney factory with $1.50, and new motor will be sent anywhere in USA same day postpaid! Motor is removed easily, unscrew from frame, loosen wires, that's all easy as pie (apple).

HO animals. 7 critters, real as life, very popular. Set No. 2660, **only 15¢.**

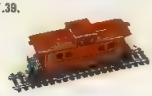
Refrigerator car. Very colorful orange, red and black. Case 4 doz., 14 lbs. No. 2771, **only $1.39.**

Automobiles. Liven up your play with little cars that roll freely. Four autos, assorted colors and in clear plastic. Authentic detail

Ford Sedan. No. 2473, **only 10¢.**



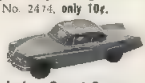
Passenger station, yellow plastic, 11 inches long (in two sections) with 2 station benches. Very snazzy. No. 2779, **only 79¢.**



Caboose, cupola type. Case 4 doz. 14 lbs. No. 2773, **only $1.49.**

Utility Pickup for light delivery and farm work. No. 2474, **only 10¢.**

Cattle car, sliding doors, amazing detail. Case 4 doz., 11 lbs. No. 2774, **only $1.89.**



Studebaker Sport Coupe, very flashy, handsome. No. 2738, **only 10¢.**

Exclusive distributors and sole sales agents for Varney Li'l Raskal* HO toy trains for tots is Strombeck Becker Mfg. Co., serving as direct Varney factory representatives, Moline, Ill. and 200 Fifth Ave., N. Y. 10, N. Y.

Opportunity: There is a big void which today is completely untouched by American built HO toy trains. With over 40 million American homes, there's an enormous market for American built HO genuine toy trains that can take the rough house play of healthy young American boys. This country has over 8 million young boys ready for the train. And Varney's got the train, *and at a competitive price!*

*Trade Mark Copyright 1958, Varney, Inc

VARNEY...since 1930, America's finest HO scale model trains

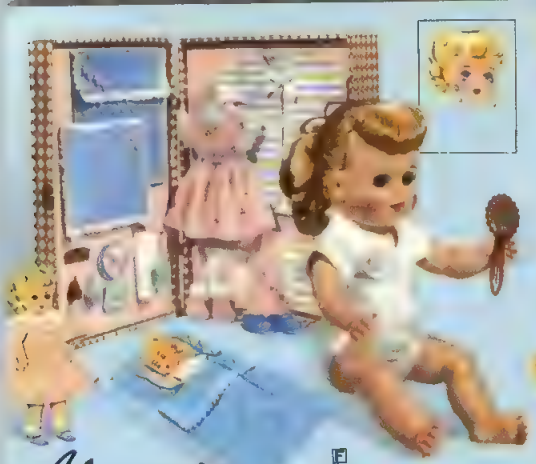
Yvonne
DOLLS

Ⓐ **"SLEEPING BEAUTY" BALLERINA, 20"—AND EXTRA OUTFIT.** This dancing danseuse has jointed hips, knees, and ankles which enable her to pirouette, kick high, do the splits, walk, and assume many other traditional ballet poses! Her body is sturdy plastic . . . her rooted hair is done in a fashionable pony tail. Before the footlights she's dressed in a stunning red lace and net ballet costume, with gold trim; chic marabou headpiece, matching panties; ballet hose and slippers. For afternoon wear she has a printed cotton dress, red stole, and red high heeled dress shoes.
BT28X795 List **$11.95**

Ⓑ **"FRANCINE," 10½" FAIRY TALE DOLL—AND HER OUTFITS.** Dream come true! Beautiful, all vinyl princess, with pointed swivel body, moveable eyes; rooted hair. steps from the pages of "Cinderella" in a fairy godmother outfit of gold lamé and red net. For her Prince Charming, she wears a pink satin formal flower trimmed with panties; and high heeled slippers. Francine becomes "Alice in Wonderland" in a lace-trimmed blue taffeta dress, panties, and perky pinafore. Illustrated books included. Beautifully gift boxed
BT27X730 . . . . . List **$10.95**

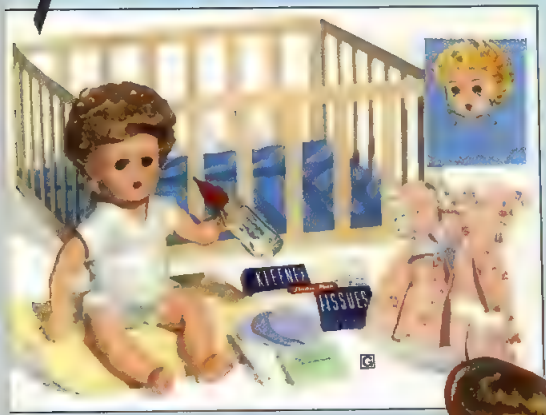
Ⓒ **"PRINCESS GRAYCE," 22" WALKING BRIDE—AND HER HOPE CHEST.** As lovely and radiant a bride as ever walked down the aisle . . . in her magnificent satin and lace wedding gown, flower-trimmed veil, high heeled shoes, and traditional bouquet! Grayce's body is durable plastic . . her eyes move her hair is rooted into her soft vinyl head. Hope chest contains a glamorous blue nightie with frothy lace trim and gold print; white cotton sheet and pillowcase, pink blanket; and towel . . all in a handsome, sturdy chest
BT31X1065 . . . . . List **$15.95**

Ⓓ **"MADELINE," 20"—AND HER MILLION DOLLAR WARDROBE!** Star of any little girl's make believe world! Madeline is a shapely, full-formed young lady . . with a swivel, all vinyl Rigidsol body; vinyl head; moveable eyes. She adores having her individually rooted hair pampered with a wash, comb, and curl occasionally! Her million dollar wardrobe, packed in a handsome trunk, takes her smartly from home, through the day, even to gala after-theater parties! Every inch a celebrity in her stunning gold trimmed white net evening dress, topped with a gorgeous fur-trimmed gold lamé coat and tiara. On stage she wears a red net ballet costume, with tights and ballet slippers. For afternoons, she has a printed sun dress and matching stole, yellow jacket, and saucy straw hat! Her wardrobe also includes: 2-piece red and black lounging pajamas, sun glasses, earrings, pearl necklace and bracelet, purse, comb, mirror, brush, nylon stockings, and high heeled dress shoes.
BT30X1665 . . . . . List **$24.95**



Yvonne DOLLS

The dream of every little girl is a captivating Yvonne Doll . . . an adorable, life-like play companion who will share those treasured moments of childhood . . . in a world of loving care from her tiny make-believe mother.



(E) "NANCY," THE CUDDLY BABY DOLL—DRINKS AND WETS, 16". This little darling is certain to win first place in the affections of her miniature mother. Like any baby, her full jointed cuddly vinyl body simply loves to be hugged . . she drinks from her bottle and wets, too! Her cute individually rooted hairdo is caught up with a bright red bow . . and can be washed, combed, and curled! Nancy comes attired for afternoon outings in a bouffant red dotted white nylon dress, with an adorable pinafore effect; petticoat; diaper, white shoes and socks. Nancy's eyes close when she's sleepy.
BT43X595 . . . . . List **$8.95**

(F) "BÉBÉ TEARS," 16" DRINK, WET, AND TEARS VINYL BABY DOLL—WITH LAYETTE. Look what the stork brought for little mothers! A bundle of joy who moves her head, has big go-to-sleep eyes . actually cries *real tears*, drinks, and wets —just like a real baby! Her all vinyl body is fully jointed . her pony-tail hairdo is individually rooted . can be washed combed, and curled! Bébé comes to you dressed in a knitted shirt and panties accompanied by a complete layette: pretty pink ninon dress, with lace trim, socks, pink booties, matching diaper . 2 other diapers blend with her striped flannel robe. Also a lace-trimmed, blue quilted pillow and blanket; blue vinyl walking shoes; soap, sponge and wash cloth for her bath, powder puffs; comb, rattle, and feeding bottle.
BT44X995 . . . . . List **$14.95**

(G) "BÉBÉ," TEAR, DRINK, AND WET BABY DOLL—ABOUT 12"— IN PLAY PEN. Adorable, curly-headed moppet cries *real tears* . . . drinks and wets, too! She's happiest playing in her sturdy, blue-lined play pen, but will go to sleep or take a bath if her little mother asks her! Bébé's vinyl body is fully jointed . her hair is individually rooted. She's wearing a shirt and pantie set . . her accessories include lace-trimmed printed ninon dress, pink and white booties, 3 powder puffs, tissues, soap, wash cloth, blanket, diaper, and feeding bottle.
BT52X595 . . . . . List **$8.95**

(H) "JOY," 10"—AND HER OUTFITS. Captivating miss is ready to go anywhere with her young playtime companion. She turns her cute little head from side to side . . . opens and closes her eyes . . has a fully jointed vinyl body and rooted hair! Dressed for the beach in a pert red and white bathing suit, matching hat, terry cloth robe, beach shoes, and sun glasses . . beautiful blue and white taffeta afternoon dress, lace-edged panties . . . gay plaid taffeta coat, hat, socks, and red shoes . glamorous ballerina costume, stockings, and slippers.
BT57X665 . . . . . List **$9.95**

"You know Daddy," one of our daughters said, "we could be on that desert island in the South Pacific you're always talking about."

Never dreamt we'd get there in a 10-foot pram," I replied. "But if this is as close as we ever come to it, I won't complain."

We discovered that even a small boat can bring some very rewarding adventures, and our Sea-Shell has proven to be a lot of boat for all her small size

CHOOSING OUTBOARD ACCESSORIES WISELY

(*Continued from page* 114)

Bow and Transom Handles. Small boats are handled a lot while beaching, being hauled out, and being put into storage. Good grips on the bow and stern add to the ease and convenience of handling and in view of their modest price are highly desirable. They must be bolted on securely, for they will be subject to heavy loads

Motor Carriers While not a part of a boat, a motor carrier with small wheels is an excellent thing to have. Not only does it make moving the motor less of a physical strain, but it can save expensive repairs to the motor arising from its being dropped while being moved, or falling over when left balanced against a wall or fence

Trailers Not exactly an "accessory" a trailer is nevertheless worth mention here because it facilitates launching, hauling out and storage, and opens up vast new avenues of pleasure The fellow who has a small motor and boat and a trailer can go more places and do more interesting things than can the man who spent all his money on a larger motor and boat, and had none to buy a trailer

Remote Controls So popular and useful there is no need to elaborate on their advantages here, so a few words on their correct, sensible application will be given. Before ordering them find out from the dealer the method used in taking measurements for the particular make in question, and data on stock lengths. Choose a length which will allow ample slack at the stern so the motor may swing and tilt without placing strains on the controls or connections. Use discretion about installing remote controls forward in smaller runabouts, the weight of the driver and passenger too far forward may make the nose "dive" when slowing down or breasting waves, and the ride may be uncomfortable at high speed if the water hits the bottom of the boat at aft where the occupants are sitting. Due to the narrowness and amount of vee in the bottom father forward, leg room may be inadequate and stability poor. With a manual starting motor, choose a stern control location to put the operator near the motor.

Steerers. Used in conjunction with remote controls, the primary purpose of a steerer is to provide a reduction-gear effect between operator's hand and the motor This provides easier, more sensitive control of large motors on fast boats. A wide range of styles and mechanical arrangements is available Choose one with a mounting bracket set at such an angle that there is ample leg clearance underneath and ample knuckle clearance at the top, between the wheel rim and the dashboard, windshield, coaming, etc.; make sure all pulleys and brackets are attached to the boat with strong bolts or sturdy screws, for they are subject to sudden and severe stresses. Figure out the installation, especially the direction in which the rope is wrapped around the drum and the pulley layout, to be sure the motor will turn in the right direction when the steerer is turned Be sure the motor pivots from side to side and tilts without the lines slacking off or tightening up unduly

Extra Fuel Tanks For long-distance work you can carry two standard remote fuel tanks, or you can buy larger tanks from your dealer Do not experiment with home-made tanks or converted tanks from cars, inboard boats, airplanes, etc. The more gas that is aboard, the more important it is to lay

Step aboard . . . get ready to go . . . in the completely equipped Cruis Along Vacationer 22
Cruis Along
VACATIONER
22
Here's everything you and your family will need for a wonderful life on the water. Clean, crisp cruiser styling, "big boat" comfort, smooth, level ride assured by the Super Hyplane Hull. Roomy, self-bailing cockpit gives you plenty of outdoor living space. Full headroom cabin sleeps four in comfort, two on permanent berths, two on removable berths that are extra, plus an enclosed marine toilet, completely equipped galley and lots of stowage space. And you get more standard equipment here than on any other boat of this size and price.
Write for literature.
CRUIS ALONG BOATS, INC., Solomons 5, Maryland • Formerly M. M. Davis & Son, Inc. • Builders of fine boats since 1875

out tank location with a critical eye towards boat balance with tanks full and tanks empty. For standard tanks, dealers sell rubber base grommets to prevent chattering and chafing and special hold-down clips.

Windshields. Some outboards have windshields for ornamental purposes only, others have them for comfort in rough and windy weather. If you want one for looks, anything which looks good will do. Remember, however, that in a small runabout your head and shoulders may be a foot above the top of an eight-inch-high windshield. You'll be looking over it, not through it! It may deflect wind and spray, or it may simply catapult deck water up into your face! A high, wood-framed windshield ahead of the forward cockpit may, when the boat is in planing attitude, obstruct the forward view of a driver sitting in the after cockpit. These things are mentioned to make you realize that each windshield installation involves careful consideration of several things. Other points to consider are cockpit and deck accessibility when anchoring, docking and beaching; extra cost of a cockpit cover with windshield pocket, size of plastic or glass as regards replacement cost and so on.

Folding Tops. A welcome piece of equipment to have when you're fishing in the broiling July sun, when an August shower comes along, or when a September wind makes fishing cold and miserable. A folding top has to be planned to fit the boat's windshield. It may fold down outside, in which case it will have to be rather large and may look awkward spread over the deck of a streamlined boat. Or it may fold inside, in which case it will of necessity have to be narrower than the windshield and presumably, the cockpit. Some boats with after decks can have the top fold down onto these decks. Strong wind may make a light boat with a folding top drift or ride at some angle of heel. Permanent tops on outboard boats up to perhaps 15 or 16 feet can be dangerous. To go forward for mooring and docking, the operator must work forward to one side or the other of the "cabin" and his weight so high and so far to one side may make a small boat capsize.

Speedometers. Useful not so much to tell how fast you're going as to observe effects on performance of various loads and various attitudes of trim. They are essentially pressure instruments, subject to variations in pressure distribution and direction of water flow under a hull. Error is generally small on light outboard boats planing freely.

Special Propellers. An outboard motor leaves the factory equipped with a stock propeller chosen as a good average one for the type of boat the motor is most likely to be used on. However, your outboard dealer can show you a list of special propellers designed to do certain jobs better. A heavy outboard cruiser should perform better with a carefully-chosen heavy-load propeller. A medium-sized outboard motor should do a better job of towing water skiers into riding position if fitted with a suitable propeller. A light runabout may produce more thrilling speed if equipped with a "speed prop." If you are dissatisfied with the performance you get out of your rig with its stock propeller, investigate a different prop before going to the drastic resort of buying a different motor!

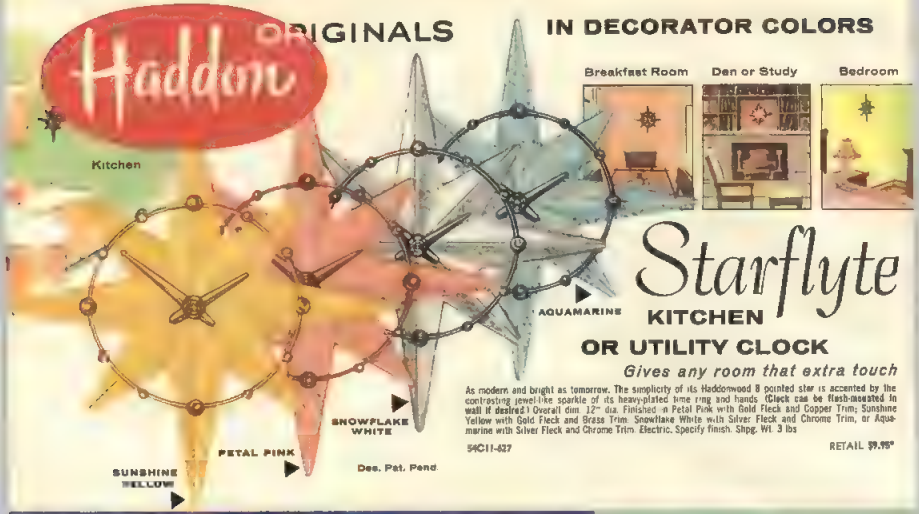
Tachometers. Available in various forms and operating on various mechanical principles, tachometers are useful aids to the serious outboarder who wants to experiment with propellers, motor adjustments and loadings.

Lights. The Coast Guard requires outboard boats to show a combination red and green light forward, and a white light aft visible all around the horizon, when such boats are operated in darkness. Due to the planing attitude assumed by most small boats, the stern light staff is often telescopic so that it may be raised to a suitable height at night, yet lowered out of the way during the daytime. Electric-starting motors may draw on the battery for current. With manual starting motors current for lights can be drawn from a

Crave action? Choose the brawny, clinker-built Cruis Along Buccaneer
Cruis Along
BUCCANEER
Ideal for water-skiing, pleasure riding and fishing!
Really fast...with speeds up to 33 miles per hour depending on engine selection. Husky, sea-safe, water-tight, and built to take it. 19 ft. long with 7 ft. beam, it has a tremendous cockpit that holds a stern seat and fishing chairs. There are two steering positions, a forward wheel and stern tiller for trolling and inlet running. Engine box is hinged and insulated.
Extras include spacious fish tank, marine toilet, fishing chairs, navy top and cockpit cover.
Write for free catalogue.
CRUIS ALONG BOATS, INC., Solomons 5, Maryland • Formerly M. M. Davis & Son, Inc. • Builders of fine boats since 1875

Haddon ORIGINALS

IN DECORATOR COLORS



Starflyte KITCHEN OR UTILITY CLOCK

Gives any room that extra touch

As modern and bright as tomorrow. The simplicity of its Haddonwood 8 pointed star is accented by the contrasting jewel-like sparkle of its heavy-plated time ring and hands. (Clock can be flush-mounted in wall if desired.) Overall dim. 12" dia. Finished in Petal Pink with Gold Fleck and Copper Trim; Sunshine Yellow with Gold Fleck and Brass Trim; Snowflake White with Silver Fleck and Chrome Trim, or Aquamarine with Silver Fleck and Chrome Trim. Electric. Specify finish. Shpg. Wt. 3 lbs.

54C11-837 RETAIL $9.95*

LIGHTED DIAL AND SCENE

Animated Action

DES PAT PEND

Home Sweet Home

HOME SWEET HOME—Little lady rocks continuously, fireplace flickers with a warm glow and the handpainted 3-dimensional scene is romantically real. Enchanting cottage is complete with shrubbery trellis, slate roof, brick chimney and lighted lattice window. DIAL and SCENE illuminated by indirect lighting. Concealed light switch. Specify Walnut or Antique Ivory finish. Electric. 12" W., 7½" H., 3¼" D. Shpg. Wt. 6 lbs. (Both clock and night-light.)

54C4-1137 RETAIL $18.95*

FAMOUS HADDON *Mystery Dial* ELECTRIC CLOCKS

A

GOLDEN VISION LIGHTED—Amazing See-Thru Dial is enhanced by REFLECTIVE LIGHT™ from its sturdy base. Both base and rim are die cast of heavy 24K Gold Plated Metal. 3 Dimensional time indicators are deep etched on Mystery See-Thru crystal dial and gold filled. REFLECTIVE LIGHT™ makes clock readable in the dark, useful as a night light or to offset television glare. Concealed light switch. Dim. 8¾" H., 7½" W., 4¾" D. Shpg. Wt. 4 lbs. Handsomely gift packaged.

54C1-1377 RETAIL $22.95*

B

GOLDEN COMMODORE—Same features of Golden Visionette except that See-Thru Dial has a deep etched gold-filled nautical scene. Individually machine-turned spokes adorn its rim. Dim. 8" H., 8" W. (With spokes), 4¼" D. Shpg. Wt. 3 lbs. Handsomely gift packaged.

54C3-1257 RETAIL $20.95*

GOLDEN VISIONETTE—Same features as Golden Vision but without lights. Petite size of clock makes it appropriate for every home and office. Dim. 7½" H., 6¼" W., 4¼" D. Shpg. Wt. 3 lbs. Handsomely gift packaged.

54C2-1137 RETAIL $18.95*

SPRINGTIME

Action Wall Clock

Den-Kitchen-Nursery

Fresh and gay as the first breath of Spring. Bluebird swings in its 24K gold plated wire cage. Gold finished dial with contrasting numerals and hands is ringed with festive gear and oil 24K gold plated leaves. A sprig of yellow Forsythia adds an attractive decorator's touch. Especially suited for child's room, kitchen, breakfast room or den. Dim. 11" H., 5½" W., 2½" D. Elect. Shpg. Wt. 3 lbs. RETAIL

54C21-837 $13.95*

Graceful Motion

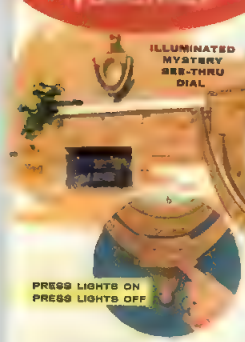
*PLUS FED. EXC. TAX. ALL ELECTRIC CLOCKS (UL) APPROVED

110 V., 60 Cy. A.C. Current only. Guaranteed against mechanical defect.

Haddon

Luminous Clocks
WITH A FASHION FUTURE

Modern Magic
SILHOUETTED LIGHTING

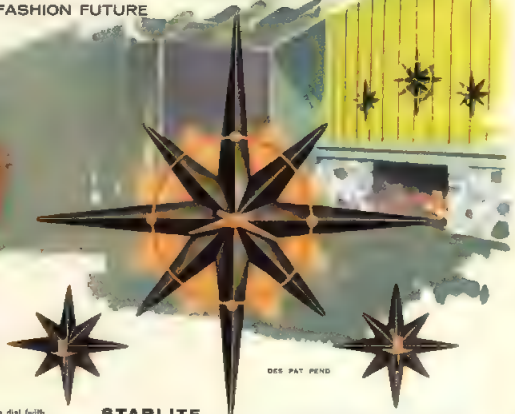


Golden Jubilee

WELCOME KNOCKER CLOCK

Reproduction of a door knocker. Knocker operates lights that illuminate See-Thru dial (with deep etched gold numerals). Gives illusion of floating hands against back-drop of wall decor — permits clock to harmonize with all settings. Haddonwood case in metallized gold, antiqued. (Clock and night-light.) Dim. 17" H. 11½" W. 3" D. Electric. Shpg. Wt. 6 lbs.

54C12-1497
GOLDEN JUBILEE—8-Day Movement (No Lights. Black and Gold Glass Dial)
54C13-1737 RETAIL $28.95*



DES PAT PEND

STARLITE

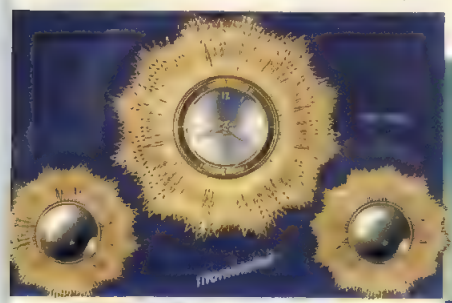
24K GOLD PLATED TIME MARKER

Dramatic sunburst. 8 pointed Star, Haddonwood case in Jet Black or White w/Gold Fleck is emphasized by 24K gold plate time ring and gold hands. Hidden chain switch controls light. (Clock and night-light.) 21" dia. Specify finish. Electric. Shpg. Wt. 6 lbs.

54C9-1077 RETAIL $17.95*

STARDUST CANDELABRA SET—12" dia. Haddonwood Star, same finishes as Starlite above. Polished Brass and Jet Black metal candelabras. Sold in pairs. Shpg. wt. 3 lbs.

54C14-777 RETAIL $12.95 Pr.



Graceful Motion

GOLDEN FIN—Action Mobile Clock Ensemble

As modern as tomorrow. Lustrous satin brass plated metal case with contrasting black time markers and hands. Sculptured metal fish in Jet Black moves back and forth, lending attractive motion to this stunning clock. Dim. 15½" W. 6" H. 2½" D. Two baby fish, same finish, complete ensemble. Sold as a complete set. Electric. Shpg. Wt. 3 lbs.

54C15-897 RETAIL $14.95*

ILLUMINATED MYSTERY SEE-THRU DIAL

GOLDEN WHEAT—Haddonwood case in metallized gold finish. Antiqued in White to bring out delicate wheat motif carving. Large crystal See-Thru Mystery dial with deep-etched gold numerals, illuminated by hidden chain switch. Hands seemingly float in space against back drop of your own wall decor. (Clock and night-light.) Electric. Dim. 20" dia. Shpg. Wt. 9 lbs.

54C16-1737 RETAIL $28.95*

GOLDEN WHEAT—8-Day Movement (No Lights. Black and Gold Glass Dial)
54C17-1917 RETAIL $31.95*

MIRRORED WHEAT ENSEMBLE—Miniatures of above, in same finish. Convex optically-ground mirrors adorn centers. Dim. 13" dia. Shpg. Wt. 5 lbs. Sold in pairs.

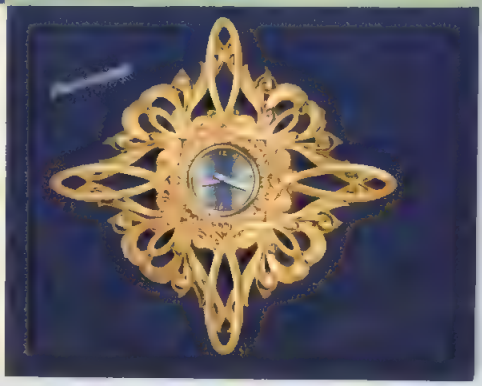
54C18-957 RETAIL $15.95 Pr.

MONACO—See-Thru Illuminated Mystery Dial

Startling beautiful open-work design that will harmonize with all settings, surrounds crystal clear See-Thru dial (deep etched numerals on glass, gold-flecked), allowing hands to seemingly float in space against back-drop of wall decor. Metalized gold Haddonwood case antiqued with White to emphasize its fine attention to bold relief. Hidden switch controls light. (Clock and night-light.) Dim. 33" dia. Electric. Shpg. Wt. 12 lbs.

54C19-2397 RETAIL $39.95*

MONACO—8-Day Movement (No Lights. Black and Gold Glass Dial)
54C20-2577 RETAIL $42.95*



*PLUS FED EXC TAX ALL ELECTRIC CLOCKS (UL) APPROVED.
110 V., 60 Cy. A.C. Current only. Guaranteed against mechanical defect.
Quality Merchandise • Prompt Service • Satisfaction Guaranteed

FIRST AND ONLY 53 Functional JEWEL Self-Winding Watches

Hallmark LIFETIME GUARANTEE

on all movement parts against breakage

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy ... extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in your watch.

Made with

UNBREAKABLE MAINSPRINGS

17 21* 25* 53

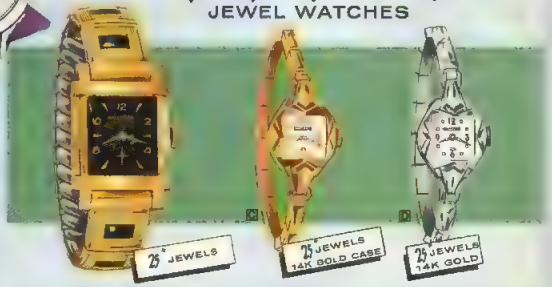
JEWEL WATCHES

A Cyclomatic 53 "A"; 53 Jewel self-winding waterproof.** Finest movement of its type ever made. Has built-in shock absorbers. Yellow gold-filled case, stainless back. Matching combination mesh and expansion bracelet. Luminous hands, hour dots. **Unbreakable mainspring. Incabloc** shock protection.

10-3192 V 5930 ..... Retail $185.00

B Cyclomatic 53 "B" 53 jewel self-winding waterproof.** Chrome top case, non-corrosive back. Matching combination expansion bracelet. Luminous hands, dots. **Incabloc. Unbreakable mainspring.**

10-3317 V 4995 ..... Retail $157.50



Clifton: 25* Jewels. Striking modern design. Gleaming 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion bracelet. Dashing black dial with raised gilt figures. Shock protected with **Incabloc. Unbreakable mainspring.**

10-0172 V 2630 .. Retail $80.00

C Chevy Chase: 25* Jewels. Bewitchingly modelled case of solid 14K yellow gold. Perfectly attuned to today's fashion. Matching gold-filled expansion bracelet. **Incabloc. Unbreakable mainspring.**

10-3325 V 3025 ..... Retail $95.00

D Briarcliff: Same as above. 14K white gold case, matching gold-filled expansion bracelet.

10-7201 V 3025 .. .. Retail $95.00

ADVERTISED IN LIFE

****as long as case, crown, and crystal remain intact. *Includes RESEVOIL oil reserve jewels**

Sea Rover: 25* Jewel water-resist** watch built to give great service. Can be worn for dress or sports. Chrome top case, stainless steel back. Matching steel combination expansion bracelet with genuine leather insets. Luminous hands and figures. Protected with **Incabloc. Unbreakable mainspring.**

10-7219 V 2240 Retail $75.00

E Carioca "Y": Romantic as a tropical night. Gleaming case is of 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels. With **Incabloc. Unbreakable mainspring.**

10-7359 V 2195 .... Retail $71.50

F Carioca "W": Same as above. 10K white rolled gold plate case.

10-9199 V 2195 .... Retail $71.50

G Samba: 21* Jewels: Gay, exciting design. White rolled gold plate case with non-corrosive back. Gold filled expansion bracelet. With **Incabloc.**

10-9207 V 2360 .. Retail $75.00

H Rhumba: 21* Jewels: Neatly tailored case of yellow rolled gold plate with non-corrosive back. Gold filled expansion band. With **Incabloc.**

10-9213 V 2260 .... Retail $75.00

Amherst: Self-winding, water-resist** watch ... the best buy in its class! Dust-protected case is color of yellow gold; non-corrosive back. Matching gold-filled expansion bracelet with leather insets. Luminous hands and hour dots can be read in the dark. Red sweep second hand. 17 Jewel movement. With **Incabloc. Unbreakable mainspring.**

10-9223 V 3035 .... Retail $97.50

Retail prices include federal excise tax—dealer prices do not.

Shipping Weight about ½ lb. each.

Hallmark

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy ...extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependable fity in your watch.

Made with

UNBREAKABLE MAINSPRINGS

ADVERTISED IN LIFE

Lucretia: 21* Jewels. Stunning glamor of gleaming 14K yellow gold daintily carved to enhance milady's wrist. Gold-filled expansion band to match. Modern stick figure dial is easy to read yet beautifully styled. Movement has **unbreakable mainspring** and **Incabloc** shock protection.

10-9306 V 2830.....$90.00

Camille: 21* Jewels. A fashion inspiration crafted of skillfully modelled solid 14K white gold. Matching "Queen" expansion band is gold-filled. Attractive raised blue-figure dial with high domed crystal. Dependable movement shock-protected by **Incabloc. Has unbreakable mainspring.**

10-9314 V 2830.....$90.00

Illustrations enlarged to show detail.

Barbara: A petite watch, but a great value. Delicately styled for the discriminating lady. Case is color of yellow gold; non-corrosive back. Matching gold-filled expansion bracelet. Easy-to-read skip figure dial with domed crystal. 17 Jewel movement is shock-protected with **Incabloc. Unbreakable mainspring.**

10-0297 V 1930.... Retail $62.50

Militia: Ruggedly constructed for the man in the Armed Forces, a tremendous buy for anyone! Chrome top case with stainless steel back is water-resist**. Matching steel combination expansion band with black insets. Luminous hands, hour dots. 17 Jewels. **Unbreakable mainspring. Incabloc shock protection.**

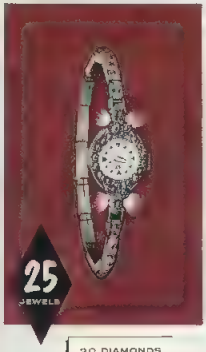
10-0503 V 1595.... Retail $55.00

50 DIAMONDS
21 JEWELS

Lido: 21* Jewels. 50 Sparkling diamonds set in a magnificent case of solid 14K white gold. Matching gold-filled expansion bracelet makes this fine watch easier and safer to wear than any other of its type. Accurate movement has unbreakable mainspring, **Incabloc** shock protection.

10-0370 V 19000... .... Retail $500.00

*Includes RESEVOIL oil reserve jewels.



20 DIAMONDS
14K GOLD CASE

Princess Louise: 25* Jewels. Brilliant splendor of 20 fiery genuine diamonds each one hand-set in a richly carved case of solid 14K white gold. Matching "Queen" expansion bracelet is 10K white gold-filled. Modern dot-figured dial with high-domed crystal. Movement has **unbreakable mainspring** and is shock protected by **Incabloc.**

10-9330 V 12000.. Retail $300.00

** *as long as case crown and crystal are intact*

Capri "A": 25* Jewels. 2 diamonds flashing in a dramatically styled 10K yellow rolled gold plate case. Non-corrosive back, matching gold-filled expansion bracelet. With **Incabloc.**

10-0388 V 2995. Retail $95.00

Capri "B": 25* Jewels. 2 diamonds in a modishly tailored case of 10K white rolled gold plate with non-corrosive back. Matching expansion bracelet is gold-filled. With **Incabloc.**

10-0396 V 2995. Retail $95.00

Princess Joan: 21* Jewels. LUXurious with 6 fine diamonds ablaze in a shiny case of solid 14K white gold. Matching expansion bracelet is gold filled. Modern stick-figure dial. **Incabloc**

10-9322 V 5620.....$180.00

Retail prices include federal excise tax—dealer prices do not.

Shipping Weight about ½ lb. each.

Heco

TRADEMARK REG

8-Day 14" Cuckoo Clock
Beautifully deep carved case. Self-adjusting, accurate movement. Door opens, gaily colored bird pops out, cuckoos full and half hour, combined with melodious gong-strike, wind only once a week. 14 x 10".
1140/8HW1600 . . . . **Retail $ 25.95**
as above, 12 x 8" but with 30 hour movement
1130HW1620 **Retail $ 16.95**

8-Day 22" Cuckoo Clock
Hunting scene. Deeply handcarved by skilled Black Forest craftsmen. Stag head, pheasant, rabbit, pouch and guns in fine, rich detail. Lovely light tan case, shaded with subtle accents of brown. Dependable, self-adjusting movement, needs winding only once a week. 22 x 14".
1173/8HW3300 . . **Retail $ 54.95**
as above 16 x 10", also with 8-day movement.
1171/8HW2190 . . . **Retail $ 34.95**

8-Day 19" Cuckoo Clock
2 leaves, 3 birds. A masterpiece of Black Forest handcarving. Self-adjusting precision movement needs winding only once a week. Cuckoo and gong strike, full and half hour. 19 x 13".
1162/8HW2400 . . . . **Retail $ 39.95**
as above 14 x 10" also with 8-day movement
1159/8HW1800 . . . . . **Retail $ 29.95**
as above, 11 x 8" but with 30 hour movement
1124HW900 **Retail $ 14.95**

Musical 2-Door 13" Cuckoo Clock
7 leaves 3 birds. Every hour and half hour the cuckoo pops out to chirp the time. Second door opens at full hour. Musician emerges to play melody. Swiss "Thorens" musicbox. Self-adjusting 30 hour movement. 13 x 10".
1125HW1620 **Retail $ 26.95**
as above but much larger, 16 x 11" with big Swiss musicbox
1161MHW2400 . . . . . **Retail $ 39.95**

1-Day 13" 1/2 Hour Strike Cuckoo Clock
3 birds, 3 leaves, handcarved, multicolored. Cuckoos only once every quarter hour. 13 x 9".
1100AHW480 . . **Retail $ 7.95**

1-Day 9" Cuckoo Clock
3 birds, 5 leaves, rich, deep handcarving. Fine, self-adjusting movement with full and half hour cuckoo and gong strike. 9 x 6".
1128HW760 . . . . . **Retail $ 12.50**
as above 7 x 5" not self-adjusting. Tiniest cuckoo clock with full and half hour cuckoo and gong strike
1110HW600 . . **Retail $ 9.95**

Prices subject to F. E. T.

TRADEMARK REG.

High Quality Boudoir Alarm Clock, 4 2½"

White plastic case with hand-painted floral decoration. Brass ornaments and bell. Luminous dial and hands. An outstanding, everlasting gift.

118HW420 Retail $ 6.95

Old-Fashioned Double Bell Alarm Clock, 4×3½"

Sparkling polished brass case, two tone (gold and ivory) luminous dial raised numerals and matching hands. Most popular alarm clock.

118HW380 Retail $ 5.95

Musical Alarm Clock With Dancing Ballerina, 3×5"

This delicate, heirloom clock awakens you by the wonderful melody, "Oh what a beautiful morning", while the graceful figure dances around. Accurate 30 hour movement. Swiss musicbox.

120HW660 Retail $ 10.95

Prices subject to F.E.T.

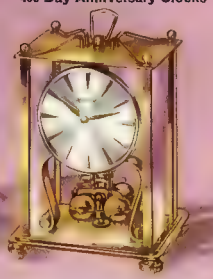
Traditional Tambour ¼ Westminster Chime Mantel Clock, 8½×15½×4½"

Hand-rubbed, satin finished, genuine mahogany case. Gleaming brass rod ornament. Raised gilt numerals on ivory metal dial. Full ², Westminster chime 8-day pendulum movement.

82/42WHW3900 ..... Retail $ 49.95

same clock with 8-day, hour and half hour strike pendulum movement

82/43SHW1500 ..... Retail $ 24.95



400 Day Anniversary Clocks

Deluxe 400-Day Anniversary Clock 12×8". Gleaming polished brass, adjustable base. Extra large 4½" porcelain dial with "Dresden" hand-painted floral design and baroque hands. Twisted gleaming "Flemish" pillars. Self-starting, pre-assembled 4-ball pendulum.

1019HW1440 ..... Retail $ 23.95

same as above but miniature size 8 ¼×5½"

1119HW1200 ..... Retail $ 19.95

Modern Lantern Style Anniversary Clock, 7½×5½×4½". Exclusively smartly designed. Engraved clear glass case. Captivating. A gleaming beauty! Satin finished, silver-plated 3½" dial with gold raised markers. Leveling legs. Lever on base releases and starts pre-assembled pendulum without lifting glasscase.

1118HW1800 Retail $ 29.95

"Versailles" French Baroque 18th Century Style 400-Day Clock without wall bracket 9½×8¾×3½", with wall bracket 11½×6×4". Gracefully designed. Delicate, handpainted flowers on gleaming ivory enameled case. Gold appointments. Pre-assembled pendulum. New levelling device.

1168HW1800 (without bracket) **Retail $ 29.95**

1188CHW2900 (with bracket) **Retail $ 32.95**

elegance
in cavalier egg-shell
semi-porcelain
DINNERWARE

edged in
priceless
PLATINUM

master-crafted
by world renowned

HOMER LAUGHLIN

GUARANTEED OPEN STOCK

We're proud to present you with these 8 award winning nationally advertised patterns by famous Homer Laughlin . . . world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . . GUARANTEED FOREVER against CHECKING OR CRAZING. Each gracious piece is COMPLETELY OVEN-PROOF . . . you may bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page.

ROMANCE So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape

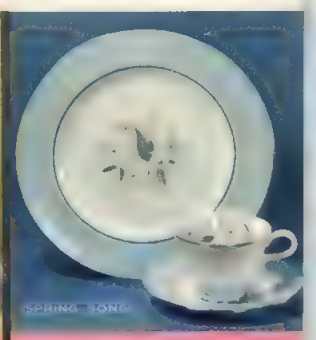
D44G200-1664	35-pc	Set for 6	Retail $24.95
D44G201-2633	53-pc	Set for 8	Retail 39.50
D44G202-4595	93-pc	Set for 12	Retail 68.95

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems

D44G203-1664	35-pc	Set for 6	Retail $24.95
D44G204-2633	53-pc	Set for 8	Retail 39.50
D44G205-4595	93-pc	Set for 12	Retail 68.95

PERSIAN GARDEN—An award winning modern adaptation of a famed Prince's royal design. Equally at home with traditional, provincial or modern decor. Wide tea green band accented with PLATINUM. Cavalier Eggshell.

D44G206-1664	35-pc	Set for 6	Retail $24.95
D44G207-2633	53-pc	Set for 8	Retail 39.50
D44G208-4595	93-pc	Set for 12	Retail 68.95



SPRING SONG—Soft yet delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM edge of course. Cavalier shape

D44G209-1664	35-pc	Set for 6	Retail $24.95
D44G210-2633	53-pc	Set for 8	Retail 39.50
D44G211-4595	93-pc	Set for 12	Retail 68.95

See other side for set composition.

SHIPPED FROM FACTORY, W. VA., ALLOW TWO WEEKS FOR DELIVERY — NO C.O.D. ORDERS.

HOMER LAUGHLIN

semi-porcelain
22K GOLD
AND PLATINUM

DINNERWARE

COMPOSITION OF SETS

35-pc. Set COMPLETE Service for Six—Shpg. Wt. 25 lbs.

Six each, Tea Cups, Tea Saucers, Bread and Butter Plates 6", **Large** Dinner Plates 10", and Sauce Dishes.

One each—Platter 11½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.) and Creamer.

53-pc. Set Service for Eight—Shpg. Wt. 38 lbs.

Eight each—Tea Cups, Tea Saucers, Bread and Butter Plates 6" **Large** Dinner Plates 10", Soup Plates and Sauce Dishes.

One each—Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer.

93-pc. Set Service for Twelve—Shpg. Wt., 73 lbs.

Twelve each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes.

One each Platter 11½", **Extra Large** Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs.), and Creamer.

Two each Round Open Vegetable Dishes.

92-pc. Set Service for Twelve in "Star Dust" pattern—same as 93-pc. set above but Gravy Boat has attached stand—one piece. Shpg. wt., 73 lbs.

CAPRI—Yes, the fascinating Capri pattern is one of the best selling patterns in America. One lingering look and you too will agree . . you'll love the appealing center decoration with feathery charcoal lines tipped with pink . . . modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts for banquets . . you'll always be proud of the table you set.

D44G212 1395—35-pc. Set for 6	Retail	$20.95
D44G213 2196—53-pc. Set for 8	Retail	32.95
D44G214-3833 93-pc. Set for 12	Retail	57.50

STAR DUST—Different! Acclaimed internationally for its smart combination of blue body with white handles and knobs. White flowers have scarlet centers. Each piece is lavishly trimmed with PLATINUM.

D44G215-1395—35-pc. Set for 6.	Retail	$20.95
D44G216-2196—53-pc. Set for 8	Retail	32.95
D44G217 3833 92-pc. Set for 12	Retail	57.50

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern.

D44G218-1395—35-pc Set for 6 . .	Retail	$20.95
D44G219-2196—53-pc Set for 8 . .	Retail	32.95
D44G220-3833—93-pc Set for 12. . .	Retail	57.50

LOTUS HAT—This graceful, modern pattern combines today's newest colors—grey and turquoise—in stylized tropical flowers and leaves. PLATINUM edge lines set off rich *Rhythm* coupe shape.

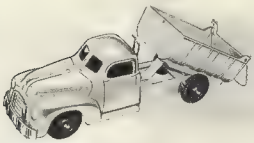
D44G221-1395—35-pc Set for 6	Retail	$20.95
D44G222-2196 53-pc Set for 8. . . .	Retail	32.95
D44G223-3833—93-pc Set for 12.	Retail	57.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

SHIPPED FROM FACTORY, W. VA., ALLOW TWO WEEKS FOR DELIVERY — NO C.O.D. ORDERS.

HUBLEY TRUCKS

PLASTIC DUMP TRUCK



Made of soft, unbreakable polyethylene. Length 6¾''. Green and red, and green and yellow color combinations. Spring clip holds dump body down. Tail gate swings open when dump is raised. Rubber wheels.

S.R. 39¢

		Each
K677-114	Dump Truck (Mfr. No. 320)	$0.52

6 per box, 12 per ctn.; wt. ctn. 3 lbs.

PLASTIC REPAIR TRUCK

Made of soft, unbreakable polyethylene. Length 7¼''. Green and red with white ladder. Rubber wheels. Removable ladder.

S.R. 39¢

		Each
K677-221	Repair Truck (Mfr. No. 317)	$0.52

6 per box, 12 per ctn.; wt. ctn. 3 lbs.

PLASTIC TOW TRUCK

Made of soft, unbreakable polyethylene. Length 7''. Two color combinations in red, white and green. Rubber wheels.

S.R. 39¢

		Each
K677-338	Tow Truck (Mfr. No. 321)	$0.52

6 per box, 12 per ctn.; wt. ctn. 3 lbs.

METAL DUMP TRUCK

Metal construction. Length 7⅝ inches. Tailgate swings open. Green chassis, red dump, bright metal trim. 4 black rubber wheels. Individually boxed.

S. R. 79¢

		Each
K677-445	Dump Truck (Mfr. No. 458)	$1.00

12 in a ctn.; wt. 8 lbs.

METAL DUMP TRUCK

Made of metal. Length 9¼''. Red cab and chasis; green dump body. Dump operated by side lever. Four black wheels.

S.R. 98¢

		Each
K677-551	Dump Truck (Mfr. No. 470)	$1.34

1per box, 12 per ctn.; wt. ctn. 12 lbs.

METAL HOOK AND LADDER

Made of metal. Length 11¼ inches Red with aluminum trim. Two ladders. Ladders mount in holes. 4 black rubber wheels. One in a box.

S. R. 98¢

		Each
K677-668	Fire Truck (Mfr. No. 471)	$1.34

12 in a ctn.; wt. 13 lbs.

METAL TOW TRUCK

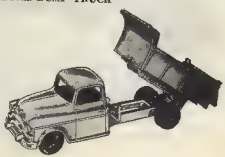
Made of metal. Length 9¾''. Red cab, cream chassis and green body with bright finish winch and boom. Hook on boom raises and lowers to tow "wrecked" cars. Black wheels.

S.R. $1.49

		Each
K677-775	Tow Truck (Mfr. No. 482)	$2.00

1 per box, 12 per ctn.; wt. ctn. 15 lbs.

METAL DUMP TRUCK



Made of metal. Lgth. 10''. Red chassis, cream cab, green dump with bright metal trim. Tail gate opens when dump is raised. 6 black rubber wheels.

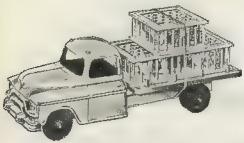
S. R. $1.49

		Each
K677-882	Dump Truck (Mfr. No. 478)	$2.00

12 per ctn.; wt. 19 lbs.

HUBLEY TOYS

POULTRY TRUCK



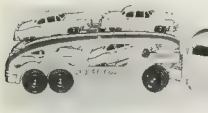
Metal construction. Length 10". Red chassis and truck bed with cream cab. Complete with three poultry crates with chickens and ducks. Crates open. 6 black rubber wheels. One in a box.

S. R. $1.98

		Each
K678-104	Poultry Truck (Mfr. No. 497)	$2.66

12 in a ctn.; wt. 11 lbs.

TRANSPORT TRUCK



Metal construction. Length 14". Red chassis with ivory cab and red trailer with aluminum trimming. Realistic chassis details. Four plastic cars in assorted colors, which can be driven on or off trailer over removable ramp, which hooks under trailer. Black wheels, dual on rear of tractor.

S.R. $2.49

		Each
K678-203	Auto Transport (Mfr. No. 492)	$3.34

1 per box, 12 per ctn.; wt. ctn. 27 lbs.

POWER SHOVEL

Orange with black striping. Shovel and working mechanism bright metal. Shovel cab swings to either side. Bucket is closed when boom is down and dumps when boom is raised to full height. Length 8". Indiv. boxed.

S. R. $1.49

		Each
K678-302	Power Shovel (488)	$2.00

12 in a shipper, wt. 20 lbs.

TANK TRANSPORT

Made of flexible, unbreakable polyethylene in olive drab color and authentic in design. Measures 20" over-all. Tractor, low bed trailer, tank and rockets. Removable tank captain; turret swivels for positioning; cannon raises and lowers to fire rockets. Ten black wheels. One in a box.

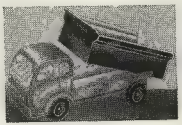
S. R. $2.98

		Each
K678-401	Tank Transport (Mfr. No. 908)	$4.00

4 in a ctn.; wt. 9 lbs.

TOY TRUCKS

DUMP TRUCK



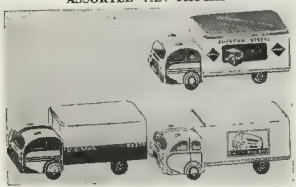
Perfectly proportioned replica of newest WHITE 3000 dump truck. Rugged all-steel construction; realistic Polyethylene wheels. Truck actually dumps. 13" long.

S.R. 88¢

		Each
K678-500	Dump Truck (Mfr. No. 78)	$1.20

12 per ctn.; wt. 17 lbs.

ASSORTED VAN TRUCKS



Selection of 3 covered vans—all in colorfully lithographed metal. Each measures 13" long and has black rubber wheels. Individually boxed. Choice of American Express truck, U. S. Mail truck or Wonder Bread truck.

S.R. $1.29

		Each
K678-609	Assorted Van Trucks (Mfr. No. 560)	$1.60

4 each in a carton of 12.

CARTER TRU-SCALE TRUCKS

PICK-UP TRUCK

An authentic miniature with "flash ahead" styling. Features finger tip steering; air flight rubber tires with spare; rugged all steel construction with baked enamel finish in willow green, magnolia ivory and black colors. Size: 12½"x5¾"x5". Each in a box.

S. R. $2.98

		Each
K678-708	Pick-Up Truck (Mfr. No. 501)	$4.00

6 in a shipper; wt. 12 lbs.

SERVICE TRUCK

An authentic miniature built to scale. Features finger tip steering; air flight rubber tires, all steel construction with baked enamel finish in ivory, green and black trim. Utility body fitted with 2 overhead racks. Size: 12½"x6¾"x5". Each in a box.

S. R. $3.98

		Each
K678-807	Service Truck (Mfr. No. 503)	$5.34

6 in a shipper; wt. 18 lbs.

INLAND *Carafes*

Serving at its best! Graceful carafes in sparkling hand-blown, heat-resistant glass . . radiantly decorated . . . resting on delightful warmers. Perfect for everyday or formal serving . . . as gifts on any occasion!

A **22K. GOLD-TRIMMED CARAFE & WARMER.** High-fashion glamor for your table or buffet! Stunning coffee server . . . hand blown of heat-resistant glass . . . glorious 22K gold trim fired-in for permanent beauty! Graceful plastic handle. New "beauty-bowl" brass-plated warmer. Two 10-hour candles incl. Gift-boxed.

8-CUP CARAFE & WARMER
Ship. wt. 2¾ lbs.
4H12X320-6X310..... Retail **$5.00**

12-CUP CARAFE & WARMER.
Ship. wt. 2¾ lbs.
4H13X380-6X370 ... Retail **$6.00**

B **2-lb. COFFEE DISPENSER.** Each flip of the lever dispenses just enough coffee for one cup! Coppertone finish. Black plastic base. Ship. wt. 2½ lbs.
4H40X195-6X185.....Retail **$3.00**

C **22K. GOLD-TRIMMED CARAFE & ELECTRIC TRIVET** Smartly styled server, lends practical beauty to formal or informa. dinners as well as buffets Gleaming 22K gold decorates the sleek, hand-blown glass bowl Used with the electric trivet, carafe will keep coffee deliciously hot for hours . . . doubles as an all-purpose beverage decanter, too! Trivet has satin brass finish 7 in. warming plate with black plastic frame . assures proper serving heat . won't harm linens or table tops; AC. An ideal gift set. Each size, ship. wt. 4¼ lbs.

12-CUP CARAFE & ELECTRIC TRIVET.
4H15X630-6X615.....Retail **$10.00**

8-CUP CARAFE & ELECTRIC TRIVET.
4H14X570-6X555. Retail Set **$9.00**

ELECTRIC TRIVET ONLY. Wt. 2¾ lbs.
4H19X325-6X315.....Retail **$5.00**

D **"ELITE" COPPER-TRIMMED CARAFE & WARMER.** Gleaming copper emphasizes the sparkling clarity of the hand-blown glass body. Stay-cool black plastic handle. With handsome coppertone candle-warmer and two 10-hour candles. Gift boxed. Wt. 2¾ lbs.

8-CUP CARAFE AND WARMER
4H20X290-6X280. .....Retail **$4.50**

12-CUP CARAFE AND WARMER.
4H26X320-6X310.... ... Retail **$5.00**

E **"ELITE" PLATINUM-TRIMMED CARAFE & WARMER.** Fired-in platinum stripe and trim. Heat-proof glass, black metal warmer Ship. wt 2¾ lbs.

8-CUP CARAFE AND WARMER.
4H22X290-6X280. . ... Retail **$4 50**

12-CUP CARAFE AND WARMER.
4H28X320-6X310..... ....Retail **$5.00**

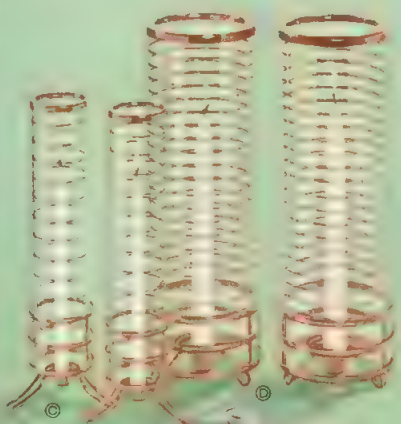
F **2-PC. COPPER TRIMMED CARAFETTE SET WITH 2 COPPERTONE WARMERS.** Perfect for individual serving at dinner parties or buffet suppers! Each carafe is hand-fashioned of the finest glass . . . completely heat-proof yet of brilliant transparency. Sleek copper stripes and trim are fired-in to *last* . . . comfortable handles of heat-resistant black plastic. Separate warmers, finished to complement the decor of the servers. Each set comes with four 4-hour candles. You'll want several sets for gifts. Ship. wt. 2½ lbs.
4H29X320-6X310.....Retail **$5.00**

Smart way to serve . . .
Smart gifts to give.

Sparkling servers for every occasion . . . unique hurricane lamps . . . all gift-boxed.

INLAND Carafes

The epitome of gracious dining . . . deluxe servers in glistening hand-blown heat-resistant glass . . . smartly styled casserole . . . stunning hurricane lamps executed in shimmering crystal glass, trimmed in 22K gold or platinum . . . all impeccably designed by INLAND . . . *to complement your table or buffet . . . make delightful gifts.*



A 22K GOLD-TRIMMED 8-CUP INSTANT COFFEE MAKER. Superbly styled . . . hand-blown heat resistant glass, decorated with shimmering bands of 22K gold . . . brass-plated warmer . . . harmonizing plastic handle. Does so many things so beautifully! Brews delicious instant coffee and keeps it piping hot . . . serves cold beverages—ice cubes drop in easily through extra wide mouth. Two 8-hour candles included. Gift boxed Ship. wt. 2½ lbs.
4H31X260-6X250.....Retail **$4.00**

B TWIN HOT SERVER. The best friend' a tasty waffle ever had! Delightful decanters for hot syrup and melted butter . . . double for keeping sauces, chocolate fudge, gravies, honey, etc , hot, too! Heat-resistant glass servers trimmed in glowing copper, matching hinged covers, black plastic handles. Gleaming copper-plated candle warmer base. Four 4-hour smokeless candles included with each gift boxed set. Ship. wt 2 lbs.
4H36X320-6X310.....Retail **$5.00**

C D 22K. GOLD-TRIMMED WEDDING BAND HURRICANE LAMPS. Candles glow in crystal glass columns . . . ringed in 22K gold . . . brass plated top ring, matching base

C 11½" tall, 2⅝" diameter. Gift boxed. Ship. wt. 1¾ lbs
7H13X435-6X420 Retail Pr. **$7.00**

D 14" tall, 4¼" diameter. Gift boxed. Ship wt. 3 lbs
7H14X925-6X910 Retail Pr **$15.00**

E 2-QT. CASSEROLE AND CANDLE WARMER. Triple-duty beauty! Keeps food piping hot for serving . . . casserole is oven-proof—cook and serve in the same unit! Ideal for baked beans, chop suey, spaghetti, chicken a la king—any casserole dish' Beautifully fashioned in chalky white milk glass . . . exquisitely held in a bright brass-plated frame and warmer-stand Heat-proof glass cover Two 10-hour candles included. Gift packaged Ship. wt. 4¾ lbs
4H39X255-6X245.....Retail **$4.00**

KEY 2 QUALITY

Karen Lynne

Famous for fabulous designs, careful detail . . . perfect workmanship!

A **GENUINE SCARAB EARRINGS.** Mysterious symbol of the ancient world . . . lovingly modernized! 12K Gold filled
37J294-525T . . . .Sugg Retail **$10.50**

B **GENUINE SCARAB NECKLACE AND EARRING SET.** Fascinating symbols in authentic design . . set in a splendid 12K Gold-filled necklace Matching Scarab drop earrings
48J252-1615T (Set) .Sugg. Retail **$32.25**
37J293-450T Earrings only **$9.00**

C **SCARAB BRACELET.** Enchanting, exotic . . casts a spell of beauty! 12K Gold filled, genuine Scarabs
28J377-1090T . . . Sugg. Retail **$21.75**

D **TEXTURED PIN AND EARRING SET.** Classic textured leaf in Sterling Silver with gold finish, set with five matched cultured pearls, matching earrings
48J253-1350T (Set) Sugg. Retail **$27.00**
37J296-600T Earrings only **$12.00**

E **PIN AND EARRING SET.** Delicate Sterling Silver filigree with gold finish, large cultured pearl in center of pin and matching earrings
48J254-1465T (Set) Sugg Retail **$29.25**
37J297-750T Earrings only **$15.00**

F **FLORAL PIN AND EARRING SET.** Ice-blue Marquise stones bring brilliant highlights to this unique gold-finished Sterling Silver pin and matching earrings
48J255-940T (Set) . .Sugg. Retail **$18.75**
37J298-375T Earrings only **$7.50**

G **DEBUTANTE BRACELET** Genuine Scarab creation, 12K Gold filled . . delights the eye . . and the younger set'
28J378-750T. . . . . .Sugg Retail **$15.00**

H **SCARAB AND PEARL BRACELET.** Graceful double link 12K Gold-filled bracelet has seven genuine Scarabs and twelve matched cultured pearls.
28J379-1465T. . . . . Sugg Retail **$29.25**

J **SCARAB PIN AND EARRING SET.** Magic ensemble! 12K Gold-filled genuine Scarab pin with matching Scarab earrings
48J256-1090T (Set) .Sugg Retail **$21.75**
37J299-375T Earrings only. **$7.50**

K **FROG PIN WITH SCARAB.** Captivating, cheerful charmer in gold-finish Sterling Silver . . large genuine Scarab.
36J325-490T . . . . Sugg Retail **$9.75**

Each set is packaged in "jewel box" case for a lovely gift presentation.

All jewelry is shown ½ actual size.

Federal and State Taxes not included in Suggested Retail Prices.

KEY QUALITY

Karen Lynne

Fresh, bewitching creations . . . in exquisite taste.

A **FLORAL PIN.** The focus of attention . . . flattering 12K Gold-filled, with cultured pearl in center of each leaf.
36J326-750T.....Sugg. Retail **$15.00**

B **FLORAL NECKLACE AND EARRING SET.** Sculptured elegance! 12K Gold-filled necklace with five matched cultured pearls; earrings to match.
48J257-1540T (Set). Sugg Retail **$30.75**
37J300-450T Earrings only. . . **$9.00**

C **STERLING SILVER PIN.** Rhodium finish Sterling Silver with fiery baguettes and simulated pearls . . . brings lyric beauty to a simple outfit.
36J327-1015T... ..Sugg. Retail **$20.75**

D **FLORAL BRACELET.** Glamour in Gold . . . five matched cultured pearls are carefully arranged in the 12K Gold-filled bracelet.
28J380-1050T... ...Sugg. Retail **$21.00**

E **SHELL PIN AND EARRING SET.** Classic shell motif, with cultured pearl nestled at the center Sterling Silver with black enamel and gold finish, matching earrings
48J258-1465T (Set) Sugg Retail **$29.25**
37J301-640T Earrings only... . **$12.75**

F **GENUINE ONYX BRACELET.** Rich, dramatic Onyx with six cultured pearls, 12K Gold-filled bracelet
28J381-865T.. . ..Sugg Retail **$17.25**

G **ONYX NECKLACE AND EARRING SET.** Splendor and drama, with genuine Onyx stones and large cultured pearl. 12K Gold-filled necklace, matching earrings.
48J259-1165T (Set) Sugg Retail **$23.25**
37J302-375T Earrings only **$7.50**

H **STERLING PIN.** Fine Sterling Silver filigree with lovely ice blue Marquise stones . . . Rhodium finish.
36J328-900T .Sugg. Retail **$18.00**

J **NECKLACE AND EARRING SET.** Delicate, enduring Sterling Silver filigree in Rhodium finish . . . set with ice blue pearshape stones, matching earrings
48J260-1465T . . . Sugg Retail **$29.25**
37J303-450T Earrings only . . **$9.00**

K **PIN AND EARRING SET.** Rich amethyst-colored stones with eight cultured pearls. 12K Gold-filled, matching earrings
48J261-1275T (Set) Sugg Retail **$25.50**
37J304-375T Earrings only..... **$7.50**

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Karen Lynne

KEY QUALITY

Famous for fabulous designs, careful detail . . . perfect workmanship!

A GENUINE SCARAB EARRINGS. Mysterious symbol of the ancient world . . . lovingly modernized! 12K Gold filled
H10200W525 . . . . . Sugg. Retail **$10.50**

B GENUINE SCARAB NECKLACE AND EARRING SET. Fascinating symbols in authentic design . . . set in a splendid 12K Gold-filled necklace. Matching Scarab drop earrings
H10201W1615 . (Set)Sugg Retail **$32.25**
H10202W450 Earrings only . . . **9.00**

C SCARAB BRACELET. Enchanting, exotic . . . casts a spell of beauty! 12K Gold filled, genuine Scarabs.
H10203W1090 Sugg Retail **$21.75**

D TEXTURED PIN AND EARRING SET. Classic textured leaf in Sterling Silver with gold finish, set with five matched cultured pearls, matching earrings
H10206W1350 (Set) Sugg. Retail **$27.00**
H10207W600 Earrings only **12.00**

E PIN AND EARRING SET. Delicate Sterling Silver filigree with gold finish, large cultured pearl in center of pin and matching earrings
H10204W1465 (Set) Sugg Retail **$29.25**
H10205W750 Earrings only **$15.00**

F FLORAL PIN AND EARRING SET. Ice-blue Marquise stones bring brilliant highlights to this unique gold-finished Sterling Silver pin and matching earrings.
H10208W940 (Set). Sugg Retail **$18.75**
H10209W375 Earrings only . . **7.50**

G DEBUTANTE BRACELET. Genuine Scarab creation, 12K Gold filled . . . delights the eye . . . and the younger set!
H10210W750. . . . . Sugg. Retail **$15.00**

H SCARAB AND PEARL BRACELET. Graceful double link 12K Gold-filled bracelet has seven genuine Scarabs and twelve matched cultured pearls.
H10211W1465 . . . Sugg. Retail **$29.25**

J SCARAB PIN AND EARRING SET. Magic ensemble! 12K Gold-filled genuine Scarab pin with matching Scarab earrings.
H10212W1090 (Set). Sugg Retail **$21.75**
H10213W375 Earrings only . . . **7.50**

K FROG PIN WITH SCARAB. Captivating, cheerful charmer in gold-finish Sterling Silver . . large genuine Scarab
H10214W490 . . . . .Sugg Retail **$9.75**

Each set is packaged in "jewel box" case for a lovely gift presentation.

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KEY QUALITY

Karen Lynne

Fresh, bewitching creations . . . in exquisite taste.

A **FLORAL PIN.** The focus of attention . flattering 12K Gold-filled, with cultured pearl in center of each leaf.
H10218W750 . . . Sugg. Retail **$15.00**

B **FLORAL NECKLACE AND EARRING SET.** Sculptured elegance! 12K Gold-filled necklace with five matched cultured pearls, earrings to match.
H10216W1540 (Set) Sugg. Retail **$30.75**
H10217W450 Earrings only . . . **9.00**

C **STERLING SILVER PIN.** Rhodium finish Sterling Silver with fiery baguettes and simulated pearls . . . brings lyric beauty to a simple outfit
H10218W1015 . . . Sugg. Retail **$20.25**

D **FLORAL BRACELET.** Glamour in Gold . . . five matched cultured pearls are carefully arranged in the 12K Gold-filled bracelet.
H10219W1050 Sugg. Retail **$21.00**

E **SHELL PIN AND EARRING SET.** Classic shell motif, with cultured pearl nestled at the center. Sterling Silver with black enamel and gold finish matching earrings
H10220W1465 (Set) Sugg. Retail **$29.25**
H10221W640 Earrings only . **12.75**

F **GENUINE ONYX BRACELET.** Rich, dramatic Onyx with six cultured pearls, 12K Gold filled bracelet.
H10222W865 . . . . Sugg. Retail **$17.25**

G **ONYX NECKLACE AND EARRING SET.** Splendor and drama, with genuine Onyx stones and large cultured pearl. 12K Gold-filled necklace matching earrings.
H10223W1165 (Set) Sugg. Retail **$23.25**
H10224W375 Earrings only . . **7.50**

H **STERLING PIN.** Fine Sterling Silver filigree with lovely ice blue Marquise stones . Rhodium finish
H10225W900 . . Sugg. Retail **$18.00**

J **NECKLACE AND EARRING SET** Delicate, enduring Sterling Silver filigree in Rhodium finish . . . set with ice blue pearshape stones, matching earrings
H10226W1465 (Set) Sugg. Retail **$29.25**
H10227W450 Earrings only . **9.00**

K **PIN AND EARRING SET.** Rich amethyst-colored stones with eight cultured pearls. 12K Gold-filled, matching earrings
H10228W1275 (Set) .Sugg. Retail **$25.50**
H10229W375 Earrings only . . **7.50**

Each set is packaged in a "jewel box" care for a lovely gift presentation.

All jewelry as shown ⅔ actual size.

Federal and State Taxes not included at Suggested Retail Prices.

Karen Lynne

KEY QUALITY

Famous for fabulous designs, careful detail . . . perfect workmanship!

A GENUINE SCARAB EARRINGS. Mysterious symbol of the ancient world . . lovingly modernized! 12K Gold filled.
E5700L525 . . . . . Sugg. Retail **$10.50**

B GENUINE SCARAB NECKLACE AND EARRING SET. Fascinating symbols in authentic design . . set in a splendid 12K Gold-filled necklace Matching Scarab drop earrings
5705L1615 (Set) . . Sugg Retail **$32.25**
5706L450 Earrings only **$9.00**

C SCARAB BRACELET. Enchanting, exotic . . . casts a spell of beauty! 12K Gold filled, genuine Scarabs
5710L1090 . . . . . Sugg. Retail **$21.75**

D TEXTURED PIN AND EARRING SET. Classic textured leaf in Sterling Silver with gold finish; set with five matched cultured pearls; matching earrings
5715L1350 (Set) Sugg Retail **$27.00**
5716L600 Earrings only **$12.00**

E PIN AND EARRING SET. Delicate Sterling Silver filigree with gold finish, large cultured pearl in center of pin and matching earrings
5720L1465 (Set) . . . Sugg. Retail **$29.95**
E5721L750 Earrings only **$15.00**

F FLORAL PIN AND EARRING SET. Ice-blue Marquise stones bring brilliant highlights to this unique gold-finished Sterling Silver pin and matching earrings
5725L940 (Set) . . . Sugg. Retail **$18.75**
E5726L375 Earrings only **$7.50**

G DEBUTANTE BRACELET. Genuine Scarab creation, 12K Gold filled . . . delights the eye . . . and the younger set!
5730L750 . . . . . Sugg. Retail **$15.00**

H SCARAB AND PEARL BRACELET Graceful double link 12K Gold-filled bracelet has seven genuine Scarabs and twelve matched cultured pearls.
5735L1465 . . . . . Sugg Retail **$29.95**

J SCARAB PIN AND EARRING SET. Magic ensemble! 12K Gold-filled genuine Scarab pin with matching Scarab earrings
5740L1090 (Set) . . Sugg Retail **$21.75**
E5741L375 Earrings only **$7.50**

K FROG PIN WITH SCARAB. Captivating, cheerful charmer in gold-finish Sterling Silver . . . large genuine Scarab.
5745L490 . . . . . Sugg Retail **$9.75**

Each set is packaged in "jewel box" case for a lovely gift presentation.

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Federal and State Taxes not included in Suggest-

K

KEY QUALITY

Karen Lynne

Fresh, bewitching creations . . . in exquisite taste.

A **FLORAL PIN.** The focus of attention . . . flattering 12K Gold-filled, with cultured pearl in center of each leaf.
3730L750 . . . . . Sugg. Retail **$15.00**

B **FLORAL NECKLACE AND EARRING SET.** Sculptured elegance! 12K Gold-filled necklace with five matched cultured pearls; earrings to match.
5755L1540 (Set) . . Sugg. Retail **$30 75**
E5756L450 Earrings only **$9.00**

C **STERLING SILVER PIN.** Rhodium finish Sterling Silver with fiery baguettes and simulated pearls . . . brings lyric beauty to a simple outfit.
5760L1015 . . . . . Sugg Retail **$20.25**

D **FLORAL BRACELET.** Glamour in Gold . . five matched cultured pearls are carefully arranged in the 12K Gold-filled bracelet.
5765L1050 . . . . . Sugg. Retail **$21.00**

E **SHELL PIN AND EARRING SET.** Classic shell motif, with cultured pearl nestled at the center. Sterling Silver with black enamel and gold finish, matching earrings
5770L1465 (Set) . . Sugg. Retail **$29.25**
5771L640 . . . . . **$12.75**

F **GENUINE ONYX BRACELET.** Rich, dramatic Onyx with six cultured pearls, 12K Gold-filled bracelet.
5775L865 . . . . Sugg. Retail **$17.25**

G **ONYX NECKLACE AND EARRING SET.** Splendor and drama, with genuine Onyx stones and large cultured pearl. 12K Gold-filled necklace; matching earrings.
5780L1165 (Set) . . . . Sugg. Retail **$23.25**
E5781L375 Earrings only **$7.50**

H **STERLING PIN.** Fine Sterling Silver filigree with lovely ice blue Marquise stones . . . Rhodium finish.
5785L900 . . . . . Sugg Retail **$18.00**

J **NECKLACE AND EARRING SET.** Delicate, enduring Sterling Silver filigree in Rhodium finish . . . set with ice blue pearshape stones, matching earrings
5790L1465 (Set) . . Sugg. Retail **$29.25**
E5791L450 Earrings only **$9.00**

K **PIN AND EARRING SET.** Rich amethyst-colored stones with eight cultured pearls. 12K Gold-filled, matching earrings
5795L1275 (Set) . . Sugg Retail **$25.50**
E5796L375 Earrings only **$7.50**

Each set is packaged in a "jewel box" case for a lovely gift presentation.

All jewelry is shown ⅞ actual size.

Federal and State Taxes not included in Suggested Retail Prices.

In Pink or Turquoise with Black accents, rich Copper frame.

Kenwood Ceramics

for the gift she doesn't have

THE SALAD SUSAN

Serves two kinds of salad at once, in a big, 24" revolving server. Styled in striking Pink or Turquoise with accents of rich copper and black—perfect for buffet, dinnertable or patio. Oil and vinegar cruets, salt and pepper shakers and two 9" salad bowls are all of semi-porcelain. Entire unit revolves on a triple-plated copper frame mounted on ball bearings. Complete with serving accessories, a delightful gift for the hostess who "has everything." Weight 10 lbs.

4H51X997-3X897 Pink and Black. List **$14.95**

4H54X997-3X897 Turquoise & Black List **$14.95**

LOBSTER CASSEROLE AND RANGE SET

Add a brilliant dash of color to your table with these life like lobsters! Each piece is carefully crafted of oven-proof semi porcelain in bright red, white and black. The Lobster Casserole rests on a sturdy, triple plated brass frame with contrasting white ceramic warmer. The Range Set consists of utility jar and two bright-red lobster claws that look like the real thing but contain salt and pepper. Also a delightful "party-table" grouping: put salt and pepper in the claws and sugar in the bowl.

4H61X463-3X417 1-qt. Lobster Casserole. Weight 5 lbs. . . . . List **$6.95**

4H64X530-3X477 2-qt. Lobster Casserole. Weight 6 lbs. . . List **$7.95**

4H60X330-3X297 Lobster Range Set. Weight 3 lbs. . . . . List **$4.95**

Clock Subject to 10% F.E.T.

THE PYRAMID CERAMIC CLOCK

For living room, modern or traditional for den or study—here is a striking "conversation piece" that is classic in design, luxurious in appearance and dependable in performance. This fabulous electric clock is done in smart semi-porcelain, decorated with rich copper overtones. Reclined dial makes for easy viewing at any angle. Copper decorated ceramic case is available with your choice of copper or turquoise face. AC only. Weight 3 lbs.

4H55X997-3X897 Copper Face . . List **$14.95**

4H59X997-3X897 Turquoise Face List **$14.95**

The Gift of a Lifetime
. . . For The Hostess
Who Has Everything!

Whoever she is, she'll be delighted with a gift of Kenwood Ceramics. Excitingly new and truly different, each of these ceramic pieces represent a new high in creative design.

Kenwood Ceramics

for the gift she doesn't have

THE PATIO CARAFE

You've never seen a carafe like this one! A graceful free-form creation that lends a new style note to your table. Oven-proof semi-porcelain in striking mirror-black, with contrasting white stopper and warmer—especially constructed to retain heat. With triple-plated brass frame and ceramic candle-holder. Holds 48 ounces or 8 cups. Weight 5 lbs

4H219X330-3X297 List $4.95

THE SAUCY SUSAN

All your condiments together in one lovely serving piece that revolves for extra convenience! Four covered condiment cups for mayonnaise, mustard, ketchup and horseradish each with its own white serving spoon. Two cruets for vinegar and oil, and a set of very modern salt and pepper shakers. Weight 6 lbs.

4H43X730-3X657 Pink & White, Copper Frame . . . . List $10.95
4H45X730-3X657 Turquoise & White, Copper Frame List $10.95
4H218X730-3X657 Black & White, Brass Frame. . . . . List $10.95

- ALL OVEN-PROOF
- CLEANS LIKE FINE CHINA
- TRIPLE-PLATED FRAMES

THE SUNDIAL CASSEROLE

For everything under the sun that's tasty in a casserole! Smart, modern sundial on colorful lid adds special charm to table settings. Oven-proof semi-porcelain with triple-plated brass frame and ceramic warmer for candle, sterno or alcohol.

4H46X397-3X357 1-qt. Pink & Black. Wt. 5 lbs. List $5.95
4H47X397-3X357 1-qt. Turquoise & Black . . List $5.95
4H48X463-3X417 2-qt. Pink & Black. Wt. 6 lbs. List $6.95
4H49X463-3X417 2-qt. Turquoise & Black . . . List $6.95

KENWOOD CERAMICS • ZANESVILLE, OHIO

KNICKERBOCKER'S

BATTERY OPERATED

MAGIC Ballroom

No. 170

SCHEDULED TO BE
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THEY DANCE!

THEY WHIRL!

THEY TWIRL!

A STORY-BOOK COUPLE DANCE AGAINST A MIRROR BACKDROP AND GLIDE ACROSS A MAGIC BALLROOM FLOOR.

$6.95
Suggested Retail

TAP
The Magic Castinet
TO ANY TUNE OR MUSICAL STRAIN.
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FACTORY, NORTH HOLLYWOOD CALIF.
SHOWROOMS: 1107 BROADWAY, NEW YORK CITY

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GIVES MAXIMUM PROTECTION

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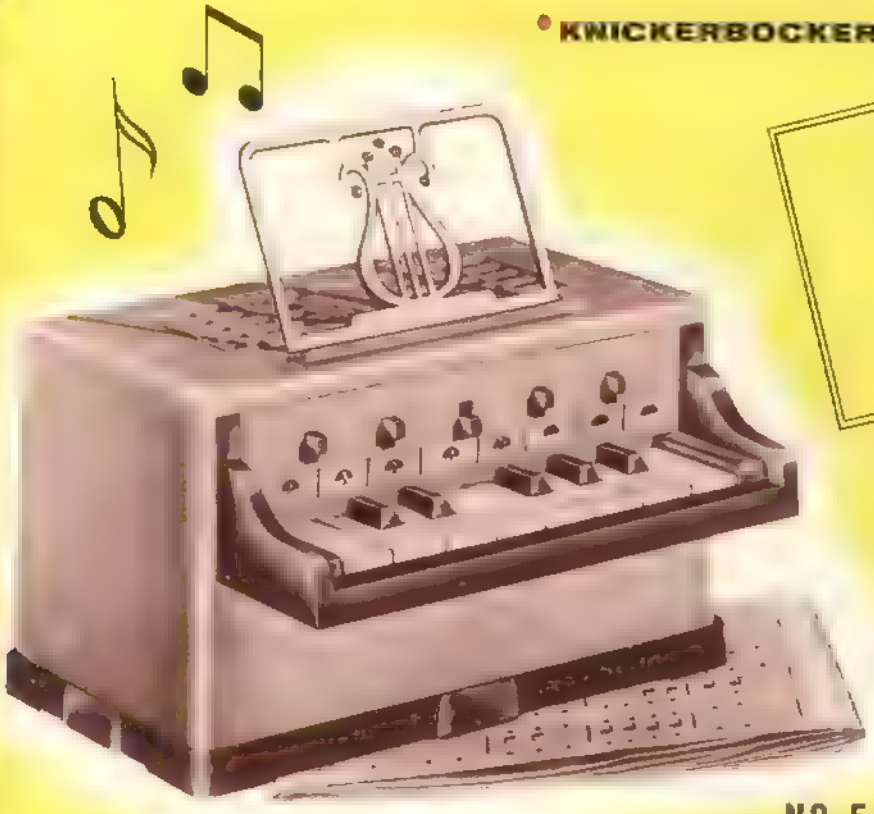

ELECTRONIC

Bell Organ

NO. 585 • BATTERY OPERATED •
CELESTE BELL TONES
INDIVIDUALLY FULL-COLOR PACKAGED
WITH MUSIC STAND & MUSIC BOOK

SUGGESTED RETAIL $12.95

ELECTRIC

Vibraphone

NO. 584
BATTERY OPERATED!
Precision-Tuned
ALLOY TONE BARS
PACKAGED IN COLORFUL
DISPLAY BOX
WITH 16-SOLO MUSIC BOOK

SUGGESTED RETAIL $9.95

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FACTORY: NORTH HOLLYWOOD, CALIF.
SHOWROOMS: 1107 BROADWAY, NEW YORK CITY

Leaders Music by Note-Color Number or Letter

America's Newest Most Popular Musical Toys!

KNICKERBOCKER

SATELLITE POP-A-PART TARGET
Hit the target and watch the Satellite soar into space. Extra heavy board target, 9'' x 13½''. Complete with Super Dart Gun and 3 darts.
754–36–676 YE134V 2.00 ea.
Pkd. 24 ea.

SIREN SPARKLE SPACE TARGET
Hit the target and zoom...swish...ots sirens wail-sparks fly and another space ship soars into outer space. Extra heavy board target, 12'' x 17''.
754–33–683 YB200S 3.00 ea.
Pkd. 12 ea.

SUB-MACHINE DART GUN
Made of sturdy black plastic—19½'' long. Complete with three safety darts carried in gun stock. Packed 6 ea to rack.
754–31–612 XY67M 1.00 ea.
Pkd. 36 ea.

SUB-MACHINE CAP GUN
Made of hi-impact plastic—20½'' x 7''. Ammunition chamber to store caps. Individual lithographed display card. Pop-die cast metal mechanism.
754–24–653 YX100P 1.50 ea.
Pkd. 24 ea.

KNICKERBOCKER

BALL GUM TARGET GAME
Hit the target and a prize or ball gum drops into the ''gum-box.'' Complete with 4 prizes and 12 ball gums, plus sanitary plastic ball coverings for re-use. Extra heavy metal target, 13¾'' x 16½''. Includes safety dart gun and 3 rubber-tipped darts.
754–41–681 XW200M 3.00 ea.
Pkd. 12 ea.

DRAGNET PISTOL & RIFLE SET
All made of hi-impact plastic with official Dragnet insignia. Includes Dragnet Water Pistol, Cap Pistol, Dart Gun with 3 rubber-tipped darts, Cork Gun with supply of corks and Double Barrel Cap Gun. Also, badge and whistle.
754–32–640 XX400N 6.00 ea.
Pkd. 6 ea.

CAPTAIN CROW ACTION TARGET
Extra heavy board target, 12'' x 17½''. Mischievious Crow moves his beak and caws continuously—Hit the target! Then all is silent and the Crow's eyes drop to crosses. Battery operated. Complete with dart gun and 3 darts.
754–35–679 YD267U 4.00 ea.
Pkd. 6 ea.

KNICKERBOCKER

POPEYE ROLY-POLY TARGET
Popeye, his can of spinach and 4 famous friends serve as moving targets each 5½'' tall with hi-impact plastic base. Rock and roll when hit. Complete with Luger cork gun and six corks.
754–34–686 YC134T 2.00 ea.
Pkd. 24 ea.

CLOWN POP-A-PART TARGET
Hit the target and watch the clown pop hit hat in the air. Extra heavy board target 14½'' x 8¼''. Complete with styrene dart gun and 4 safety darts.
754–40–665 YA134R 2.00 ea.
Pkd. 24 ea.

HEN TARGET GAME
17'' x 14'' metal target. Raised egg shaped depressor ejects an egg into basked when hit. Complete with 6 eggs, styrene dart gun and 4 darts.
754–16–659 XZ200Q 3.00 ea.
Pkd. 12 ea.

JET AUTOMATIC REPEATING RIFLE
Shoots six plastic ping-pong type balls with one loading. 29'' long. Complete with six balls. Hi-impact plastic
754–8–603 XV200L 3.00 ea.
Pkd. 12 ea.

KNICKERBOCKER

ELECTRONIC BELL ORGAN
Made of hi-impact styrene. Easily learned to play by color–by number. Complete with deluxe music book. Battery operated.
754–23–585 XU864R $12.95 ea.
Pkd. 6 ea.

CLOWN ROLY POLY
He rocks, rolls and rattles! Movable socket head. Hand-painted face and costume Red and Yellow. 12" high.
754–22–107 XP134C 2.00 ea.
Pkd. 12 ea.

SUB-LIST
Same as above except 8½" high.
754–1–103 XM67B 1.00 ea.
Pkd. 24 ea.

LITTLE TRAIN THAT GOES TO BED
Made of unbreakable polyethylene in red, yellow, blue and black. All cars fold into each other making it compact. This pull train measures 22" x 3 5/8" x 4½".
754–42–262 YP134W 2.00 ea.
Pkd. 12 ea.

DELUXE FIREBOAT
Red, White and Blue hi-impact plastic boat–floats, pumps water: 14" long x 7" x 3½". Removable lifeboat, interchangeable ladder and hand-crank siren.
754–21–86 XM134A 2.00 ea.
Pkd. 24 ea.

KNICKERBOCKER

MAGIC-EYE MOON CAR
Made of hi-impact plastic: 12½" x 7" x 9½". Battery operated. Magic eye in crystal dome rotates. Complete movement with flick of antenna by "Space Wand"—forward or reverse, left or right, angeles or circles. Also, 2 firing rockets.
754–38–185 YG667X 10.00 ea.
Pkd. 6 ea.

REMOTE CONTROL HELICOPTER
Made of hi-impact plastic. Battery operated. Full remote-control action from control panel as Helicopter takes off, flies up, down, forward, reverse, hovers and makes a pin point landing. Separate landing pattern maps.
754–39–187 YH864Y 12.95 ea.
Pkd. 6 ea.

MAGIC BALLROOM
They dance! They whirl! They twirl! Tap out the rhythm of various dances on the "magic castinet." Made of hi-impact styrene. Battery operated.
754–37–170 YF463W 6.95 ea.
Pkd. 12 ea.

KNICKERBOCKER

MELODE BELLS
Eight brilliantly colored 3 5/8" bells of hi-impact styrene. Learn music by color–by number. Complete with deluxe music book.
754–13–575 XT335J 5.00 ea.
Pkd. 12 ea.

BAA-BAA TALKING LAMB
Made of hi-impact plastic. Hand painted features. Pull her along and she says "baa-baa" while her tail wags and head moves. 13" long x 13½" x 6½".
754–4–399 XS335H 5.00 ea.
Pkd. 6 ea.

ALPHABET RATTLE SET
Infant rattles, teethers, and floating toy letters with colorful marbles inside. Transparent plastic tops with sparkle effect. Size: 2-3/8" x 3½". Skin packing.
754–10–215 XR67F 1.00 ea.
Pkds. 36 ea.

JUMBO PIG BANK
8" high with hand-painted features. Complete with metal lock and key.
754–29–208 XQ67E 1.00 ea.
Pkd. 24 ea.

America's Finest Dinnerware Knowles

EXCITING NEW INTEREST FOR YOUR TABLE-BEAUTIFUL, DESIGN-WISE SEMI-PORCELAIN. JUST A SMALL INVESTMENT BUYS A LOVELY SET.

KNOWLES . . .
first in quality

WILD OATS . . . A pattern of dramatic interest. Softly colored shades of red, yellow, green and brown bring gaiety and warmth of a summer day to your table. Functional "Accent" shapes in white lend themselves to easy service and care—lovely and graceful to handle.

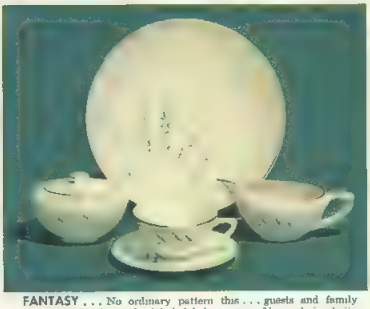
D44G94-1300	32-Pc. Set	Retail	19.50
D44G95-2197	53-Pc. Set	Retail	32.95
D44G96-3997	93-Pc. Set	Retail	59.95

FESTIVAL . . . full stalks of ripening grain in sun struck yellow yellow-brown and shadow-gray, interspersed by slender leaves in zodiac arrangement, with a spatter effect tying the whole together. Modern, yet ageless ly beautiful as Nature herself on the new "Forecast" shape.

D44G254-1663	32-Pc Set	Retail	24.95
D44G255-2663	53-Pc Set	Retail	39.95
D44G256-4663	93-Pc. Set	Retail	69.95

WHEAT . . . There is unusual beauty, enduring elegance in the slender spears of wheat agleam with 22K gold—silhouetted against the striking gold edged "Accent" shape. An exquisite design with the rare combination of traditional formality and modern simplicity.

D44G97-1197	32 Pc Set	Retail	17.95
D44G98-1997	53-Pc Set	Retail	29.95
D44G99-3664	93-Pc Set	Retail	54.95



FANTASY . . . No ordinary pattern this . . . guests and family alike will love this truly delightful dinnerware. Unusual simplicity of design and delicacy of color on lustrous white rimless shapes ("Accent") emphasized by the gleam of platinum on edges.

D44G79-1300	32 Pc Set	Retail	19.50
D44G80-2197	53 Pc Set	Retail	32.95
D44G81-3997	93-Pc Set	Retail	59.95

32-PIECE SET—SERVICE FOR 6
Shipping weight 22 lbs.

6 Dinner Plates
6 Cups
6 Saucers
6 Bread and Butter Plates
6 Fruit Dishes
1 Medium Size Platter
1 Vegetable Dish (Open)

53-PIECE SET—SERVICE FOR 8
Shipping weight 35 lbs.

8 Dinner Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soup Dishes
8 Bread-Butter Plates
1 Creamer
1 Cov'd Sugar (2 pcs.)
1 Medium-Size Platter
1 Vegetable Dish (Open)

93-PIECE SET—SERVICE FOR 12
Shipping weight 65 lbs

12 Dinner Plates
12 Cups
12 Saucers
12 Fruit Dishes
12 Soup Dishes
12 Bread-Butter Plates
12 Salad-Dessert Plates
1 Creamer
1 Cov'd Sugar (2 pcs.)
1 Medium Size Platter
1 Large-Size Platter
2 Vegetable Dishes (Open)
1 Pickle Dish (Use as Stand for Sauce Boat)
1 Sauce Boat (Use Pickle Dish as Stand)

IMPORTANT NOTICE. All Compositions Include Full Size Dinner Plates. Shipped Direct From Factory in Newell, West Virginia . . . Allow 2 Weeks for Delivery

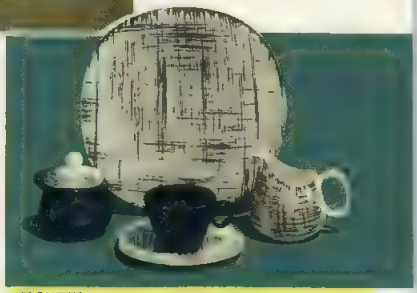
Knowles *America's Finest Dinnerware*

DURABLE WARE OF SPIRIT AND BEAUTY FOR THE DINNERWARE YOU'VE ALWAYS WANTED. CHOOSE KNOWLES DECORATOR-WISE SEMI-PORCELAIN.

KNOWLES . . .
first in quality

SUBURBIA . . . in which occurs a lovely meeting of the rural and urban on the new "Forecast" shape—yellow-green meadow flowers with grace(ful) light and shadow leaves, in a formal arrangement enhanced by slender trellises, all against a cream white background

D44G251-1330	32-Pc. Set	. . . . .	Retail 19.95
D44G252-2330	53-Pc Set	. . . . .	Retail 34.95
D44G253-3997	93-Pc Set	. . . . .	Retail 59.95



EBONETTE . . . A new look in table decoration. Ebonette is for the modern minded with its square round "Criterion" shape, its abstract design, its striking black and white color combination—handpainted under the glaze. For added interest most hollow pieces are solid black

D44G100-1397	32 Pc. Set	. . . . .	Retail 20.95
D44G101-2433	53-Pc Set	. . . . .	Retail 36.50
D44G102-4330	93-Pc Set	. . . . .	Retail 64.95

PARK LANE . . . Lovely as its name, Park Lane is the timeless sort of pattern you will treasure for years to come. Enchanting, stylized floral sprays in soft rose, gray and brown encircle the rim—edged in platinum. A perfect gift for the bride

D44G88-1397	32-Pc Set	. . . . .	Retail 20.95
D44G89-2433	53-Pc Set	. . . . .	Retail 36.50
D44G90-4330	93-Pc Set	. . . . .	Retail 64.95

GRAPEVINE . . . Glorious silver-green leaves on twining stem of rich brown, curl gracefully 'round the rim of the classic "Accent" shape . . gives startlingly vibrant effect against the frosty white ground. Equally at home with period or modern decor

D44G85-1330	32-Pc Set	. . . . .	Retail 19.95
D44G86-2130	53-Pc Set	. . . . .	Retail 31.95
D44G87-3800	93-Pc Set	. . . . .	Retail 57.00

32-PIECE SET—SERVICE FOR 6
Shipping weight 22 lbs.

6 Dinner Plates	6 Fruit Dishes
6 Cups	1 Medium Size Platter
6 Saucers	1 Vegetable Dish (Open)
6 Bread and Butter Plates	

53-PIECE SET—SERVICE FOR 8
Shipping weight 35 lbs.

8 Dinner Plates	1 Creamer
8 Cups	1 Cov'd. Sugar (2 pcs.)
8 Saucers	1 Medium-Size Platter
8 Fruit Dishes	1 Vegetable
8 Soup Dishes	Dish (Open)
8 Bread Butter Plates	

93-PIECE SET—SERVICE FOR 12
Shipping weight 65 lbs.

12 Dinner Plates	12 Salad Dessert Plates	1 Pickle Dish (Use as Stand for Sauce Boat)
12 Cups	1 Creamer	
12 Saucers	1 Cov'd. Sugar (2 pcs.)	
12 Fruit Dishes	1 Medium Size Platter	1 Sauce Boat (Use Pickle Dish as Stand)
12 Soup Dishes	1 Large-Size Platter	
12 Bread Butter Plates	2 Vegetable Dishes (Open)	

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates Shipped Direct From Factory in Newell, West Virginia . . . Allow 2 Weeks for Delivery

Lemaire

OF PARIS

BINOCULARS FROM FRANCE

LIFE

BELLEVUE 7 x 35 BINOCULAR

All-purpose glass designed for years of pleasure in hunting, racing, boxing, scenic viewing, all sports' Magnifies 7 times Field of view 405 ft at 1000 yds Ht. 5". By Lemaire. Center focusing. Quality coated lenses.

D2Q10-3750 (Illus.) ... Retail 62.50

BELLEVUE 7 x 50 BINOCULAR

As above, but greater light-gathering power. Field of view 415 ft. at 1000 yds. Ht. 8". For dawn to dusk viewing.

D2Q11-4710 ... Retail 78.50

Coloramic

BELLEVUE 8 x 30 TWO-TONE

Wonderful gift idea for men or women! Choose from 3 combinations (A) Holiday Brown with pigskin (B) Azure Blue with natural grey leather, (C) Ballet Blue with imported white leather. Magnifies 8 times. Field of view 390 ft. at 1000 yds. Ht. 4". By Lemaire. Coated lenses

D2Q50-2970 Specify color Ret. 49.50

LEMAIRE 7 x 35 EXTRA-WIDE ANGLE

Finest in the world! Widest field of view for greater enjoyment of all action sports Advanced optical design with 14 hand-polished, color-correct achromatic coated lenses gives greater enjoyment to all action sports. Magnifies 7 times Field of view 550 ft. at 1000 yds. Ht. 5". Center Focus

D2Q14 8550 ..... 142.50

How to Select Binoculars

Decide the major purpose for your binocular and then buy the best you can afford. The First Number given is the power of magnification . . . how many times larger you see an object through the glass than with the naked eye. The Second Number is the diameter in millimeters of the lenses . . . the larger the number, the greater the light gathering capacity All Lemaire glasses are center focusing, quick, accurate with either hand. Right eyepiece adjusts for sight variations in each eye

LEMAIRE 7 x 50 BINOCULAR

Released by French Army for public use! High quality, clear sharp performance. Exclusive vacumized construction. Magnifies 7 times. Field of view 425 ft. at 1000 yds. Ht. 7". Coated lenses for day or night viewing. Center Focus

D2Q7-7950 ... Retail 132.50

Beautiful

GENUINE LEATHER CARRYING CASES WITH ALL BINOCULARS

All Glasses Gift Boxed

BELLEVUE 8 x 30 BINOCULAR

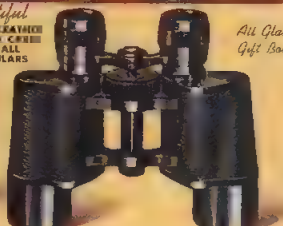
Excellent for bird watchers, hunters, all outdoor events. Magnifies 8 times Field of view 390 ft. at 1000 yds. Ht. 4". By Lemaire. Coated lenses.

D2Q9 2800 Center Focus (Illus.) ... Retail 46.75

LEMAIRE 8 x 30 BINOCULAR

World's finest 8-power binocular for all sports. 14 achromatic coated lenses and prisms. Field of view 420 ft. at 1000 yds. Ht. 4½" Strong, lightweight

D2Q1-7710 Center Focus ..... Retail 128.50



DELMER 10 x 35 BINOCULAR

All-purpose glass with finest coated lenses Magnifies 10 times. Field of view 360 ft. at 1000 yds. For all observation, hunting and spotting. Ht. 5"

D2Q6-5370 Center Focus (Illus.) Retail 89.50

DELMER 7 x 35 BINOCULAR

Similar to above but magnifies 7 times

D2Q5-5010 Center Focus ..... Retail 83.50

LEMAIRE 10 x 50 BINOCULAR

Generations of fine craftsmanship created this top ranking, high power, all-purpose binocular For long-range viewing, vacations, marine and scenic enjoyment Brings everything up close! Pinpoints far off objects, especially where light is dim. Unsurpassed quality construction. Magnifies 10 times. Field of view 390 ft. at 1000 yds. Ht 7". Coated lenses

D2Q61-8370 Center Focus ... Retail 139.50

DELMER and BELLEVUE are trademarks of the Lemaire Company

All Binoculars Center Focus

Prices Do Not Include Excise Tax

Jason

Finest Precision

POPULAR PRICED BINOCULARS

LIFE

EXTRA-WIDE FIELD OF VIEW

All Jason binoculars are double-strength, all-weather construction. Precision ground, hard coated lenses. Imported from Japan. Beautifully gift-boxed.

JASON 7 x 35 EXTRA-WIDE ANGLE

A First choice of binocular users everywhere! Take it along for all spectator sports. Increase your enjoyment of races, hunting, boating, baseball, football, basketball and all fast-action sports. Field of view 331 ft. at 1000 yds., 150 feet more than conventional glasses! New, modern one-piece B&L style. Magnifies 7 times. Finest coated fully achromatic lenses. Includes leather case. Ht. 4".

2Q62-3570 Center Focus ... Retail 59.50

JASON 7 x 35 B&L TYPE BINOCULAR

Similar to above, with field of view 390 ft. at 1000 yds. Magnifies 7 times. Ht 5".

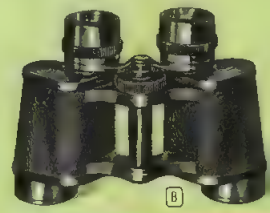
2Q63-2850 Center Focus ..... Retail 47.50

JASON 7 x 50 BINOCULAR

C These large glasses offer big value and best results. Unsurpassed for all outdoor sports—dawn to dusk. Lightweight, yet sturdy and durable. Magnifies 7 times. Field of view 385 ft. at 1000 yds. Ht. 7". Leather case. Center Focus.

2Q64-2800 (Illus.) ..... Retail 46.75

2Q65-2395 Individual Focus ..... Retail 38.50



JASON 6 x 30 BINOCULAR

B Newest, lightweight, all-purpose binocular. Ideal for all fast action sports as well as nature study. Precision color-corrected lenses. Magnifies 6 times. Field of view 390 ft. at 1000 yds. Ht. 4½". Includes plush-lined genuine pigskin case.

2Q66-2070 Center Focus ... Retail 34.50

JASON 8 x 30 BINOCULAR

Similar to above but magnifies 8 times.

2Q67-2190 Center Focus ... Retail 36.50

JASON 7 x 35 BINOCULAR

D New, rugged glasses that bring you front seat viewing for all sporting events. The first choice of sportsmen for scenic viewing, boating, racing and all sports. Features precision color-corrected coated lenses. Pinpoint adjustment for sharp, clear performance. Unique double strength all weather construction yet lightweight—only 18 oz. Magnifies 7 times. Field of view 400 ft. at 1000 yds. Ht. 5½". Includes plush-lined genuine pigskin case. Center Focus.

2Q68-2310 ..... Retail 38.50

PAL FOLDING SPORT GLASSES

E Unique pop-up feature makes this ideal for awards, premiums, incentive programs, gifts. Wafer-thin! Snaps shut to fit easily in pocket or purse. Opera, theatre, spectator sports. In assorted colors. 3 power. Weighs only 6 ounces.

2Q71-460 4" x 2½" (Illustrated) ... Retail 7.95

2Q72-665 As above, Deluxe Quality ..... Retail 10.95

JASON 4 x 40 SPORT BINOCULAR

F Lightweight and so compact. Wide field of view for spotting and following quick movements. Fast, center-focusing action. Beautiful pigskin carrying case. Wide 40 mm coated lenses 4" high. Ideal for sports, bird study, theatre.

2Q69-1140 (Illustrated) ..... Retail 18.95

2Q70-750 As above, 30 mm Coated Lenses Retail 12.50

JASON 10 x 50 BINOCULAR

G For extra-long range viewing. This high-power trail blazer is desirable for distant objects, plane spotting, marine use, mountain and resort areas. Finest color-corrected, achromatic, anti-reflective prisms for sharper, clearer contrasts. Magnifies 10 times. Field of view 368 ft. at 1000 yds. Five pieces focus individually. Ht. 7". Leather case.

2Q73-3090 Individual Focus ... Retail 51.50

JASON 12 x 50 BINOCULAR

Same as above, but magnifies 12 times.

2Q74-3270 Individual Focus ... Retail 54.50

Prices Do Not Include Excise Tax

Evinrude's 50 hp, four cylinder V the Starflite New silencing chamber encases motor from top to propeller

The electric-starting 18 hp Evinrude Fastwin has a three position safety key switch

EVINRUDE INTRODUCES V-FOURS

► Evinrude's 12 model line of 1958 outboard motors will be headed by a pair of power plants using a V-4 power head design. This marks the first year such a cylinder arrangement has been available in the outboard field. Each of the newcomers is rated at 50 hp. Known as the Starflite and the Four-Fifty, they are said to gain compactness and efficient, vibration-free operation from the horizontal placement of the four cylinders.

A new approach to silencing has been incorporated in the new "fours" as well as in the 35 hp. Lark. From top to propeller, each of these three is encased in a soundproof chamber. External parts above the gearcase are mounted solidly to the pivot bearing. The powerhead floats in rubber mounts within this silencing chamber. The exhaust tube is sealed in a nacelle to prevent the escape of noise. Motor coverings are secured positively at all joints with rubber seals. Each cover thus acts as a large air intake silencer. These covers are removable in one piece by loosening one latch. Spark plugs and carburetors are easily reached through rubber sealed doors.

The V-4 design produces a low silhouette with enhanced visibility astern and lowered center of gravity. The Starflite has electric starting; the Four Fifty manual starting.

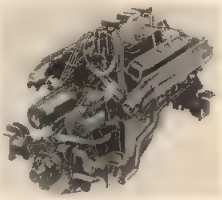
The other motors in the Evinrude 1958 line are the 3 hp. Lightwin and its companion the 3 hp. Ducktwin; the 5.5 hp. Fisherman; the 7.5 hp. Fleetwin; the 10 hp. Sportwin; the 18 hp. Fastwin which comes in both electric and hand starting models and the 35 hp. Big Twins, available with either means of starting.

Styling of the entire line was by Brooks Stevens. Traditional Evinrude Blue has been supplanted by Commodore Blue as the predominate color. Evinrude Blue and Aqua White are used as trim on most models. Deluxe models are in greys, white and charcoal.

Cruis-a-Day fuel tanks, junction and packing boxes, remote controls and ammeters have been redesigned for '58.

EVINRUDE MOTORS, 4143 N. 27th St., Milwaukee, Wis.

The 33 lb., 3 hp. Evinrude Lightwin



Crusader Mark VII develops 220 hp. at 4400 r.p.m.

CRUSADER HAS NEW MODEL V-8S

► For the low priced, medium horsepower field there has been introduced the Crusader Mark V, rated 180 hp. at 4000 r.p.m. and capable of operating on marine white fuel. It has dual side draft carburetors, "Velvet Drive" hydraulic transmission, Jabsco dual pocket water pump, mechanically driven accessories, full flow oil filter, independent engine and transmission oil coolers and a 12 volt electrical system.

The Crusader Marine Mark VII is a 220 hp. engine containing all the features of the Mark V, plus adjustable mounts, triple dual throat vacuum operated carburetors and high speed camshaft. It too uses marine white fuel.

Model CM-300, which holds the Class F service runabout record, requires premium fuel.

For heavy duty applications there is the CM-275, designed to use marine white gasoline and available in a choice of reduction gear ratios.

CRUSADER MARINE ENGINE, 25140 Easy St., Roseville, Mich.

RUST INHIBITOR FOR STORED ENGINES

► Created to prevent internal corrosion in gasoline engines that are to be winter-stored, or left idle for some time, is Storize, a pressurized liquid which is sprayed into the carburetor air intake while the engine is running at normal speed and temperature.

It comes in a 12-oz. spray can at $1.98. A similar treatment for diesel engines will soon be available from

GEORGE A. BAKER ENGINEERING CO., 1757 Yuma St., NW, Washington, D.C.

Mercury's Mark 78 is a 70-hp. in line "six"

THREE NEW OUTBOARDS BY MERCURY

► The 1958 line of Mercury outboards consists of nine basic motors offered in 15 different models. Completely new are the 6-cyl., 66-cu. in., 70-hp. Mark 78, the 4-cyl., 44-cu in., 45-hp. Mark 58 and the 2-cyl., 22-cu. in., 22-hp. Mark 28.

A unique hydraulic mechanism is incorporated in both the 15 and 70-hp. motors. It consists of an automotive type shock absorber mounted on each side of the clamp bracket. Known as Dyna Safety Shocks, these devices cushion the kick-up and rebound resulting from striking an obstacle. While the prop is out of water during such an incident, power is automatically cut off by a special tilt switch.

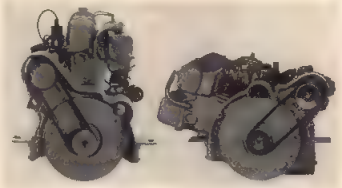
Continued from last year's offerings are three twins—the 6-hp. Mark 6, 10-hp. Mark 10, and 20-hp. Mark 25, a pair of "fours"—30-hp. Mark 30 and 40-hp. Mark 35; and the six cylinder, 60-hp. Mark 75. A 12-volt electric starting model is available in 40, 45 and 60 hp. sizes. The 40, 45 and 60-hp. motors can be had with both starter and generator in 12-volt ratings. This is standard on the "70."

Both the Mark 78 and the Mark 75 have full-reversing power heads. When the single lever shift control is moved to forward, the motor revolves in one direction, with the control in reverse the motor operates in the other direction.

The Mark 28 has an automatic transmission which provides one-hand operation of both throttle setting and shifting, combined in the twist-grip steering handle. The slanted design of the Mark 28, patterned after that of the Mark 10, is to assist in gliding over obstacles. Its propeller hub exhaust outlet is designed to bury exhaust gas and noise in the propeller slipstream.

KIEKHAEFER CORP., 800 S. Hickory, Fond du Lac, Wis.

This 10 hp. Mercury is designed for the fisherman



Conventional upright and inclined "Spacemaker" versions of Palmer's 120 hp. engine. "Spacemaker" measures only 12¾ in. above crankshaft center. Available as true pairs, the inclined versions have all accessories directly beneath engine hatch for accessibility.

EIGHT ENGINES BY PALMER

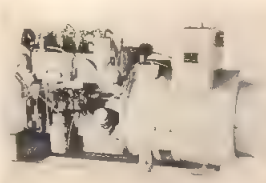
► The Palmer line for 1958 will include seven basic sizes of singles, fours, sixes and eights. Completely new will be inclined versions of two of the six-cylinder engines which will be available as true "pairs."

Smallest Palmer is the 23 cu. in., 6 hp., water-cooled Baby Huskie—25. The 4-cylinder IH-60 is offered in both 16 hp. and 22 hp. versions. PH-134 is a light, 4-cylinder 60 hp. high speed model. Model IH-240 turns out 120 hp. while the similar IH 264, with slightly larger displacement, develops 135 hp. Both are sixes. The IH-308, also with six cylinders, is rated at 150 hp.

Palmer's IH-V-8 engine, model 461 is 57½ in. long and weighs 1,600 lbs. including inboard fresh water cooling and hydraulic reverse and reduction gear. It is rated at 250 hp.

The inclined motors will be based on the IH-240 and IH 264 power plants and are claimed to have the lowest silhouette of any available engine of similar power.

THE PALMER ENGINE CO., Cos Cob, Conn.



Universal 6000 watt, 110-volt A.C. power plant

UNIVERSAL POWER AND LIGHT PLANTS

► Universal, for the coming year, offers eight electric plant models, ranging from 300 to 6000 watts, especially designed for marine service. AC and DC gasoline powered units, they are engineered for safe, compact installation below deck.

Diesel marine types with fresh-water cooling are available with capacities from 10 to 35 kw., with a choice of voltages and controls.

For deck and dockside operation there are air cooled Universal plants from 250 to 12000 watts. Radiator-cooled models start at 5 kw.

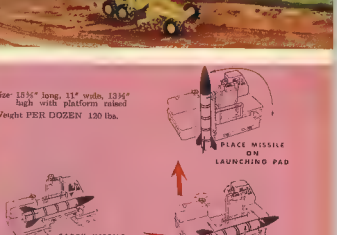
UNIVERSAL MOTOR CO., 312 Universal Drive, Oshkosh, Wis.

NY-LINT TOYS

QUALITY *Real Action* SCALE MODEL TOYS

"TRAVELOADER"
GUIDED MISSILE CARRIER
SCALE MODEL AUTHORIZED BY
OTIS ELEVATOR COMPANY
BAKER INDUSTRIAL TRUCK DIVISION

Size 18¾" long, 11" wide, 13¼" high with platform raised
Weight PER DOZEN 120 lbs.



No. 2800 GUIDED MISSILE CARRIER

Junior Eng neers get the launching pad ready!" Pick up your bal stic missile on is cradle, rease, drive to ate, move cradle out and lower it, then set missile in position (see detailed drawings of operations). This all-steel Carrier is also a versatile side-lift fork truck for palleted loads of lumber, logs, stone, or other toys. All-mechanical, has steerable front wheels, locking hand-wheels operate saddle lift and platform traverse; separate cradle inverts to form pallet. Durable, rugged, realistic, built for long play value

SUGGESTED RETAIL PRICE $8.98

ACTION AND SOUND

JUST LIKE REAL

All steel NY-LINT TOYS feature welded construction of 20-gauge and heavier material, with safe smoothed edges, finished in brilliant colors of durable, sprayed, baked enamel. Each NY-LINT TOY is individually packed in a 200-lb. test carton, 6 units to a standard shipping carton.

Size of "Compressor" 15" x 6½" x 8¼" PATENT PENDING

No. 2900 JUNIOR JACK HAMMER DRILL

WOW! What Action!!

You have to see *and hear* this to believe it!

The scale model of the Jack Hammer Drill is a *screamy!!* Complete and self-contained, fully mechanical (no batteries required), positive in action, strongly made and durable, beautifully finished. Set the drill point against anything, push down on the handle BR-R-R-R-RT!!! Rounded plastic point is harmless. Hose 48" long connects to packing carton, which is the "air compressor"

Size 19½" long, 8¼" wide, 3⅜" thick
Weight PER DOZEN 17 lbs.

SUGGESTED RETAIL PRICE $3.98

POWERFUL HYDRAULIC CYLINDER

Size 22¾" long, 6⅞" wide, 13" high with bucket raised

Weight PER DOZEN 100 lbs.

No. 2700 URANIUM HAULER

Here is a *big, rugged,* all steel rear-dumper with a powerful hydraulic cylinder. This extra heavy, *durable* cylinder is specially designed, easy to push down; yet strong enough to lift and dump a *heaping load of wet sand* when the latch lever is released. Tractor unit has permanent pivot for lots of maneuverability

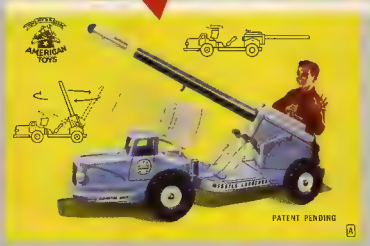
Built to last. A great value in a well-made toy with real action that will give lots of fun.

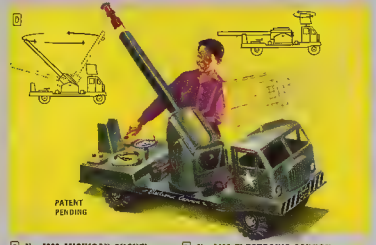
SUGGESTED RETAIL PRICE $7.98

NY-LINT TOYS

QUALITY *Real Action* SCALE MODEL TOYS

MANUFACTURED BY NY-LINT TOYS MFG. CO. ROCHESTER, N.Y.





A No. 2680 MISSILE LAUNCHER
Launcher is swiveled, elevated by hand-wheel, cocked, loaded. A touch on the firing button and POW! Missiles are plastic, sponge-nosed, harmless. *Toy is all-mechanical, painted, steerable.* Size 21½" long, 6¼" wide, 13½" high with barrel elevated.
Weight PER DOZEN 100 lbs.
SUGGESTED RETAIL PRICE $5.98

B No. 2530 TELESCOPING CRANE
One locking hand wheel *elevates* the boom, another *extends* or *retracts* its outer section, another operates the *crane* hook. Boom base rotates. Adjustable jacks support wide swings. *Four-wheel steering!* Size: 27" long, 7½" wide, 22¼" high when raised.
Weight PER DOZEN- 108 lbs.
SUGGESTED RETAIL PRICE $8.98

C No. 2200 MICHIGAN SHOVEL
Bucket takes a good full "bite" just like the real thing, then tips automatically when raised to boom. Sturdy boom raises and lowers. Housing pivots on rugged, extra-braced chassis. Size: 21¼" long, 7½" wide, 20¼" high.
Weight PER DOZEN 125 lbs.
SUGGESTED RETAIL PRICE $5.98

D No. 2400 ELECTRONIC CANNON
Wonderful action! Pushbuttons raise or lower barrel, angle indicates on dial. Pushbutton fires cannon. Missiles are plastic, soft-nosed, harmless. Batteries required. Also workable by hand.
Size: 22½" long, 6¼" wide, 16¼" high.
Weight PER DOZEN 118 lbs.
SUGGESTED RETAIL PRICE $12.98

No. 2000 SPEED SWING
The bucket can be raised and lowered, swung to any position, and tripped to dump. Broad, sturdy chassis has steerable wheels. Swivel base has spring latch for center position.
Size: 19" long, 7½" wide, 11¼" high.
Weight PER DOZEN 100 lbs.
SUGGESTED RETAIL PRICE $7.98

No. 2100 TOURNADOZER
A *double-action* toy with big, adjustable blade on one end, and a sturdy hoist on the other. Blade is positioned with positive spring-latch lock. Winch has lever pawl to hold load.
Size: 20" long, 8" wide, 9¼" high.
Weight PER DOZEN, 84 lbs.
SUGGESTED RETAIL PRICE $7.98

No. 1400 ROADGRADER
Big, sturdy blade has six positive-locking positions, and can be raised, lowered, and tilted. Rear wheels are *tandem-pivoted* to follow contours. Double-knuckle *real-action* steering.
Size: 19½" long, 8" wide, 7¼" high.
Weight PER DOZEN 88 lbs.
SUGGESTED RETAIL PRICE $6.98

No. 1600 PAYLOADER
Actually digs, loads, or carries all kinds of materials. Also can bulldoze, level, grade, or scrape. Big, tip-proof bucket *remains* level while raising, has release latch for dumping.
Size 18" long, 7" wide, 7½" high
Weight PER DOZEN 92 lbs.
SUGGESTED RETAIL PRICE $7.98

SEE THE COMPLETE OAK LINE AT OUR NEW YORK SHOWROOM
ROOM 821, 200 5TH AVE. BUILDING

Squeeze-Me CRIB TOYS

OAK

Better for Babies because:

- They are so light and flexible that even the smallest baby can squeeze them!
- All rubber, even the whistle!
- Rubber whistle is too large to be swallowed, will not rust or bend, stays put!
- Soft and smooth, no seams.
- No rubber odor or taste.
- Sanitary, individual packaging in clear, tough polyethylene.

Walter Lantz CARTOON CHARACTERS

Four colorful, appealing little fellows created and made famous by Walter Lantz through countless movie cartoons and comic books. Now receiving wide recognition on TV. Individually packaged in 10" tall pink-and-blue carry-home units that can be counter-displayed or rack-merchandised. Toys protected by clear, tough polyethylene film. Pre-priced.

Pack 1 doz. assorted to carton. Weight 2½ lbs

91-907 Assortment —Suggested Retail **69c**

WOODY WOODPECKER CHILLY WILLY ANDY PANDA WALLY WALRUS

COPYRIGHT WALTER LANTZ

LOONEY TUNES CARTOON CHARACTERS

Here are three of the most widely known and loved cartoon characters in the country, now made even more popular by the Looney Tunes TV program. Each in pink-and-blue carry-home package 10" tall, that may be placed on counter or hung from rack. Clear durable polyethylene film protects each toy. Pre-priced

Pack—1 doz. assorted to carton Weight 2½ lbs

91-908 Assortment —Suggested Retail **69c**

BUGS BUNNY HONEY BUNNY TWEETY PIE

COPYRIGHT WARNER BROS PICTURES INC

REVOLVING RACK DEAL

Here is a complete "crib toy department" in one compact unit. Big revolving wire rack, colorful display card, 6 doz. toys (2 doz 39c, 2 doz. 49c, 2 doz. 69c)

Nineteen different characters in assortment

Pack—1 deal to carton. Wt. 11 lbs.

91-950 —Total Retail **$37.68**

Rack plus Card
20" high
Base 7" x 10"

CARRY-HOME RACK DEAL

Four dozen assorted 91-907 and 91-908 toys as described above, 7 characters in all. FREE wire rack and display card. Complete deal comes packed in one carton

Pack—1 deal to carton. Wt 12 lbs

91-953 —Total Retail **$33.12**

Rack plus Card
33" high
Base 11" diameter

Printed in U.S.A.

SEE THE COMPLETE OAK LINE AT OUR NEW YORK SHOWROOM
ROOM 821, 200 5TH AVE. BUILDING

Squeeze-Me Crib Toys are 'BETTER FOR BABIES'

- Because they are so light and flexible that even the smallest baby can squeeze them!
- All rubber, even the whistle!
- Rubber whistle is too large to be swallowed, will not rust or bend, stays put!
- Soft and smooth, no seams.
- No rubber odor or taste.

Sanitary . . .
Individual packaging in clear, tough polyethylene.

OAK
THEY WHISTLE SOFTLY WHEN SQUEEZED

Squeeze-Me CRIB TOYS

NEW!

BASHFUL BASSET HOUND

Mothers instantly fall in love with this cute dog with the supercilious look. Cleverly decorated, he has all the quality features listed at the left. Stands 4" tall. Each toy in poly bag with colorful pre-punched, pre-priced label.

Pack—1 doz. to box. Wt. 1½ lbs.

91-300 Asst.—Suggested Retail **39c**

BUNNY PUPPY PIGGY DUCK SCOTTY ELEPHANT BEAR MONKEY

BARNYARD ANIMALS

Four lovable little "barnyard animals" averaging 4" to 5" tall. Individually bagged with pre-punched, pre-priced labels.

Pack—1 doz. assorted to box. Wt. 1½ lbs.

91-901 Asst. ... —Suggested Retail **39c**

Also available in this attractive pink-and-blue counter display unit

Pack—4 doz. assorted to display. Wt. 5 lbs.

91-900 Assortment —Total Retail **$18.72 Per Deal**

PLAYMATE ASSORTMENT

Four appealing "playmate characters", averaging 4½" tall. Individually bagged with pre-punched, pre-priced labels.

Pack—1 doz. assorted to box. Wt. 1½ lbs.

91-903 Asst. —Suggested Retail **39c**

Also available in this attractive pink-and blue counter display unit.

Pack—4 doz. assorted. Weight 5 lbs.

91-902 Assortment —Total Retail **$18.72 Per Deal**

ELEPHANT CAT LAMB BEAR

Also available in attractive pink and-blue counter display unit pictured above.

Pack—4 dozen assorted to display Weight 5 lbs. —Total Retail

91-904 Asst. **$17.64 Per Deal**

NURSERY ANIMALS

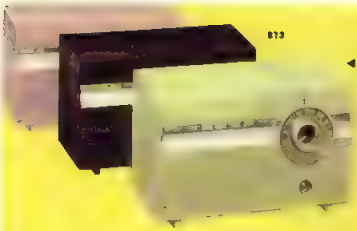
Four cuddly, appealing "nursery animals", beautifully decorated. Stand 4½" tall. Individually bagged with pre-punched, pre-priced labels.

Pack—1 doz. assorted to carton. Weight 1½ lbs.

91-905 Assortment —Suggested Retail **49c**

See next page for REVOLVING RACK DEAL

Printed in U.S.A.

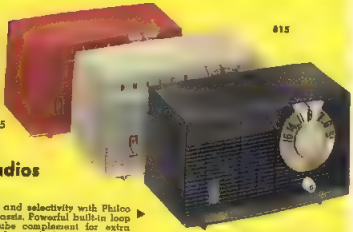


813

Super-Power chassis combined with extra tube complement for more performance. Built-in loop antenna. Lemon yellow, rich mahogany or pastel pink. Specify color when ordering. Wt. 5 lbs.

38457A1919

Retail $24.95



815

Table Radios

High sensitivity and selectivity with Philco Super-Power chassis. Powerful built-in loop aerial. Extra tube complement for extra performance. Value packed, compact radio in lustre ivory, flame or French gray. Specify color when ordering. Wt. 8½ lbs.

38458A2175 ..... Retail $29.95

All Table Radios carry full 90-day parts and labor warranty

817

Super-sensitive, twin 4-inch speakers deliver clear rich tone. Built-in loop aerial and illuminated dial. Powerful performance you would expect only in higher priced models. Super-Power chassis. Turquoise and ivory or mahogany and ivory. Please specify color when ordering. Wt. 6 lbs.

38459A2597 . . . . Retail $34.95

PHILCO

America's most preferred radios

Clock Radios

752

The gift you'd give yourself. Big easy-to-see, easy-to-set clock with luminous hands. 4 tubes, plus rectifier and full four-inch speaker. Amazing lullaway circuit shuts radio off with music gently drifting away. Ivory, pink or turquoise. Please specify color when ordering. Wt 9½ lbs.

38460A2676 Retail $34.95

All Clock Radios carry full 90-day parts and labor warranty

758

World's most versatile radio. New triumph of sound reproduction with new 10-inch oval speaker. Timed appliance outlet. Fully automatic timer. Lullaway circuit. Pastel pink or turquoise. Specify color when ordering. Wt. 6 lbs.

38462A3157 .....Retail $44.95

754

New, advanced idea in clock radio. Swivel base lets it turn for best signal, ease of telling time or to directing sound. Illuminated tuning knob and luminous hands. Decorator gray or lustre ivory. Please specify color when ordering. Wt. 6 lbs.

38461A2957 .....Retail $39.95

Portable Radios

675

"Golden Sportster", America's fastest selling portable. Case of genuine top grain cowhide. Real power and performance in a 3-way portable. Tough and terrific. Wt. 4 lbs.

38464A2897 ..... Retail $39.95*

672

Three-way portable packed with performance. Maximum output with minimum battery drain. Luxury look of leather in navy and white or cordovan and white. Wt. 4 lbs.

38465A2625 .....Retail $34.95*

*Prices do not include batteries

World's Best Transistor Radios from PHILCO

OPERATE ON REGULAR FLASHLIGHT BATTERIES

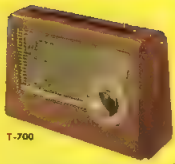
T-500

Pocket-size 5 transistor set operates economically on any 4 cell flashlight or mercury batteries. Fully guaranteed for 5 years. Wt. 2½ lbs.
38600C3538 Ret. $44.95
Leather case **38463A234 Ret. $3.00**

T-7

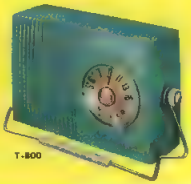
World's finest transistor radio. Operates on 7 transistors and 2 flashlight batteries. Fully guaranteed 5 years. Carrying case included. Wt. 3 lbs.
38603C5397 Ret. $74.95

Most versatile multi-use 7 transistor set. Operates on flashlight batteries. New convenient handle. Use as a stand or handle. Wt. 6 lbs.
38602C4530 Ret. $59.95



T-700

Finest performing portable transistor radio ever built. High volume output. Operates on 7 transistors and flashlight batteries. Luxury look of leather. Wt. 4 lbs.
38601C4530 . . . . Retail $59.95



T-800

1372

Budget priced 3-speed record player. Large 4-inch speaker and separate tone control. Built-in 45 RPM disc included. Dual sapphire needles. Two tone pink-and-white or luxurious ginger. Please specify color when ordering. Wt. 10½ lbs.
38466A2356 . . . . . .Retail $29.95

1402

Four speed automatic portable "Multi Mix" 4 speed changer plays all size and speed records. Slate and ivory case. Wt. 22 lbs.
38546B5395
Retail $69.95

1374

Amazing new listening effect achieved with a second speaker in detachable lid, 15' of cord. Plays all size and speed records. Blue and white case. Wt. 11½ lbs.
38467A3095 . .Ret. $39.95

Radio-Phonos and Record Players from PHILCO

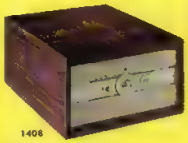
1404

Hi-Fi Portable with matched, twin speakers. Sensational "Multi-Mix" 4-speed changer that plays 10 and 12" microgroove or 10 and 12" standard intermixed automatically. 45 RPM Spindle included. Two-tone blue case. Wt. 23½ lbs.
38547B6695
Retail $89.95

All Phonographs carry full 90-day parts and labor warranty

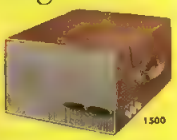
PHILCO *"Living Sound"*

High Fidelity Phonographs



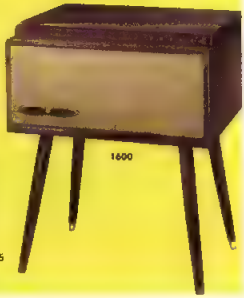
1408

Matched Hi-Fi twin dynamic speakers give remarkable tone. Powerful AM radio. 4-speed "Multi-Mix" changer plays all record speeds and sizes. 45 RPM Spindle included. Blend of Mahogany. Wt. 27½ lbs.
38548B8545
Mahog., Ret $114.95
38549B8915
Blond, Ret. $119.95



1500

Magnificent quality of sound reproduction achieved in this compact High Fidelity portable. "Micro-Mix" 4-speed changer plays all size and speed microgroove records intermixed automatically. Philco electrostatic speaker and 6" woofer. Leather case. Wt. 30½ lbs.
38550B8915 Retail $119.95



1600

True High Fidelity push-pull audio system delivers a maximum 10 watts of output. "Micro-Mix" 4-speed changer. 8" woofer and electrostatic speaker. Blend or Mahogany. Wt. 45 lbs.
38551B11235
Mahog., Ret. $149.95
38552B11985
Blend, Ret $159.95

largest selling folding traveling clocks in america ... perfect for gifts

GOING PLACES... or staying home improved, slender "New-Look" **30-HOUR DESK/TRAVEL ALARM.** Gilt trim on Texol case, harmonizing Luminous figures and hands. 3-½×3-½×1-⅝". Specify choice of colors: tan, brown alligator, maroon

3576CU430 **Retail $6.95**

PARTNER IN TIME, folds compactly for the getaway, unfolds smartly to serve time **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case Full luminous figures, hands. 3-3/16×3-7/16×1-¾" Specify choice of colors brown alligator, tan, blue

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A WEEK'S TIME hours and minutes while away accurately on desk or road **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case Full gilt numerals, luminous hour dots and hands 3-⅜×3-⅜×1⅝" Specify choice of colors: brown lizard, tan or red pig.

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(F) PIONEER TRAVELER tomorow's style, today's time, with the keynote Dependability. **30-HOUR 7-JEWEL DESK/TRAVEL ALARM.** Gilt trim genuine leather case; scalloped-motif bezel Gilt figures, hour indicators on distinctive background Luminous hour dots, hands Size 3×2-⅜×1-⅛ Specify choice of colors: red, pig, brown

35454CU704 **Retail $10.95**

(G) HAPPY LANDING for setting your course on a good time compass; with a most appreciated gift. **30-HOUR DESK/TRAVEL ALARM.** Gilt trim genuine leather case; new scalloped motif bezel. Gilt figures, hours indicators on gilt circle background Luminous hour dots, hands. Size 3×3-⅛×1⅛. Specify color: blue, pig, red

35455CU500 **Retail $8.95**

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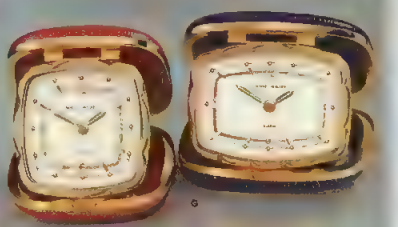
35164CU997 Ret. $15.95



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(F) PIONEER TRAVELER tomorrow's style... today's time, with the keynote Dependability. **30-HOUR 7-JEWEL DESK/TRAVEL ALARM.** Gilt trim genuine leather case, scalloped motif bezel. Gilt figures, hour indicators on distinctive background. Luminous hour dots, hands. Size 3x2-¾x1-½. Specify choice of colors: red, pig, brown, blue.

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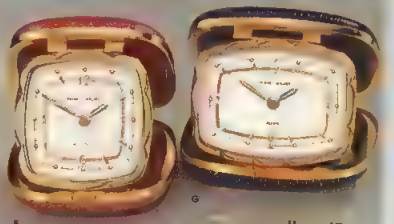

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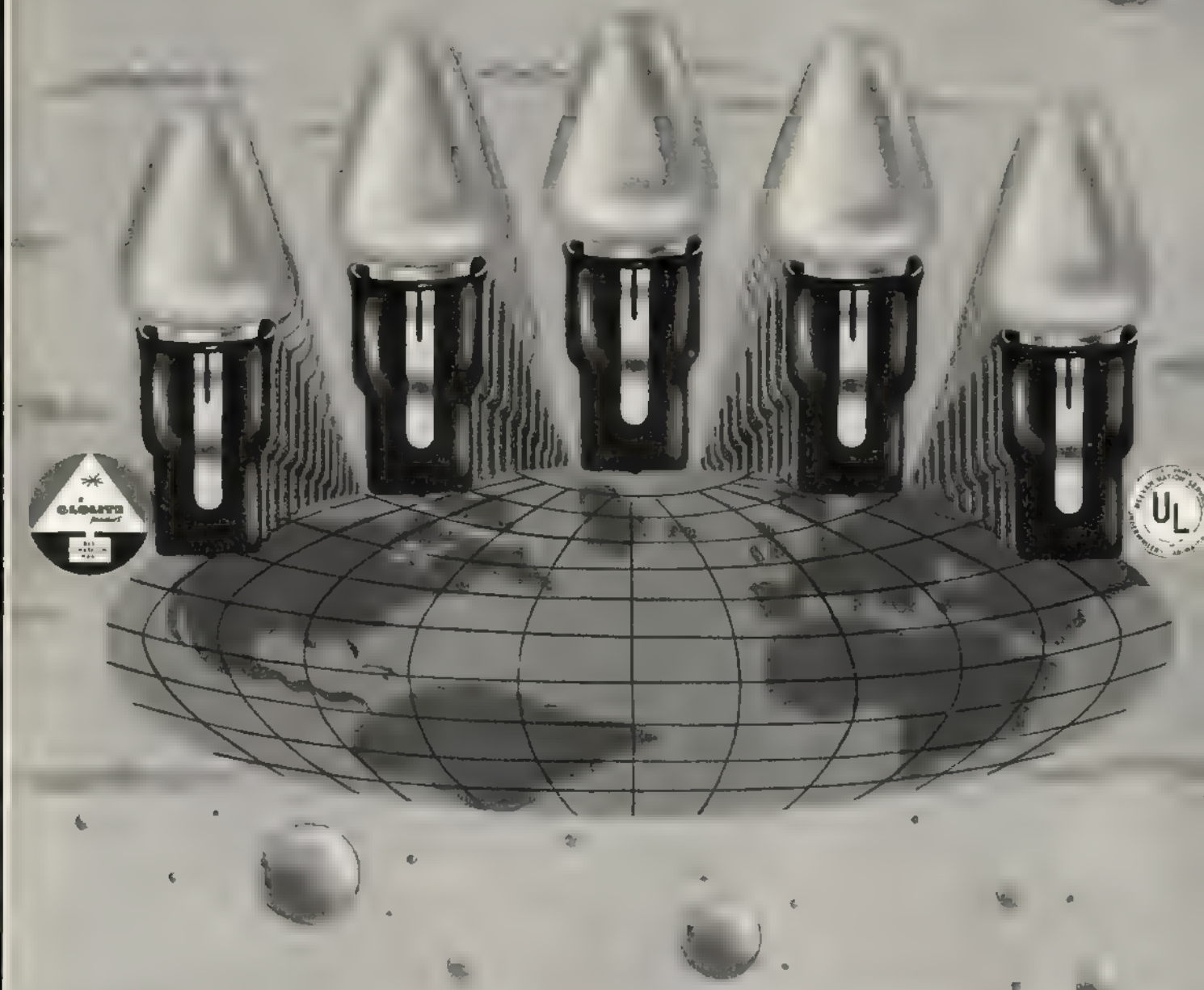

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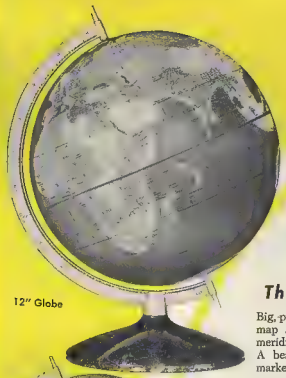

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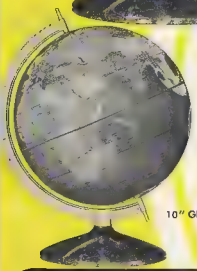

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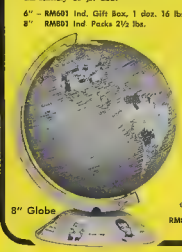

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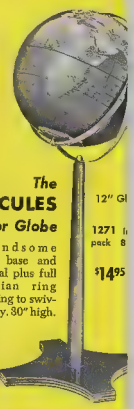

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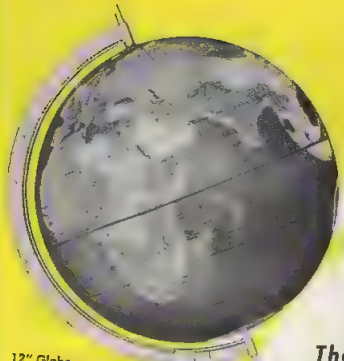

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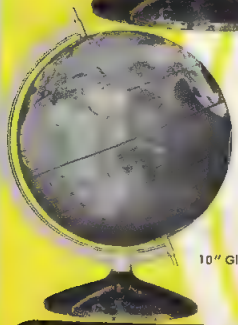

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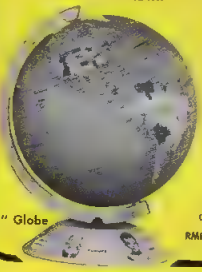

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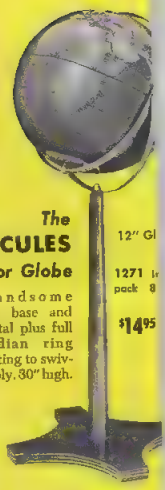

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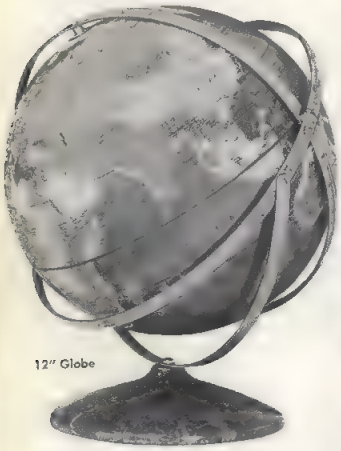

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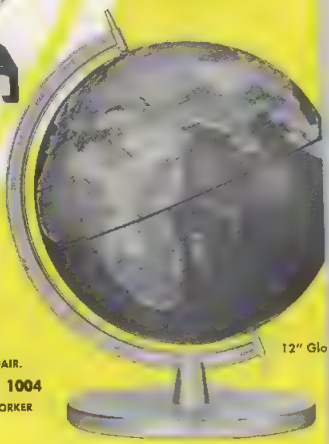

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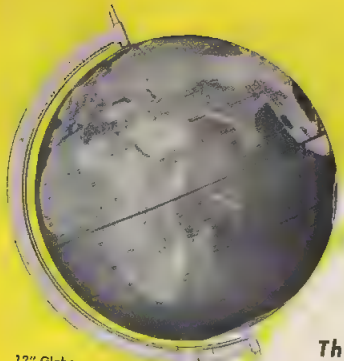
The newly developed Rand McNally Globe Map is a marvel of detail, accuracy and styling. New colors, more important place names . . . jet air distances, steamship routes, history and geography data. Top industrial designers added new, distinctive bases and meridians . . . stronger, more attractive. Handsome metallic finish. All new . . . all top quality . . . for today's world-minded customer.



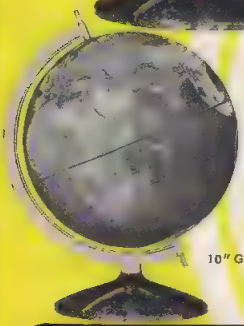
12" Globe

The ADMIRAL

Big, popular price leader with new map . . . smartly styled all-new meridian and metallic finish base. A beautiful globe with volume market appeal!

1261 Ind. pack 6 lbs. **$9.95**

L1261 Same, illuminated, electric cord, plug, bulb, hand mtd. map on glass ball. 11 lbs. **$26.95**



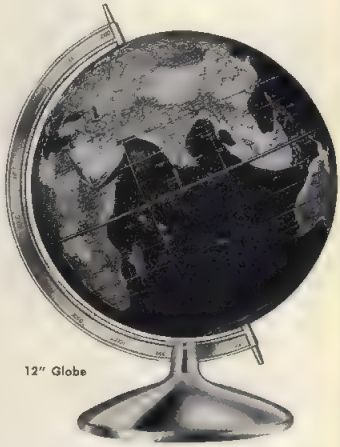
10" Globe

The MERCURY

Handsome intermediate globe. Ideal for teen-age . . . large and full detail for lifetime use! New map, newly added semi-meridian!

1060 Ind. pack 5 lbs. **$7.95**

L1060 Same, illuminated, electric cord, plug, bulb, hand-mtd. map on glass ball. 10 lbs. **$19.95**



12" Globe

The MIDNITE

Dramatic . . . highly decorative. 8 new map colors stand out brilliantly against deep black of oceans. Newly designed half-meridian and base are in bright shiny chrome. Wonderful for office, den, living room, library.

1290 Ind. pack 6 lbs. **$11.95**

L1290 Ind. pack 11 lbs. Same, illuminated, electric cord, plug, bulb, hand mtd. map on glass ball **$28.95**

FAMOUS ALL-STEEL JR. LINE

The WORLDMASTER

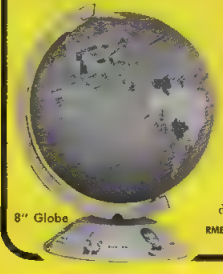
Rugged, all metal . . . "lifetime-built"! Semi-meridian has miles, latitudes. Amazingly accurate, authentic . . . for all-family or jr. use!

6" **RM601** Ind. Gift Box, 1 doz. 16 lbs. **$1.98**

8" — **RM301** Ind. Packs 2½ lbs. **$3.**

6" Globe

8" Globe



8" Globe

Children-of-the-World

Associates "people with places"! Children in native costumes on base with continent names. Wonderful beginning globe. Accurate, detailed, complete.

RM803 Ind. Pack 2½ lbs. **$3.95**

TOY FAIR:
ROOM 1004
NEW YORKER

TURN PLEASE

RAND McNALLY

P.O. BOX 7600 • CHICAGO 80

NEW YORK — Lawrence Schmidt — Room 1000 — 200 Fifth Avenue

ALL NEW MAPS AND STYLING

IN THESE HANDSOME

RAND McNALLY GLOBES

NEW GLOBES. All brand new maps in distinctive colors. New accuracy and over 6,500 place names, sea routes, jet air distances in readable type . . . the finest reference globe today! Also fascinating discoveries, battles, exploration, global dates. High gloss surface is durable, washable. **NEW BASES** and **NEW MERIDIANS.** Striking, modern, in rich metallic finish New calibration of miles, latitudes makes each Rand McNally globe a useful precision instrument.

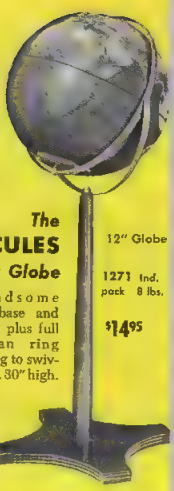
The TRAVELER

10" Globe-Atlas Combination

Richly finished maple and mahogany base with complete 180 page Rand McNally Atlas. 142 pages of full color maps covering U. S. and world in detail, plus 37 pages of information tables and index.

1080 Ind. pack 7 lbs. $14.95

L1080 Same, illuminated, electric cord, plug, bulb, hand mtd. map on glass ball 12 lbs. $26.95



The HERCULES

Floor Globe

12" Globe

A handsome maple base and pedestal plus full meridian ring mounting to swivel freely. 30" high.

1271 Ind. pack 8 lbs.

$14.95

12" Globe

The SATELLITE

Unique 3-way action brings any point on earth instantly to view. ORBIT Ring tracks any earth satellite. Calibration of miles, degrees and hours makes globe a precision instrument to measure any air distance, determine latitudes and understand earth-space relationships.

1210 — Ind. pack 6 lbs. $14.95

1291 — **MIDNIGHT SATELLITE** Same, with black oceans, chrome base and rings. 6 lbs. $18.95

TURN PLEASE

The ATLAS

12" Globe-Atlas Combination

Another fine maple and mahogany based model with larger globe, same atlas features.

1280 Ind. pack 8 lbs. $16.95

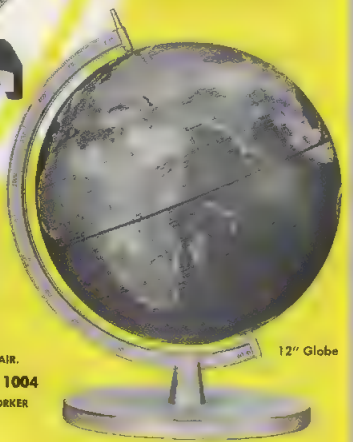
L1280 Same, illuminated, electric cord, plug, bulb, hand mtd. map on glass ball 13 lbs. $33.95

The RAND McNALLY "100"

Simple, striking . . . with distinctive new semi-meridian and smart base designed by Edward J. Wormley.

1250 — Ind. pack 7 lbs. $13.95

L1250 — Same, illuminated, electric cord, plug, bulb, hand mtd. map on glass ball 12 lbs. $29.95



12" Globe

TOY FAIR.
ROOM 1004
NEW YORKER

RAND McNALLY

P O BOX 7600 • CHICAGO 80

NEW YORK · Lawrence Schmidt — Room 1000 — 200 Fifth Avenue

GLOBE AND ATLAS SET. Choice of many who desire a complete reference. Big 12-in. globe shows 6,411 places in true relationship. Up-to-date 200-page world atlas contains detailed U.S. and foreign country maps, gazetteer populations, world information. Fits in handy book-shaped, metal globe base, finished in walnut wood grain. With 32 pg. book of uses and games. Ideal family gift. Ht. 15", wt. 8 lbs.

P126R897 3 or more . . . . . Retail $14.95
P126R995 Each

THE "COMMANDER." America's best seller. Favorite reference globe for school-age children. Large 12-in. size with 6,410 place names. Brass finished meridian locates places, time dial compares world time. Walnut wood grained metal base. Comes with deluxe 96 page book of fascinating globe uses and games. Ht. 16½", wt. 6 lbs.

P212R597 3 or more . . . . . Retail $9.95
P212R665 Each

NEW FLOOR MODEL. Large 12-in. globe with 6,410 place names mounted on a handsome Duncan Phyfe pedestal stand of richly toned walnut. A decorative floor stand globe at an outstanding value! Same quality and reference features usually found only on more expensive globes. Full meridian in brass plated. Height 24" for comfortable viewing. Includes 32 page book of globe uses and games. Wt. 10 lbs. P223R1197 3 or more . . . . . Retail $19.95
P223R1360 Each

Every Replogle Globe carries the Parents' Seal of Commendation

Replogle WORLD GLOBES

Choose a globe for your family or as an important gift . . . and give a whole new world of understanding . . . education . . . fun! More than a map, a globe is an actual model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, delights everyone as a beautiful home decoration.

Superbly crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and easy to read. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

Beautiful ILLUMINATED GLOBES

HAND CRAFTED
For Utmost Accuracy

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Now and Forever—
A Proud Possession

▪

Every Place Name Stands Out
Brilliantly Clear

Operate on AC or DC, 110 volts

TOP SELLING 12-IN. ILLUMINATED GLOBE. This large exquisite 12-in. lighted globe creates a beautiful jewel of interest in any home. Its 6,410 place names, all

POPULAR 10-IN. ILLUMINATED GLOBE. Same model with beautiful

DELUXE ILLUMINATED GLOBE AND ATLAS SET. For

Rand McNally HEIRLOOM GLOBES

Maps hand applied for greatest accuracy.

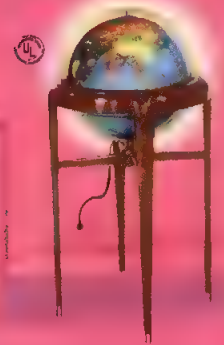
ELEGANT 12-INCH LIGHTED GLOBE with 6,410 place names mounted on a beautiful Duncan Phyfe pedestal of richly grained solid walnut, hand carved and hand rubbed. Adds an air of distinction to the finest room. Brass plated meridian moves in a full circle for easy viewing. Has brass claw feet. With 32 pg. book. Ht. 34½", wt 14 lbs.

1G123R2397 3 or more Retail $39.95
1G123R2680 Each

Shipped F O B Illinois Factory

HUGE 16-IN. DESK GLOBE, tremendously detailed, ball of durable "high-impact" plastic. Brand new, brass-finished gyro-like mounting brings any spot on globe *instantly* into view. Solid walnut base. Wonderful executive or family globe. With 32-pg. book. Ht. 20" wt 14 lbs.

R1653R2097 3 or more Retail $34.95
R1653R2345 Each



The kind of globe you've always wanted! Huge 16-in lighted globe of finest craftsmanship shows over 9000 places. Stand in contemporary styling is hand rubbed walnut. Legs are brass tipped. Globe turns on its axis;

Lyric RECORD CASES AND RACKS

Lyric, the most famous name in record holders, offers a case or rack for every storage need in this colorful assortment. The safe, easy, most compact way to file records of all sizes and speeds. All steel constructed for years of use, beautifully finished in decorator colors. Wonderful gifts for collectors of any age.

LARGE CAPACITY CARRYING CASE safely stores 80 7-inch records at home or on trips. Strong, light metal construction, deluxe baked wrinkle finish. Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index card and gummed numbers. Has wide comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.

49R357 6 or more Retail $5.95
49R415 Each

DELUXE CASE FOR 50 10-INCH RECORDS. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass plated draw bolt lock. Index includes embossed dividers, index card gummed numbers. Grand for carrying records along to square dances, parties. Wt. 3 lbs.

43R425 6 or more Retail $7.25
43R495 Each

FOR 12-INCH RECORDS, INCLUDING LP'S IN JACKETS. Of strong, light metal construction with handsome baked wrinkle finish. Gray top, aqua bottom. Wide plastic handle, brass-plated draw bolt lock. Indexed for 36 records with master index card, protective embossed dividers, gummed numbers. Keeps valuable LP records dust free. Files them so the correct vertical position. Wt. 6½ lbs.

46R465 6 or more Retail $7.75
46R525 Each

ALL-PURPOSE RACK. Will hold 60 records, all sizes and speeds, single, LP's or EP's in jackets. Smart modern design, convenient brass finished handles, red plastic coated wire separators. Complete index for easy selection includes numbering on rack, index card and

LP AND EP RACK. Holds as many as 60 records in jackets 7, 10 or 12 inch size. Files them safely upright, makes selection quick and easy. Beautifully styled in the contemporary manner. Matte black finish with

Replogle

WORLD GLOBES

Discover the whole wide world—explore the new wonders of space—enjoy the excitement of travel! Choose a globe for your family or as an important gift! More than a map, a globe is an exact model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, wins everyone's admiration for its sparkling beauty. Finely crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and readable. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

NEW SATELLITE GLOBE

The "EXPLORER" Satellite Globe. Track the path of any present or future satellite with this exciting new, large 12 in. globe. Comes with removable orbit ring, miniature satellites and fascinating book "The Story of Earth Satellites," by Dr. Albert Shatzel, director, Chicago's Adler Planetarium. Beautiful new decorator map has soft light-green oceans, vivid land colors; shows 6410 places. *Gyro-Matic* mounting, richly plated in antique brass, swings up and down to bring any area into *instant view.* Deluxe 96-pg. book of globe uses and games also included. Ht. 16½", wt. 6¼ lbs.

P116R1095 ..... Retail $17.95

The MAGELLAN. A favorite Globe and Atlas set in one handy unit. Big 12-in. globe shows 6,410 places in true relationship. New 200-pg. atlas has detailed U.S. and foreign country maps, gazetteer, populations, valuable world information. Fits in specially designed, walnut wood-grain globe base. Brass-finished full meridian. 32-pg. book of globe uses included. Ht. 17", wt. 7½ lbs.

P226R1034 ..... Retail $16.95

Same, with beautiful hand crafted *Illuminated* globe, brilliantly legible place names. Wt. 12 lbs.

IG226R1766 ..... Retail $28.95

The COLUMBUS. Large 12-in. globe, highly recommended for school-age children. Washable map shows 6,410 places in large type. Has brass-finished, full meridian for easy location of places. New, modern base has attractive walnut wood-grain finish. Comes with 32 pg. book of globe uses and games. Ht. 16", wt. 6 lbs.

P210R668 ..... Retail $10.95

COMMENDED PARENTS

Every Replogle Globe carries the Parents' Seal of Commendation

Beautiful ILLUMINATED GLOBES

MAKE ANY HOME MORE LOVELY

SUPERBLY HAND CRAFTED FOR UTMOST ACCURACY

Every Place Name Stands Out Brilliantly Clear

The WINTHROP. More than a valuable reference, this large 12-in. illuminated globe delights everyone with its jewel-like beauty. Map shows 6,410 place names in large type. Numbered half-meridian is richly brass plated. Newly designed base of lustrous, deep-toned solid walnut is styled with classic simplicity. Includes 32-page book of globe uses. Ht. 16½", wt. 11 lbs.

IG131R1827 ..... Retail $29.95

Same, with 10-in illuminated globe highly detailed map. Ideal size for desk or TV set. Ht. 14¼", wt. 8 lbs.

IG1031R1400 ..... Retail $22.95

Operates on AC or DC, 110 volts

UL

The FARRAGUT. Combines a dramatic 12-in. "Starlight" illuminated globe with a wonderfully complete 400-pg. atlas. Oceans in deep blue-black contrast with vivid land colors. Chrome plated meridian. Specially designed black and chrome base holds atlas. A globe of exceptional beauty and quality. Ht. 16½", wt. 15 lbs.

IG230R2254 ..... Retail $36.95

RECORD CASES AND RACKS

Lyric

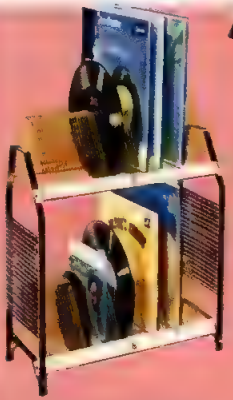
What better way to remember your record collecting friends than with a safe, easy way to file their cherished records! Here in this attractive line by LYRIC, the most famous name in record holders, you'll find a case or rack for every storage need. All-steel constructed for years of use, beautifully finished in handsome decorator colors.

LARGE CAPACITY CARRYING CASE safely stores 75 7-inch records at home or on trips. Strong, light metal construction, deluxe baked wrinkle finish. Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index card and gummed numbers. Has wide, comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.

49R/PR387 .....Retail $5.95

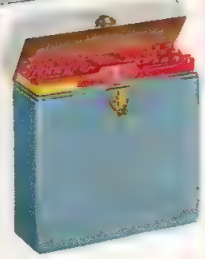
DELUXE CASE FOR 50 10-INCH RECORDS. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Grand for carrying records along to square dances, parties. Wt. 6 lbs.

43AR471 .....
Retail $7.25



NEW ALL-PURPOSE RACK. Will hold 60 records all sizes and speeds; single, LP's or EP's in jackets. Smartly designed with gleaming brass plating on wire separators; convenient handles, plastic feet. Complete index includes numbering on rack, index card and gummed numbers. Wt. 4 lbs.

76R276 .....Retail $4.25



FOR 12-INCH RECORDS, INCLUDING LP'S IN JACKETS Of strong, light metal construction with handsome baked wrinkle finish Gray top, aqua bottom. Wide plastic handle, brass-plated draw bolt lock. Indexed for 36 records with master index card, protective embossed dividers, gummed numbers. Keeps valuable LP records dust free; files them in the correct vertical position. Wt. 6¼ lbs.

46P/AR497.....
Retail $7.75

NEW TWO-TIER ALL-PURPOSE RACK. This giant capacity rack will hold 120 records all sizes and speeds; single, LP's or EP's in jackets and in a minimum of space. Handsomely styled in black and brass. Wire separators heavily plated in gleaming brass. Has convenient handles, protective plastic feet. Complete index for instant selection with numbering on each rack, index cards and gummed numbers. Ht. 21", wt. 10 lbs.

77R649 .....Retail $9.98

LP AND EP RACK. Holds as many as 60 records in jackets—7, 10 or 12-inch size. Files them safely upright, makes selection quick and easy. Beautifully styled in the contemporary manner. Matte black finish with gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.

41R341.....Retail $5.25

Replogle HEIRLOOM GLOBES

Beautiful . . luxurious . . and the last word in craftsmanship

Maps hand applied for greatest accuracy.

The HERITAGE. A proud possession, this greatly detailed, exquisite 12-in. *illuminated* globe rests in a beautiful hand carved and hand rubbed cradle base of rich toned, solid walnut . . . perfectly recreated from an authentic century-old globe mounting. A globe that will win constant admiration for its traditional charm and beauty. With 32-pg. book. Ht. 17", wt. 13 lbs.

IG1208R2925 .....Retail $47.95

The JEFFERSON. Elegant 12-in. *illuminated* globe mounted on a gracefully designed Duncan Phyfe pedestal stand of rich grained, solid walnut; hand carved and hand rubbed. Has brass claw feet. Brass-plated meridian moves in a full circle for easy viewing of any area of the globe. Stands 34¼" high. Lends charm and prestige to any room. Comes with 32-pg. book. Wt. 16 lbs.

IG1231R3047. . . .
Retail $49.95
Shipped F.O.B. Illinois Factory

The HAMILTON. Choose this huge 16-in. *illuminated* globe for a lifetime of valuable reference and superb beauty! Over 50-inches around, more than 9000 place names. Rests in a pedestal cradle base of genuine walnut, hand carved and hand rubbed to a warm toned finish. Brass claw feet, movable brass-plated meridian. 32-pg. book included. Ht. 39¼", wt. 38 lbs.

IG1607R8540. . . . . .
Retail $140.00
Shipped F.O.B. Illinois Factory

NEW FLOOR MODEL. Large 12-in. globe with 6,410 place names, mounted on a handsome Duncan Phyfe pedestal stand of richly toned walnut. A decorative floor stand globe at an outstanding value! Same quality and reference features usually found only on more expensive globes. Full meridian is brass plated. Height 34" for comfortable viewing. Includes 32-page book of globe uses and games. Wt. 10 lbs.

2827781197 Retail $19.95

Every Replogle Globe carries the Parents' Seal of Commendation

GLOBE AND ATLAS SET. Choice of many who desire a complete reference. Big 12-in. globe shows 6,410 places in true relation ship. Up-to-date 200-page world atlas contains detailed U.S. and foreign country maps, gazetteer, population, world information. Fits in handy book-shaped metal globe base, finished in walnut wood grain. With 32-pg. book of uses and games. Ideal family gift. Ht. 15" wt. 8 lbs.

2827888897 Retail $14.95

THE "COMMANDER." America's best-seller. Favorite reference globe for school age children. Large 12-in. size with 6,410 place names. Brass finished meridian locates places, time that compares world time. Walnut wood grained metal base. Comes with deluxe 96-page book of fascinating globe uses and games. Ht. 16½", wt. 6 lbs.

2867A597. . . . . Retail $9.95

Replogle WORLD GLOBES

Choose a globe for your family or as an important gift . . . and give a whole new world of understanding . . . education . . . fun! More than a map, a globe is an actual model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, delights everyone as a beautiful home decoration.

Superbly crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and easy to read. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

Beautiful ILLUMINATED GLOBES

HAND CRAFTED
For Utmost Accuracy

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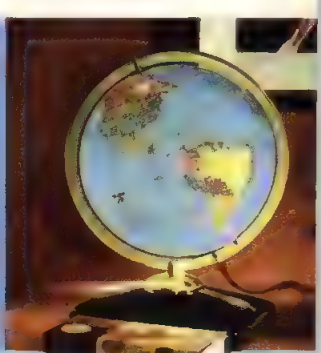
Now and Forever—
A Proud Possession

•

Every Place Name Stands Out
Brilliantly Clear

Operate on AC or DC, 110 volts



TOP SELLING 12-IN. ILLUMINATED GLOBE. This large, exquisite 12-in. lighted globe creates a beautiful point of interest in any home. Its 6,410 place names, all in large type, make it as excellent a reference as it is decorative. Richly brass plated meridian, black and brass plated base. Comes with 32-pg. book of globe uses. Ht. 16", wt. 10½ lbs.

2827681617 Retail $26.95

POPULAR 10-IN. ILLUMINATED GLOBE. Same model with beautiful 10-inch lighted globe, highly detailed map. Excellent size for desk or TV set. Includes 32-pg. book of globe uses and games. Ht. 14", wt. 7½ lbs.

2827581197 . . . . Retail $19.95

DELUXE ILLUMINATED GLOBE AND ATLAS SET. For supreme reference, a beautiful 12-in. lighted globe with a wonderfully complete 375-page atlas. Specially designed black and brass-plated base holds atlas. Meridian brass plated. A globe of outstanding quality that will bring lasting pride and satisfaction. Ht. 16½", wt. 16 lbs.

2827482217 . . . . . Retail $36.95

HEIRLOOM GLOBES

Maps hand applied for greatest accuracy.

ELEGANT 12 INCH LIGHTED GLOBE with 3,410 place names mounted on a beautiful Duncan Phyfe pedestal of richly grained solid walnut. Hand carved and hand rubbed. Adds an air of distinction to the finest room. Brass plated meridian moves in a full circle for easy viewing. Has brass claw feet. With 32-pg. book. Ht. 34½", wt. 14 lbs.

2006-102397

Retail **$39.95**

Shipped F.O.B. Illinois Factory

HUGE 16-IN. DESK GLOBE, tremendously detailed; ball of durable "high impact" plastic. Brand new, brass finished gyro-like mounting brings any spot on globe instantly into view. Solid walnut base. Wonderful executive or family globe. With 32-pg. book. Ht. 20", wt. 14 lbs.

2827182097 . . . . . Retail **$34.95**

'The kind of globe you've always wanted!' Huge 18-in. lighted globe of finest craftsmanship shows over 9000 places. Stand is contemporary styling in hand rubbed walnut, legs are brass tipped. Globe turns on its axis, brass plated meridian revolves on ball bearings. 32-pg. book included. Ht. 39½", wt. 38 lbs.

2006-209300 . . . . . Retail **$153.00**

Shipped F.O.B. Illinois Factory

Lyric

RECORD CASES AND RACKS

Lyric, the most famous name in record holders, offers a case or rack for every storage need in this colorful assortment. The safe, easy, most compact way to file records of all sizes and speeds. All steel constructed for years of use, beautifully finished in decorator colors. Wonderful gifts for collectors of any age.

DELUXE CASE FOR 50 10 INCH RECORDS. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Grand for carrying records along to square dances, parties. Wt. 8 lbs.

28180A435 . . . Retail **$7.25**

LARGE CAPACITY CARRYING CASE safely stores 80 7 inch records at home or on trips. Strong, light metal construction, deluxe baked wrinkle finish. Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index card and gummed numbers. Has wide, comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.

28181A357. . . . . Retail **$3.95**

FOR 12-INCH RECORDS, INCLUDING LP'S IN JACKETS. Of strong, light metal construction with handsome baked wrinkle finish. Gray top and bottom. Wide plastic handle, brass-plated draw bolt lock. Indexed for 36 records with master index card, protective embossed dividers, gummed numbers. Keeps valuable LP records dust free. Files them in the correct vertical position. Wt. 6½ lbs.

28179A465 Retail **$7.75**

ALL-PURPOSE RACK. Will hold 60 records, all sizes and speeds, single LP's or LP's in jackets. Smart, modern design, convenient brass-finished dividers rest plated coated wire separators. Complete index for easy selection, includes numbering on rack, in box card and gummed numbers. Solves the problem of what to do with all those different sized records. Wt. 4 lbs.

28187A255 Retail **$4.25**

LP AND EP RACK. Holds as many as 60 records in jackets. 7, 10 or 12 inch size. Files them safely upright makes select on quick and easy. Beautifully styled in the contemporary manner. Matte black finish with gleaming brass plated ends and gold lyre design. Wt. 3 lbs.

28189A315 Retail **$5.25**

NEW FLOOR MODEL. Large 12-in. globe with 6,410 place names, mounted on a handsome Duncan Phyfe pedestal stand of richly toned walnut. A decorative floor stand globe at an outstanding value! Same quality and reference features usually found only on more expensive globes. Full meridian is brass plated. Height 34" for comfortable viewing. Includes 32 page book of globe uses and games. Wt. 10 lbs.

549A12-1197 ..Retail $19.95

Every Replogle Globe carries the Parents' Seal of Commendation

GLOBE AND ATLAS SET. Choice of many who desire a complete reference. Big 12 in. globe shows 6,410 places in true relationship. Up-to-date 240 page world atlas contains detailed U.S. and foreign country maps, gazetteer, populations, world information. Fits in handy book-shaped, metal globe base, finished in walnut wood grain. W. h. 32 pg. book of uses and games. Ideal family gift. Ht. 15" wt. 8 lbs.

549A6 897 . . . . . Retail $14.95

THE "COMMANDER." America's best seller! Favorite reference globe for school-age children. Large 12 in. size with 6,410 place names. Brass finished meridian locates places; time dial compares world time. Walnut wood-grained metal base. Comes with deluxe 96 page book of fascinating globe uses and games. Ht. 16½" wt. 6 lbs.

549A22-587 . . . . . Retail $9.95

Replogle WORLD GLOBES

Choose a globe for your family or as an important gift . . . and give a whole new world of understanding . . education . . . fun! More than a map, a globe is an actual model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, delights everyone as a beautiful home decoration.

Superbly crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and easy to read. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

Beautiful

ILLUMINATED GLOBES

HAND CRAFTED For Utmost Accuracy

•

Now and Forever— A Proud Possession

•

Every Place Name Stands Out Brilliantly Clear

Operate on AC or DC. 110 volts

TOP SELLING 12-IN. ILLUMINATED GLOBE. This large, exquisite 12 in. lighted globe creates a beautiful point of interest in any home. Its 6,410 place names, all in large type, make it an excellent reference as it is decorative. Richly brass plated meridian, black and brass plated base. Comes with 32 pg. book of globe uses. Ht. 16", wt. 10½ lbs.

549A8-1617 . . . .Retail $26.95

POPULAR 10-IN. ILLUMINATED GLOBE. Same model with beautiful 10-inch lighted globe, highly detailed map. Excellent size for desk or TV set. Includes 32 pg. book of globe uses and games. Ht. 14", wt. 7½ lbs.

549A13-1197 . . . . Retail $19.95

DELUXE ILLUMINATED GLOBE AND ATLAS SET. For supreme reference a beautiful 12-in. lighted globe with a wonderfully complete 275-page atlas. Specially designed black and brass-plated base holds atlas. Meridian brass plated. A globe of outstanding quality that will bring lasting pride and satisfaction. Ht. 16¼" wt. 16 lbs.

549A14-2217 . . . .Retail $36.95

HEIRLOOM GLOBES

Maps hand applied for greatest accuracy.

ELEGANT 12-INCH LIGHTED GLOBE with 6,410 place names mounted on a beautiful Duncan Phyfe pedestal of richly grained solid walnut hand carved and hand rubbed Adds an air of distinction to the finest room. Brass plated meridian moves in a full circle for easy viewing Has brass claw feet With 32-pg. book Ht. 34½", wt. 14 lbs.

549A11-2397
Retail $39.95
Shipped F O B Illinois Factory

HUGE 16-IN. DESK GLOBE, tremendously detailed; built of durable "high impact" plastic "Brand new," brass-finished gyro-like mounting brings any spot on globe *instantly* into view Solid walnut base Wonderful executive or family globe With 32-pg book. Ht 20", wt. 14 lbs.

549A16-2097 ....Retail $34.95

The kind of globe you've always wanted! Huge 16-in. lighted globe of finest craftsmanship shows over 9000 places Stand in contemporary styling of hand rubbed walnut, with brass tipped Globe turns on its axis; brass plated meridian revolves on ball bearings 32-pg book included Ht. 30½", wt 38 lbs.

D549A15 9300 .....Retail $155.00
Shipped F O B Illinois Factory

RECORD CASES AND RACKS

Lyric

Lyric, the most famous name in record holders, offers a case or rack for every storage need in this colorful assortment The safe, easy, most compact way to file records of all sizes and speeds. All steel constructed for years of use, beautifully finished in decorator colors. Wonderful gifts for collectors of any age

DELUXE CASE FOR 50 10-INCH RECORDS Of light metal with baked wrinkle finish Aqua top gray bottom. Wide plastic handle, brass-plated draw bolt lock Index includes embossed dividers, index card gummed numbers Grand for carrying records along to square dances, parties. Wt. 5 lbs

549A36-435 .....Retail $7.25

LARGE CAPACITY CARRYING CASE safely stores 80 7 inch records at home or on trips Strong, light-metal construction. deluxe baked wrinkle finish, Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index card and gummed numbers Has wide, comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.

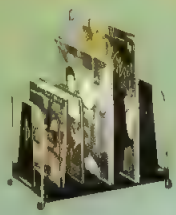
549A35 357 . . . . . Retail 55.95

FOR 12-INCH RECORDS, INCLUDING LP'S IN JACKETS Of strong, light metal construction with handsome baked wrinkle finish Gray top, aqua bottom Wide plastic handle, brass plated draw bolt lock. Indexed for 36 records with master index card, protective embossed dividers, gummed numbers. Keeps valuable LP records dust free, files them in the correct vertical position Wt 6½ lbs.

549A37-485 ....Retail $7.75

ALL-PURPOSE RACK Will hold 60 records all sizes and speeds, and LP's or EP's in jackets Smart modern design convenient brass finished handles, red plastisized wire separators Complete index for easy selection includes numbering on rack index card and gummed numbers Solves the problem of what to do with all those different sized records Wt 4 lbs.

549A31-255 .. ..Retail $4.25



LP AND EP RACK Holds as many as 60 records in jackets. 7 10 or 12-inch size Files them safely upright, makes selection quick and easy Beautifully styled in the contemporary manner Matte black finish, with gleaming brass-plated ends and gold lyre design. Wt 3 lbs

549A32-315 .....Retail $5.25

RONSON

All Ronson Pocket Lighters listed are in chromium plate unless otherwise indicated. All Ronson Lighters are attractively boxed for gift presentation. Lighters shown in reduced size.

✲ Only RONSON has the exclusive

Easy-Fill Swivel Base

Just flip it to fuel it!

RONSON "Whirlwind Imperial"

Modern silhouette . . . famous windproof retractable windshield. New Swivel Base. ✲

Blue Enamel, Engraved Design
338 23351
Index 1-683; 6-630
Retail $10.50

Distinctive pocket and purse lighter. Trim, slim . . a superb gift! Swivel Base ✲

Satin Finish Engraved Design
338-27275 Index 1 553, 6-510
Retail $8.50

Cross-Hatch Finish
338 27102
Index 1-647, 6 597
Retail $9 95

Tall, sleek, beautiful! New Swivel Base. ✲

Satin Finish Engraved Design
338-80101 Index 1 618, 6 570
Retail $9.50

Tortoise Enamel, Deep Engraved Design
338 86390
Index 1 712, 6 657
Retail $10.95

Designed with incredible elegance! Patented "Easy-fill" Swivel Base. ✲

Satin Finish Engraved Design
338 50275 Index 1 553, 6-510
Retail $8.50

Tortoise Enamel, Engraved Design
338 50 41
Index 1-647, 6-597
Retail $9.95

RONSON "Windlite"

Exclusive slotted "windshield" . . . lifetime wick . . . removable base for simpler fueling.

Satin Finish
338-21204
Index 1-257, 6 237
Retail $3.95

Engraved Design
338 21347
Index 1 322, 6 287
Retail $4.95

RONSON "Sport"

Handsomely styled . . . ruggedly built . . . remarkably low priced!

Satin Finish Engraved Design
338-25643 Index 1-423, 6-390
Retail $6.50

Turquoise Textured Enamel Star Design 338 25334
Index 1-387, 6-357
Retail $5.95

RONSON "Adonis"

Modern, sweeping lines. Handsome gift for men or women!

Tortoise Enamel, Engraved Design
338 18344 Index 1 712, 6 657
Retail $10.95

RONSON

TABLE LIGHTERS,

both modern and traditional, to lend decorative hospitality to EVERY ROOM in the home.

RONSON "REGAL" — Distinctive swirl design in gleaming Copper on attractive cone-shaped base.

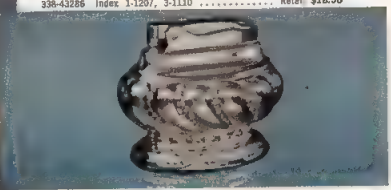
338-29975
Index 1-1072, 3-990
Retail **$16.50**

RONSON "FANTASY" Elegantly contoured satin-white China trimmed with Gold. Exclusive "plume arm" fitment.

338-43286 Index 1-1207, 3-1110 ..... Retail **$18.50**

RONSON "DECOR" — Gold finish with replaceable Tweed Fabric insert in translucent circle

Index 1-1267, 3-1170
Retail **$19.50**



RONSON "CROWN" - Deeply sculptured in lustrous Silver Plate

338-30600 Index 1-942; 3-870 ..... Retail **$14.50**
(plus 10% Federal Retail Tax)

RONSON "NORDIC" — Beautiful clear Crystal with base and "plume arm" Chromium Plated.

338-49627
Index 1-1297; 3-1197
Retail **$19.95**

RONSON "NORDIC" SET — Superbly crafted genuine black and gold Marble Table Lighter and matching Cigarette Urn

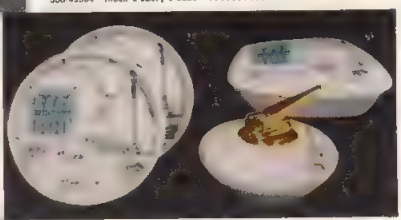
338-49307 Index 1-1625; 3-1500 .....Retail **$25.00**

Table Lighter, for "Nordic" Set (available separately)

338-49304 Index 1-1207; 3-1110 .....Retail **$18.50**

RONSON "TROPICANA" SET — Modern Glazed Ceramic Lighter and matching Ashtray Distinctive Smoking Accessories for home or office. Gold finish fitment.

338-43592
Index 1-1397; 3-1290
Retail **$21.50**



RONSON "PLAZA" SET — Lighter, Cigarette Box and two Ashtrays in fine Porcelain by World-famous Rosenthal China. "Plume arm" fitment in Gold finish.

338-43649 Index 1-2112; 3-1950 .....Retail **$32.50**

Modern BEAUTY BY ROYAL

Contemporary shapes blended with deft touches of color offer the settings you want most for today's living.

STAR FLOWER—A clean, pert design of today's most popular colors. This beautiful flower-accented, platinum-edged dinnerware is equally tasteful in breakfast nook and dining room.

10H24D1084	32 Pc. Set, serves 6	Retail $16.95
10H25D1872	53 Pc. Set, serves 8	Retail $29.25
10H26D3267	93 Pc. Set, serves 12	Retail $51.10

EXOTIC—A modern floral motif with the clean freshness of simple beauty, flawlessly produced. Pattern and form are a lovely entity in this adaptable Royal masterpiece.

10H27D1084	32 Pc. Set, serves 6	Retail $16.95
10H28D1929	53 Pc. Set, serves 8	Retail $30.20
10H29D3333	93 Pc. Set, serves 12	Retail $52.10

SORRENTO A Royal example of the richness of restraint . . . flower freshness and simple elegance feature this colorful platinum-edged dinnerware. Shape and decoration harmonize beautifully.

10H30D1084	32 Pc. Set, serves 6	Retail $16.95
10H31D1929	53 Pc. Set, serves 8	Retail $30.20
10H32D3333	93 Pc. Set, serves 12	Retail $52.10

QUEEN'S ROSE A delicate pink rose bouquet blended with Baby's Breath on a white background with a rich platinum edge. Here is a set that harmonizes in many surroundings and makes a lovely table.

10H33D1084	32 Pc. Set, serves 6	Retail $16.95
10H34D1872	53 Pc. Set, serves 8	Retail $29.25
10H35D3267	93 Pc. Set, serves 12	Retail $51.10

32-PIECE SET—SERVICE FOR SIX
Shipping Weight 21 lbs.

6 Cups
6 Saucers
6 Fruit Dishes
6 Dinner Plates
6 Bread & Butter Plates
1 Medium Vegetable Dish
1 Meat Platter 11½"

53-PIECE SET—SERVICE FOR EIGHT
Shipping Weight 36 lbs.

8 Cups
8 Saucers
8 Fruit Dishes
8 Bread & Butter Plates
8 Lug Soup Dishes
8 Dinner Plates
1 Medium Vegetable Dish
1 Meat Platter 13"
1 Covered Sugar
1 Creamer

93-PIECE SET—SERVICE FOR TWELVE
Shipping Weight 57 lbs.

12 Cups
12 Saucers
12 Fruit Dishes
12 Bread & Butter Plates
12 Salad Plates
12 Dinner Plates
12 Lug Soup Dishes
1 Medium Veg. Dish
1 Deep Veg. Dish
1 Meat Platter 11½"
1 Oval Platter 13"
1 Gravy Boat
1 Boat Tray
1 Covered Sugar
1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio

EVERY DAY ELEGANCE BY ROYAL

Royal's own process of "Royacolor" Underglaze Decorating guarantees lifetime color and no crazing.

GOOD MORNING—Cheerfully vigorous and warmly inviting . . . this Royal Special reflects the perfect blend of informal charm, gay style and color for the smartest settings. This should be yours

10H36D957	32 Pc. Set, serves 6.	Retail **$14.95**
10H37D1712	53 Pc. Set, serves 8.	Retail **$26.75**
10H38D2941	93 Pc. Set, serves 12.	Retail **$45.95**

BLUE WILLOW—Who does not have warmly fond memories of this ageless Chinese pattern which has served in cottages and mansions for generations. Here it is now on a modern Royal shape.

10H39D912	32 Pc. Set, serves 6.	Retail **$14.25**
10H40D1597	53 Pc. Set, serves 8.	Retail **$24.95**
10H41D2749	93 Pc. Set, serves 12.	Retail **$42.95**

PATIO—High styled beauty in the casually modern manner. The Charcoal and Turquoise are blended in decoration and form by Royal for harmonizing use in contemporary settings.

10H42D957	32 Pc. Set, serves 6.	Retail **$14.95**
10H43D1661	53 Pc. Set, serves 8.	Retail **$25.95**
10H44D2912	93 Pc. Set, serves 12.	Retail **$45.50**

CELESTE New and different and truly exciting Terraza background with sprightly Turquoise decorating accents. This is truly sensational for casual living.

10H45D912	32 Pc. Set, serves 6.	Retail **$14.25**
10H46D1556	53 Pc. Set, serves 8.	Retail **$24.30**
10H47D2685	93 Pc. Set, serves 12.	Retail **$41.95**

32-PIECE SET—SERVICE FOR SIX
Shipping Weight 21 lbs.

6 Cups
6 Saucers
6 Fruit Dishes
6 Dinner Plates
6 Bread & Butter Plates
1 Medium Vegetable Dish
1 Meat Platter 11½"

53-PIECE SET—SERVICE FOR EIGHT
Shipping Weight 36 lbs.

8 Cups
8 Saucers
8 Fruit Dishes
8 Bread & Butter Plates
8 Lug Soup Dishes
8 Dinner Plates
1 Medium Vegetable Dish
1 Meat Platter 13"
1 Covered Sugar
1 Creamer

93-PIECE SET—SERVICE FOR TWELVE
Shipping Weight 67 lbs.

12 Cups
12 Saucers
12 Fruit Dishes
12 Bread & Butter Plates
12 Salad Plates
12 Dinner Plates
12 Lug Soup Dishes
1 Medium Veg. Dish
1 Deep Veg. Dish
1 Meat Platter 11½"
1 Oval Platter 13"
1 Gravy Boat
1 Boat Tray
1 Covered Sugar
1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio

STEVENS

The TRADEMARK of FAMOUS Tools

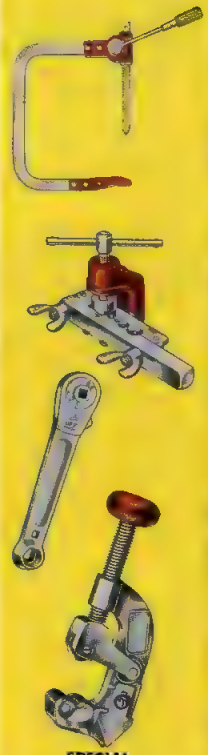
WALDEN INC. Worcester, Mass.

SPINTITE®
WRENCHES

GRIP SPINTITE®
WRENCHES

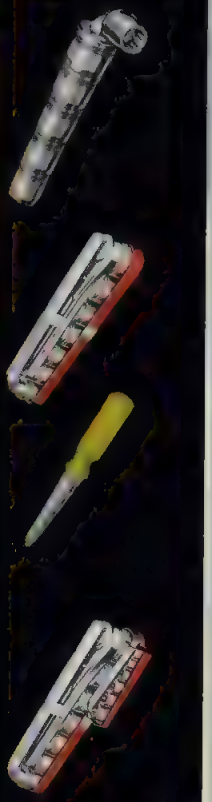
in-a-grip®
WRENCHES

BOX, OPEN, COMBINATION AND ADJUSTABLE WRENCHES



SPECIAL AUTOMOTIVE AND REFRIGERATION TOOLS

TOMAHAWK®
WRENCHES



STEVENS WALDEN INC. WORCESTER, MASS.

AWAKEN GENTLY ..

★ **NO JUMP!**

★ **NO FRIGHT!**

★ **NO STARTLE!**

REPEETO 12 ... new fascinating Repeater alarm. A long series of pleasing, intermittent rings nudge the blissfully asleep, steady arm ring follows. **30-HOUR DESK-TRAVEL ALARM.** Gilt trim genuine leather case. Raised gilt figures, indicators with luminous hour dots, hands. 3x2-¾x1¼". Specify color: tan, brown alligator, red, green.

38W112-686 Retail **$10.95**

TIME GROWS MORE BEAUTIFUL . . . WITH semca

(UU) TRAVEL COMPANION.. a full week of accurate time keeping. **8-DAY, 7-JEWEL DESK TRAVEL ALARM.** A single key winds time and alarm. Luxurious genuine leather case. Raised gilt figures, faceted raised hour indicators, luminous hands, hour dots. 3-½x3-3/16x1-½". Specify color: brown alligator, pig blue, red, green.

38W79-997 Retail **$15.95**

(TT) "FOLDS-UP" FOR THE GET-AWAY ... slips into genuine leather envelope case. **30-HOUR DESK-TRAVEL ALARM.** Bright gilt finish, adjustable ring ease. Gilt figures, luminous hands, hour dots. 2 ¾" diameter. Specify color: maroon, tan, brown or green.

38W423-610 . . . . . Retail **$9.95**

(SS) POPULAR FAVORITE ... Eight full days of "Care-Free" time at one winding. **8-DAY DESK-TRAVEL ALARM.** Genuine leather case. Full luminous figures, hands. 3-½x3-3/16x1-¾". Specify color: pig. red, brown alligator, green, blue.

38W82-704 . . . . Retail **$10.95**

designs in time...for the most discriminating.... to give .... to own

WAKE UP!...
WITH A SONG IN YOUR HEART.

GAY AWAKENER .. you'll hear a gentle musical tune, delightful and cheery. **30-HOUR, 7-JEWEL MUSICAL ALARM.** Exquisite gold-like gilt case with smart, colorful grille motif. Raised gilt figures; luminous hands, hour indicators. 4 x 3¾ x 1-¾".

38W748-1248 Retail **$19.95**

Prices subject to 10% federal excise tax

Copyright 1957

(AA) GRAND SLAM . . . The "Big-Hit" in any league. Your assurance of a delightful time. **30-HOUR 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case. Handsome dial with full gilt raised figures, luminous hour dots and hands. 3-¼×2-¾×1-¼". Specify color: tan, red, brown, blue, green.

38W756-610 . . . Retail **$9.95**

(BB) HOME-RUN . . . style and quality that'll "go over" for any occasion. **30-HOUR, 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case. Gilt figures, hour indicators. Luminous hour dots, hands, on black dial. Size 3×3¼×1¼". Specify color: red, tan, blue, brown.

38W757-610 . . . . . Retail **$9.95**

(CC) TRIPLE-PLAY . . . For Dependability. For Accuracy. . . For Convenience. Petite **30-HOUR, 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case. Raised gilt figures and hour indicators. Luminous hour dots, hands. 2-¼×2-¾×1-¼". Specify color: brown lizard, tan lizard, red lizard, blue lizard, green lizard. Also available in pig color.

38W63-610 . . . . . Retail **$9.95**

semca

... setting new standards... time after time.

right time..fore and aft

(FF) NOTORIOUS GENTLEMAN of keen insight and understanding, readily prefers this most appreciated gift. **30-HOUR DESK/TRAVEL ALARM.** Gilt trim complements genuine leather case. Raised gilt figures, hour indicators. Luminous hour dots, hands. 3×3-½×1-¼". Specify color: blue, tan, red, brown.

38W132-576 . . Retail **$8.95**

(GG) The LADY FAIR... is assured of "First-Class" Travel always, with this compact foldaway clock. **30-HOUR DESK/TRAVEL ALARM.** Genuine leather case with gleaming gilt trim. Raised gilt figures, hour indicators. Luminous hour dots, hands. 3×2½×1-¼". Specify color: tan, blue, red, brown.

38W130-495 . . Retail **$7.95**

Prices subject to 10% federal excise tax.

Copyright 1957

DUBBLE-TIME LUXURY- Two clocks in one, through the efficiency and genius of Master Swiss craftsmanship. **8-DAY 7 JEWEL TWIN-DIAL WITH ALARM.** Satin finish gilt case, exquisite grille-motif backgrounds. Polished handle, raised gilt figures, hour indicators. 3-½×5-½×2-¾". Luminous hour dots, hands.

38W786-2150 . . . Retail **$34.50**

(EE) HAPPY FELLA . . . an ideal timepiece. **30-HOUR, ONE-JEWEL TOURIST DESK/TRAVEL ALARM.** Handsome genuine leather case. Full luminous figures and hands. 3-½×3×1-¾". Specify color: red, tan, brown, blue, plug, green.

38W11-410 . . . . Retail **$5.95**

(As above, rectangular, 3-⅝×3-½×1-¾")

38W12-410 . . . . Retail **$5.95**

popular Showpieces

Smith-Corona **PACEMAKER** OFFICE TYPEWRITERS

Manufactured to rigid Smith-Corona quality standards, the PACEMAKER offers outstanding performance and ease of operation at the lowest price of any top-quality full-size typewriter on the market.

Sturdy construction assures years of trouble-free operation. Convenient, clearly marked controls give utmost simplicity of operation. Half-spacing permits correction of errors where a letter or space is missing. Quickset Margins, Interchangeable Platen, Flick-set Tabulator, and Standard American Keyboard make this a truly easy-to-use machine for the amateur as well as the professional typist. Available in 11″ or 15″ carriage widths, and your choice of pica or elite type.

```
This is PICA type.
This is ELITE type.
```

1A58X14000	(11" Carriage) ...	List $190.27
1A59X15170	(15" Carriage)	List $206.17

(Tax Included)

Smith-Corona **ADDING MACHINES**

MODEL 7MD
Lists.....9,999.99
Totals.....99,999.99

MODEL 8MD
Lists.....99,999.99
Totals.....999,999.99

MODEL 10MD
Lists.....9,999,999.99
Totals.....99,999,999.99

- *Three Desk Models!*
- *Extra Quiet, Easy to Operate!*
- *Fast, Efficient Keyboards!*

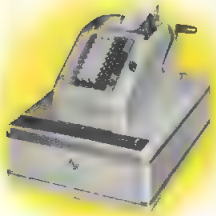
Smith-Corona adding machines have been designed to handle a wide variety of figure work with speed, accuracy and ease. Their phenomenal low price makes them ideal for all phases of small business and home use. Sturdy steel case with two-tone, non-glare keyboard. Permanent record of all transactions on tape printed in bold, easily-read type. Clear signal prints automatically with first item listed. Individual column clear keys clear incorrect figures in any column without disturbing others. Error key clears entire keyboard. Repeat key speeds up work and makes multiplication easy. Automatic space-up after total positions tape instantly at correct tear-off point. Precision engineered for trouble-free operation. Includes dust cover; instructions.

1A23X8616	(Model 7MD) ...	List $106.13
1A24X9752	(Model 8MD) . .	List $127.01
1A60X10490	(Model 10MD)	List $142.57

(Tax Included)

Smith-Corona **CASH REGISTERS**

- *Combination Cash Register and Adding Machine!*
- *With New Features Usually Found Only on Higher Priced Models!*
- *Modern, Streamlined Design!*

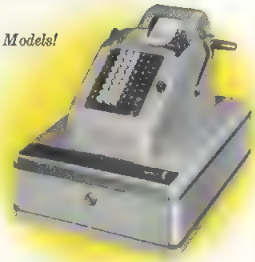


SPECIAL
(7MDX)

Smith-Corona cash registers have adding machine features listed above. Transactions and totals are recorded on standard adding machine paper roll. Special transactions listed as Paid Out, Credit Refund, Charge, No Sale and Received-on-Account. Snap-on handle prevents unauthorized use. Cash drawer slides freely and smoothly on ball bearing raceways. Warning bell sounds when drawer is opened. Adding machine unit quickly and easily removable for use elsewhere. Dust cover; instructions.

DeLuxe Models 8MEX and 10MEX also include:

Enforced designation for providing positive identification of every transaction by preventing operator from pulling handle unless feature key is depressed. Sales classified by nine departments or commodities. Lock prevents totaling or sub-totaling by unauthorized persons. Locked-in detail tape; tamperproof case. Special tax key for more exact record keeping.



DELUXE
(8MEX)

1A26X13380	Special (7MDX)	(Lists	999.99	Totals	9,999.99)	List $179.50
1A25X15800	8MEX De uxe	(Lists	999.99	Totals	9,999 99)	List $219 50
1A43X18684	10MEX Deluxe	(Lists	99,999.99	Totals	999,999.99)	List $259.50

Smith-Corona

. . . World's First, Fastest and most Popular PORTABLES

Smith-Corona SILENT-SUPER

ALPINE BLUE

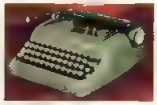
Smart, streamlined design in a choice of five striking two-tone color combinations. Numerous office typewriter features including full-size, 88-character keyboard, Quickset Margins, Keyset Tabulation and Page Gage that accurately predetermines bottom margins. Super Speed Escapement provides fastest action of any portable. Exclusive Piano Key Action reduces effort, errors and fatigue. Touch Selector for adjusting keys to most comfortable typing pressure. Close-to-keyboard Line Space Lever for faster carriage return and single, double or triple spacing. Removable platen. 3-way Ribbon Color Selector: writes black, red or cuts stencils. Line Retainer for subscripts, exponents, etc. Retractable Paper Support Arms. Completely insulated for quiet operation. Rugged construction assures a lifetime of service. Complete with its own luxurious "Holiday" carrying case. Touch typing chart and instruction booklet included. Specify color and type style.

1A21X10100—Blue	List	$137.25
1A51X10100—Gray	List	137.25
1A19X10100—Green	List	137.25
1A20X10100—Sand	List	137.25
1A18X10100—Pink	List	137.25

(Tax Included)

SPECIFY PICA OR ELITE TYPE

SAPPHIRE GRAY



SEAFOAM GREEN

DESERT SAND

CORAL PINK

Smith-Corona STERLING

Big typewriter performance at moderate price. Smart Sapphire Gray finish with office-size Color-speed Keyboard. Has Page Gage; Quickset Margins; Super Speed Escapement; Piano Key Action; Touch Selector; Type-bar Speed Booster; Close-to-keyboard Line Space Lever; Line Retainer; 3-Way Ribbon Color Control; Hand-set Tabulator; Retractable Paper Support Arms; rugged, service-free construction; Single, Double or Triple-Spacing; and many other time-and-labor-saving features. Complete with handsome carrying case, touch typing chart, instructions. Specify Pica or Elite type.

1A22X8930 List $121.35

(Tax Included)

Smith-Corona *Skyriter*

World's most *portable* portable. Weighs only 9 pounds. So compact you can tuck it away in a desk drawer. Beautiful two-tone beige finish with luxurious carrying case. Full-size keyboard, Page Gage, Quickset Margins; Floating Shift; neat, sharp write; single or double spacing and many other large typewriter features. Ideal for authors, students, journalists, travelers and home correspondence. Includes Touch Typing Chart; Instructions. Tremendous value at this low, low price! Specify Pica or Elite type.

1A13X5980 . . . List $79.10

(Tax Included)

CHOICE OF TYPE STYLES

You can choose either of the two most popular kinds of type at no extra cost.

This is PICA type.
This is ELITE type.

...for the discriminating

ICE CREAM SODAS

CARBONATES WATER

A GIFT THE ENTIRE FAMILY CAN ENJOY!

Transforms tap water into carbonated club soda for livelier bar beverages, flavored soda water or ice cream sodas. It's so simple and easy to operate! It's the "life of the party" for the smart host . And, a real "professional-type" soda fountain for the children! Makes champagne and sparkling wines from still wine. No more bottles to store . No more empties to return! Each bulb makes a full quart. Always ready for any unexpected guests! Connoisseur Finishes: Copper-Gold & Black — Turquoise & Yellow — Silver & Red — Specify color.

Syphon Bottle	List
4E68X1050 (Copper-Gold)	$15.00
4E69X1050 (Silver)	$15.00
4E70X1050 (Turquoise)	$15.00

SPARKLET RED BAND BULBS
—4E71X80 each. Minimum order of Three boxes. List—$1.19 for a package of 10 bulbs

Sparklet

★ REFILLABLE SYPHON
★ ICE BUTLER
★ ICE CRUSHER

Not only the most beautiful ice container that you've ever seen . . but the most practical! Holds four full trays of ice cubes and keeps them solid all thru the party!

Stainless steel body — Copper lid, handles and feet. Ice blue plastic liner. Fully insulated with Fiberglas.

CAPACITY, 3 TO 4 TRAYS OF ICE CUBES, HEIGHT 9¼", DIAMETER 9⅞", SHIPPING WEIGHT 4½ LBS.

Ice Butler	List
4E72C1050	$15.00

GIVES A PROFESSIONAL TOUCH TO YOUR HOSPITALITY!

- *Crushes lump or cube ice—fine or coarse*
- *For frozen drinks, iced salads, and desserts, ice bags*
- *Portable—Extra lid transforms container into ice bucket*

Crushed ice INSTANTLY. . Turn the handle one direction for coarse ice — the opposite for fine. Finest mechanism. Copper top and appointments. Translucent base flecked with gold.

CAPACITY: CRUSHED ICE FROM TWO FULL TRAYS, HEIGHT 9½", DIAMETER 4¾", SHIPPING WT 2½ LBS.

Ice Crusher—Chrome	List
4E102X907	$12.95
Ice Crusher—Copper	List
4E73X907	$12.95

SPARKLET ICE BUTLER

SPARKLET ICE CRUSHER

Eloquent Daiquiris

Frozen Collins'

Now... the Sparklet Bar-Tendor

SPECIALLY DESIGNED LIQUEFIER-BLENDER FOR HOME ENTERTAINMENT!

Now, you can make those fascinating, professional drinks that are so eye-appealing and palate-pleasing . . . Right at your own home-bar! Eloquent Daiquiris piled high with a cherry on the top, Delicious Frappes chilled to perfection, tall Frozen Collins' and hundreds of your own impressions of sophisticated cocktails.

In short, the Sparklet Bar-Tendor excels in mixing everything from Alexanders to Zombies—and shaves the ice right in the drink to make it colder, smoother and more delightful!

Also grind your own coffee blend . . . Chop nut-meats for sundaes, etc. CHOPS, SHAVES, GRINDS, BLENDS, LIQUEFIES.

SPECIAL FEATURES: TWO-PIECE TOP, 44 OUNCE CLEAR GLASS BOWL, CHROME BASE, 2 SPEED SWITCH WITH "OFF" POSITION.

CAPACITY 44 OUNCES, HEIGHT 16½", DIAMETER 7", 115 VOLTS, A.C. OR D.C. SHIPPING WEIGHT 11 LBS. LISTED BY UNDERWRITERS' LABORATORIES INC.

Bar Tendor	List
4E74X2797	$39.95

GIFT ASSORTMENTS

CONNOISSEUR SET

A superb gift selection for the person who seems to have "everything" . . . The elegant Sparklet Ice Butler in Stainless Steel and gleaming copper holds four trays of ice cubes . . . And, its companion piece, the New, Sparklet Syphon in your choice of finishes: Copper & Black, Silver & Red or Turquoise & Yellow.

(Please Specify Color of Syphon Bottle)

Connoisseur Set	List
4E76X1873	$27.95

SPARKLET PROFESSIONAL BAR ENSEMBLE

Includes all the necessary items used in mixing drinks:

- *Silver-lined Double Jigger*
- *Large paddle Stirring Spoon*
- *Combination Cap-Lift and lever-action Corkpull*
- *Domed Pour-Spout*
- *Continental-type Cocktail Strainer*
- *Handsome neo-classic Ice Tongs*

Unique continental-styled bar utensils to perform a thousand miracles in mixing drinks. Finished in polished, wrought brass with Ivory White handles, the set coordinates beautifully into the color schemes used in the smartest homes. The complete set is beautifully packed in a magnificent black leather-finish chest lined with Amethyst toned satin. Serves as a beautiful storage unit for the Sparklet Bar Ensemble.

APPROX. SHIPPING WEIGHT 2½ LBS.

Professional Bar Ensemble	List
4E103X1050	$15.00

SPARTUS CAMERAS

ALL SPARTUS CAMERAS ARE GUARANTEED

FREE FILM OFFER PAYS IN SAVINGS FOR YOUR OUTFIT.

A NEW SPARTACORD REFLEX 17 PIECE CAMERA OUTFIT

CHECK THESE HIGH QUALITY FEATURES Hard-coated F7.7 color corrected Achromat Lens. Automatic Dual Focusing .8 ft. to infinity. Easy-to-Use Exposure Selector. Synchronized for Flash. Push-Button Shutter and Re-Set Lever for accurate shutter speed. Sturdy all-metal construction with chrome finish, leather grain and satin chrome trim.

- Spartacord Camera
- Ejector Flash Gun
- Deluxe Gadget Bag
- Eight Flash Bulbs
- Two Rolls Eastman Film
- Two Batteries
- Two Photo Booklets
- Free Film Certificate

18P54X2331-6X2097 Outfit ..... Retail $34.95
18P55X1864-6X1677
Camera and Gun Only..... Retail $27.95

B SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

The adjustable focusing mount on the Super R-1 Reflex is an exclusive feature no other camera in its price class can offer. SUPER R-1 ALSO FEATURES Focusing Mount Adjustable from 6 ft to infinity Built-in Flash Synchronization Precision Achromat color-corrected lens, variable Lens Settings F7.7 to F.22. Reflex View Finder. Rich Mahogany Finish.

- Super R-1 Camera
- Eight Flash Bulbs
- Two Batteries
- Two Flash Books
- Ejector-Type Flash
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

18P53X1663-6X1497 Outfit ..... Retail $24.95

C SPARTUS FULL VUE 17 PIECE CAMERA OUTFIT

This complete twin lens reflex is America's easiest-to-use camera. Fixed focus lens takes 12 perfect pictures every time in color, flash or black and white . . . the perfect gift selection. FULL VUE OFFERS YOU THESE FINE FEATURES Prefocused precision twin lens. Big, clear reflex view finder Built-in synchromatic flash

- Full-Vue Camera
- Eastman 120 Film
- Two Flash Photo Booklets
- Two Batteries
- Chrome Ejector-type Flash Gun
- Eight Flash Bulbs
- Tan Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

18P45X1330-6X1197 Outfit ..... Retail $19.95
18P46X900-6X810
Camera and Gun Only..... Retail $13.50

D SPARTUS 35MM 16 PIECE CAMERA OUTFIT

America's easiest-to-use 35 MM Camera . . . The SPARTUS "35" is a superb choice for prize-winning pictures and color slides. Precision built, with a rich mahogany and satin chrome finish. SPARTUS "35" OUTSTANDING FEATURES—F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector. Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Synchronized flash

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight Flash Bulbs
- Eastman 20 Exposure Film
- Two Batteries
- Free Film Certificate

18P49X1997-6X1797 Outfit ..... Retail $29.95
18P50X1263-6X1137
Camera and Gun Only..... Retail $18.95

SPARTUS

CAMERAS

ARE NATIONALLY ADVERTISED IN **LIFE**

ALL SPARTUS CAMERAS ARE **GUARANTEED**

FREE FILM FOR ONE WHOLE YEAR

Send each roll of undeveloped film to Spartus with $1.00 (or $1.75 with 35mm film) to cover cost of development and printing. You receive JUMBO-SIZE prints plus one roll of Eastman or Ansco film ABSOLUTELY FREE! And you continue to receive a free roll of film along with your prints for one full year.

A THE SPARTAFOLD 17 PIECE CAMERA OUTFIT

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. The ideal camera for taking all those wonderful close-up family shots you will treasure.

SPARTAFOLD HIGH QUALITY FEATURES INCLUDE Easy-To-Use Exposure Selector. Precision fixed Focus Lens. Sturdy All-Metal Construction.

- Spartafold Camera
- Eight Flash Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-in Flash Gun
- Two Batteries
- Two Rolls Eastman Film
- Free Film Certificate

18P52X1864-6X1677 Outfit .....Retail $27.95

B THE SPARTUS "620" REFLEX

This is the lowest priced, easy to-use high quality reflex camera on the market today. No adjustments to make and you see the actual picture in this big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES Durable Construction with Silver-Gray Finish. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Synchronized Plug-in Flash.

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four Flash Bulbs
- All-Purpose Travel Case
- Two Batteries
- Shoulder Strap
- Free Film Certificate

18P48X997-6X897 Outfit .....Retail $14.95

C THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

An ideal camera for everyone in the family . . . no adjustment necessary to take beautiful color or black-and-white pictures . . . the perfect gift!

SPARTUS "120" FEATURES—Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

- Spartus "120" Camera
- Handy Gadget Bag
- Four Flash Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Batteries
- Free Film Certificate

18P51X663-6X597 Outfit .....Retail $9.95

Printed in U.S.A.

STRUCTO TOY TRUCKS

TOWING AND SERVICE TRUCK

Service truck complete with towing equipment. Heavy gauge steel construction. Tool box welded in. Wrecker boom. Tail gate drops down to platform level for loading and unloading. Play light on cab. Rubber wheels with chrome-plated hub caps. Green cab and wrecker boom, orange body. L. 17⅝"; W. 6"; H. 7½". Each in a box.

	S. R. $3.98	Each
K666-109	Service Truck (Mfr. No. 214)	$5.34

6 in a shipper; wt. 27 lbs.

POWER SHOVEL

Heavy duty scale model. Two die-cast metal hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. 360 degree cab revolution. Rugged tractor treads mounted on hard rubber wheels with plated spoke hub caps. Metallic green with yellow decal. Size: 26½" L, 7" W, 6¾" H. Each boxed.

	S.R. $3.98	Each
K666-208	Power Shovel (Mfr. No. 106)	$5.34

6 in a shipper; wt. 23 lbs.

DELUXE AUTO TRANSPORT

Actually five toys in one—a real "he-man" toy for the automobile minded youngster. Bright chrome-plated aluminum cab with die-cast metal chassis. Heavy gauge steel trailer. Two die-cast metal automobiles and one die-cast metal pick-up truck. Ramp extends to rear for loading and unloading. Ten rubber tires with die-cast metal wheels. Green ramp, yellow body, 1 blue car, 1 green car, 1 maroon truck. L. 27"; W. 6"; H. 6¾". Each in a box.

	S. R. $4.95	Each
K666-406	Transport Truck (Mfr. No. 707)	$6.66

6 in a shipper; wt. 35 lbs.

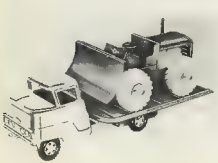
RIDE-'EM DUMP TRUCK

Built of heavy gauge steel. Steering wheel actually steers truck. 6 heavy rubber tires with chrome-plated hub caps. Blue cab; seat and tail gate; yellow body and steering wheel. L. 20½"; W. 7⅛"; H. 10¼". Each in a box.

	S. R. $5.95	Each
K666-505	Dump Truck (Mfr. No. 990)	$8.00

6 in a shipper; wt. 47 lbs.

TILT TOP TRAILER TRUCK WITH BULLDOZER



Trailer tilts to ground level automatically when lever is released. Run Bulldozer on trailer and trailer tilts back to level hauling position. Bulldozer blade tilts up for hauling and is held in position by a heavy spring. Bulldozer has four massive yellow wheels and simulated "Diesel" motor. Truck cab, body and Bulldozer of heavy gauge steel. Trailer truck has rubber wheels with plated spoke hub caps. Truck, cab and chassis orange with green bed. Green Bulldozer. Truck: L. 20-1/8"; W. 7-7/16"; H. 6". Bulldozer: L. 11-3/4"; W. 7"; H. 6-3/4". Each boxed.

	S.R. $5.95	Each
K666-604	Trailer Truck. (Mfr. No. 602)	$8.00

6 in a shipper; wt. 42 lbs.

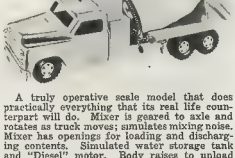
MOBILE ANTI-MISSILE UNIT

Large realistic "strap-type" gas tank on chassis behind cab. Searchlight, missile launcher and two missile racks mounted on trailer. Fully operative launcher has 3 separate firing tubes. Press button 1, 2 or 3 and missiles are launched many feet into the air. Launcher revolves 360 degrees. Elevation knob lowers and raises firing tubes. Radar screen mounted on launcher to simulate detection of enemy missiles. Two missile racks include 6 plastic missiles with soft rubber tips. Searchlight swivels 360 degrees and is adjustable for desired elevation. Powerful light with 2½" polished reflector which will throw a beam more than 20 feet. Works from regular flashlight batteries (not included). Red cab and chassis; blue trailer; silver missile launcher; red searchlight with white bracket. Size: 27" L, 7¼" W, 11¼" H. Each boxed.

	S.R. $6.95	Each
K666-703	Anti-Missile Truck (Mfr. No. 620)	$9.34

6 in a shipper; wt. 41 lbs.

READY-MIX CONCRETE TRUCK



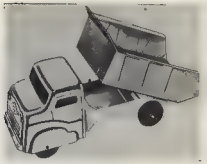
A truly operative scale model that does practically everything that its real life counterpart will do. Mixer is geared to axle and rotates as truck moves; simulates mixing noise. Mixer has openings for loading and discharging contents. Simulated water storage tank and "Diesel" motor. Body raises to unload cement. 10 rubber wheels with chrome-plated hub caps. L. 21⅝"; W. 7⅝"; H. 9¼". Green cab, black barrel, orange barrel chassis, silver gear. Each in a box.

	S. R. $7.95	Each
K666-802	Concrete Truck (Mfr. No. 471)	$11.34

6 in a shipper; wt. 56 lbs.

STRUCTO TOY TRUCKS

DUMP TRUCK



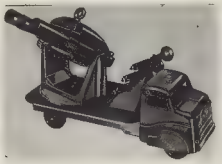
Cab and truck body sturdily constructed of heavy gauge steel. Dump body raised by lever. Rubber wheels. Red cab, contrasting plated grille; yellow body. Size: 10-3/4" L, 4-5/8" W, 4-5/8" H.

S.R. 98¢

		Each
K665-119	Dump Truck (Mfr. No. 101)	$1.34

12 in a shipper; wt. 15 lbs.

GUIDED MISSILE LAUNCHER



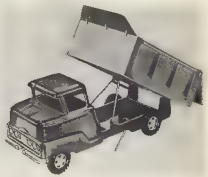
Fully operative launcher revolves 360 degrees, has 3 separate firing tubes. Press button 1, 2 or 3 to launch missiles. Elevation knob lowers and raises firing tubes. Missile rack holding 3 rubber-tipped plastic missiles included. Truck and cab of heavy gauge steel, launcher of highly durable plastic. 4 rubber tires. All olive drab. Size: 12¾" L, 5¼" W, 10¾" H. Each boxed.

S.R. $2.98

		Each
K665-333	Missile Truck (Mfr. No. 156)	$4.00

6 in a shipper; wt. 17 lbs.

DUMP TRUCK



Truck of heavy gauge steel. Dumps and lowers by means of a lever. Rubber wheels with plated spoke hub caps. Blue cab and chassis, orange body. Size: 15⅝" L, 6¾" W, 6⅝" H. Each boxed.

S.R. $2.98

		Each
K665-556	Dump Truck (Mfr. No. 600)	$4.00

6 in a shipper; wt. 24 lbs.

WRECKER TRUCK

Crank-operated winch on boom. Heavy gauge steel, reinforced and welded. 4 rubber wheels, plus 2 spares mounted on boom. Bronze cab, chassis and body. Size: 11-1/4" L, 5-1/16" W, 6-3/8" H. Each boxed.

S.R. $1.98

		Each
K665-226	Wrecker Truck (Mfr. No. 139)	$2.66

6 in a shipper; wt. 15 lbs.

AUTO HAULAWAY

Authentic fully-operative scale model. Sturdily constructed of steel. This unit consists of heavy duty type steel cab and trailer, 2 die-cast metal automobiles. Ramp extends at rear for loading and unloading. 8 rubber wheels. Yellow cab and ramp, red body. One blue car and one green car. L. 21½"; W. 4⅛": H. 6½". Each in a box.

S.R. $2.98

		Each
K665-440	Transport Truck (Mfr. No. 946)	$4.00

6 in a shipper; wt. 26 lbs.

HYDRAULIC DUMP TRUCK

Body raises and dumps loads automatically by means of hydraulic cylinder. Slow dumping action permits load to be spread evenly. Non-toxic, non-stain liquid in cylinder. Rubber wheels. Metallic green cab; yellow body; metallic green tail gate. Size: 12-1/4" L, 5-1/8" W, 5-3/8" H. Each boxed.

S.R. $2.98

		Each
K665-663	Dump Truck (Mfr. No. 965)	$4.00

6 in a shipper; wt. 19 lbs.

SUN

SO-WEE
Drink-Wet "Bottle Babies"

A 10" doll modeled to life-like proportions. Baby like features molded into the soft vinyl that looks and feels like a real baby's skin

Drinks from SUN formula bottle, wears gay flannelette diaper, and cries a baby-coo voice when squeezed. Jointed arms and legs and head move in body like natural positions

Has baby-pink skin with bright blue eyes. Packaged in window box with diaper and nursing bottle

No. 509-10040 Each $1.98

Twelve in a carton

"SO-WEE" BLANKET DOLL

"So-Wee" drink wet bottle baby with sleeping eyes. All-vinyl, 10" doll with jointed arms and legs and movable head in fitted blanket sleeping garment. Wears cloth diaper, has nursing bottle. Packaged in window gift carton

No. 511-14059 Each $2.98

Twelve in a carton

"SO-WEE" BOTTLE BABY SET

New colorful baby set of So-Wee all vinyl doll with full assortment of Baby accessories. Packaged in display box.

* *

No. 514-10510 Each $2.98

Six in a carton

CONSTANCE BANNISTER'S
"BANNISTER BABY"

Constance Bannister, who helped design the "Bannister Baby", is the most noted baby photographer in the country.

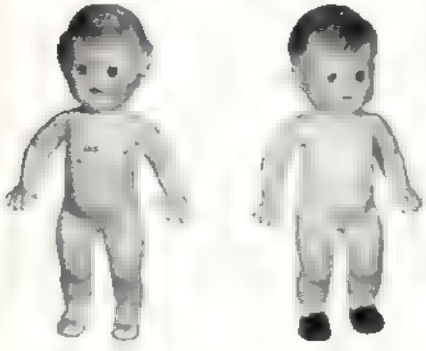
Drinks from own Bottle! Wets Tiny Diapers! Blows Bubbles from Plastic Pipe! Cries when squeezed. Fully-molded vinyl with patented joints and sleeping eyes. 18" tall. Hooded robe, bootees, undershirt and panties.

* *

No. 518-10080 Each $10.00

Three in a Carton

TOD-L-DOLLS



14030 14034

Molded in one piece, 10½" tall, with tinted cheeks, mouth and hair. Simulated underclothing; molded shoes and socks. Squeeze voices and stationary plastic eyes. Washable and humanly soft. Come in transparent bag with descriptive tag.

No. 521-14003—Vinyl Doll Assort. $15.00

Eight each of No. 14030 and
Four each of No. 14031
One Assortment in a Carton

Rompy and his playful pal, the NEW SUN Pony, packaged together in a new, attractive window box

No. 515-14072 Each $1.98

Six in a Carton

"BETTY BOWS"
Fancy Pants Dressable Doll

Little Miss with yellow hair ribbon. Has expressive, long lashed sleeping eyes. "Fancy Pants" play suit, shoes and socks are molded and decorated. Washable too. Cry voice sealed in.

No. 507-14405 Each $1.98

Twelve in a carton

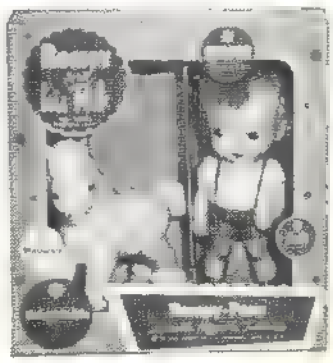
"SUN DEE" DOLL

Molded vinyl 13" Doll with baby features. Cries real tears. Drinks, wets, has sweet cooing voice and sleeping eyes. Movable arms, legs and head. Decorated features. Completely washable. Dressed in knitted garment. Includes nursing bottle, bubble pipe and play accessories in box.

No. 516-10086 . . . . . Each $4.98

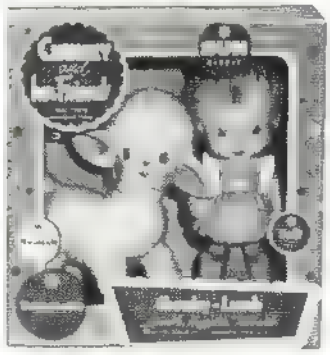
Six in a carton

ROMPY AND HIS PAL



SUN RUBBER

CHUNKY AND HER FRIEND



Chunky, all vinyl girl and her friend, the frisky Lambkin

No. 510-14070 ..... Each $1.98

Six in a Carton

ROMPY AND CHUNKY

All Vinyl standing dolls . . . a full 8" tall Blonde "Chunky" dressed in gay painted pinafore "Rompy" wears painted-on T-shirt and shorts

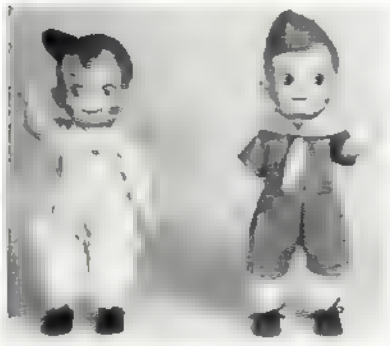
No. 517-14010 Each $2.00

Six in a Carton

EFFANBEE

MICKEY BOY DOLL

Assortment



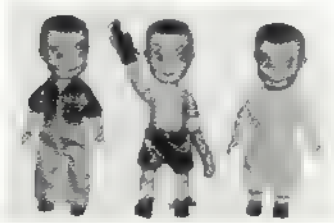
10" tall, made of washable, tubable flexible vinyl, fully jointed. Mickey comes as a baseball player, football player, Boy Scout and sailor, 3 each of the four uniforms.

No. 1298-700 ..... Each Assort. $36.00

One in a carton

M & S

PUG DOLL ASSORTMENT



Vinyl doll, washable moving arms, legs and head. Painted features on face. All the clothes are removable and launderable. Pug-boxer dressed in satin trunks and plastic boxing gloves. Pug dressed in baseball outfit with personalized Pug on suit and plastic boxing gloves. Pug dressed in plaid gingham shirt with buttons and button holes and slacks. Size 11" tall. Four of each in assortment of 12.

No. 2455-3250 .....Per assort. $36.00

One in a carton

HORSMAN

"GOLD MEDAL BABY" WITH MOLDED HAIR

ALL VINYL dressed in assorted prints—coo voice—turning head—sleeping eyes with lashes—knit panties—vinyl shoes—rayon socks—SUPER FLEX LEGS

13 inches tall—molded Bob Hair—skirt with contrasting blouse

No. 403-111 .....Each $2.98

Twelve in a Carton

13 inches tall—Boy Doll—molded hair—dressed in shirt and pants—twin to #111

No. 404-118 Each $2.98

Twelve in a Carton

"TYNIE BABY" IN BLANKET

ALL VINYL, cotton flannel blanket with contrasting trim, tied with wide satin ribbon. Glassine sleeping eyes and turning head—coo voice—SUPER FLEX LEGS. 13 inches tall

No. 405-113 Each $2.98

Twelve in a Carton

"RUTHIE" WITH MOLDED HAIR (DRINKS AND WETS)

The dolls drink from a nursing bottle and nipple and then wet. Bottle with nipple are tied on wrist of each doll. All have sleeping glassine eyes with lashes and coo voice. All are fully jointed with swivel heads.

13" tall—dressed in diaper, flannel receiving blanket, jacket with attached hood, which buttons under chin

No. 412-5313 ..... Each $5.98

Twelve in a Carton

AMERICAN CHARACTER

TOODLES

The action baby doll. All vinyl, jointed at knees and elbows. She can kneel, pray, sit and play with her toes and fingers. She drinks and wets and can be bathed.

21"—Molded head. Dressed in pink gingham romper. Matching bonnet with ribbons. Lace trim. White embroidered collar. Sandals and socks.

No. 1928-2110 ..... Each $13.98

Twelve in a carton

21"—Rooted washable Saran hair. Dressed in pink striped nylon baby dress. Skirt with band of embroidered nylon. Matching bodice. Full shirred bonnet with ribbon bow and tie. Full taffeta pantie-petticoat with nylon ruffle. Shoes and socks.

No. 1929-2111 ..... Each $17.98

Six in a carton

21" Life Size Toodles with rooted hair is dressed in her most elaborate outfit. A pleated nylon dress with embroidered bodice, a velvet jacket and matching hat. White gloves, slip, panties, shoes and socks, bottle and fluffy pet poodle.

No. 1930-2413 ..... Each $24.98

Six in a Carton

DOLLS

16'' TALL

All vinyl doll with moving eyes and rooted bobbed hair. Cotton stuffed; wire in legs for bending action. Dressed in panties, printed embossed cotton dress with printed chromespun jacket effect trimmed with edging; vinyl shoes and socks. Each boxed, weight 2¼ lbs.

S.R. $3.98

		Each
K802-101	Doll (Mfr. No. 520)	$5.34

17'' TALL

Teen-age doll with vinyl head. Rooted "poodle" hair with ribbon bow. Earrings. Moving eyes, lashes. Semi-rigidsol vinyl one piece body. Dressed in striped cotton casual styled open collared dress. Ribbon sash around waist. High heeled shoes. Knit pants. Each boxed, wt. 1½ lbs.

S.R. $3.98

		Each
K802-303	Doll (Mfr. No. 810R)	$5.34

16'' TALL

All vinyl girl doll with moving eyes and rooted pony tail hair. Cotton stuffed; wire in legs for bending action. Dressed in panties; taffeta dress with printed nylon yoke trimmed with lace. Vinyl shoes and socks. Each boxed, weight 2¼ lbs.

S.R. $4.85

		Each
K802-505	Doll (Mfr. No. 6167)	$6.66

17'' TALL

All vinyl girl doll with moving eyes, lashes and voice. Molded pony tail hair style with ribbon bow. Dressed in iridescent taffeta dress with white collar and puff sleeves. Braid trim on bodice and skirt. Knit panties. Vinyl shoes and socks. Each boxed, wt. 2 lbs.

S.R. $3.98

		Each
K802-202	Doll (Mfr. No. 413H)	$5.34

24'' TALL

All washable latex body, vinyl head. Rooted washable hair. Solid color taffeta trimmed dress with bonnet, shoes and stockings. Each boxed.

S.R. $3.98

		Each
K802-404	Doll (Mfr. No. 161)	$6.40

17'' TALL

Fully jointed vinyl doll with movable arms, legs, head. Will sit or stand. Has rooted washable hair. White blouse with scotch plaid skirt. Shoes and stockings, panties. Each boxed, wt. 2 lbs.

S.R. $4.95

		Each
K802-606	Doll (Mfr. No. 515)	$6.66

DOLLS

8'' TALL

Latex dolls with molded vinyl girl or boy head and glassine eyes. Cotton stuffed. Crying voice when squeezed. Dressed in printed embossed cotton sunsuit trimmed with binding and button. Packed in individual bag, weight 2/3 lb.

S.R. 98¢

		Each
K801-111	Doll (Mfr. No. 73-74)	$1.34

12'' TALL

Latex girl doll with vinyl head, glassine eyes and rooted hair. Cotton stuffed. Dressed in panties; metallic striped crystal taffeta dress with metallic braid, ribbon and binding, vinyl shoes and socks. Packed in individual bag, weight 1 lb.

S.R. $1.98

		Each
K801-222	Doll (Mfr. No. 283)	$2.66

14½''TALL

Boy doll with modled hair, vinyl head and glassine eyes. Latex body, arms, legs. Voice. Dressed in two piece linen-like cotton twill suit with solid color top, print stripe front. Solid color pants to match. Vinyl shoes and socks. Each boxed; wt. 1 lb.

S.R. $1.98

		Each
K801-333	Doll (Mfr. No. 302)	$2.66

14½'' TALL

Girl doll with latex body, vinyl head and voice. Molded pony tail style hair-do. Dressed in taffeta dress with ninon lace trim collar. Knit panties. Vinyl shoes and socks. Each boxed, wt. 1 lb.

S.R. $1.98

		Each
K801-444	Doll (Mfr. No. 303H)	$2.66

16'' TALL

All vinyl girl doll with moving eyes. Cotton stuffed. Has crying voice when squeezed. Dressed in panties, printed rayon dress with sailor collar trimmed with braid and button, vinyl shoes and socks. Packed in individual bag. Weight 1¼ lbs.

S.R. $2.98

		Each
K801-555	Doll (Mfr. No. 514)	$4.00

17'' TALL

Bunting doll baby with vinyl head, molded hair, moving eyes with lashes and voice. Latex body arms and legs. Dressed in coverall flannel bunting. Bodice with wool fringe trim. Wool fringe trim on collar. White cuffs on sleeves. Pointed baby hat with fringe pom-pom top. White facing with ribbon bow tie. Ribbon bows around ankles. Complete with rattle tied with bow to doll's wrist. Each boxed, wt. 1¾ lbs.

S.R. $3.98

		Each
K801-666	Doll (Mfr. No. 309)	$5.34

melmac® quality dinnerware

TEXAS-WARE

molded of melamine

GUARANTEED
Two full years against breakage.

COMMENDED BY THE NATIONAL PARENTS MAGAZINE

Guaranteed by Good Housekeeping

Rio Vista PATTERN

Complete service for eight

45 pieces...$46.80 open stock value...specially priced $29.95

Rio Vista's graceful coupe shape sets a beautiful table . . . and is *so* easy to care for. Safe in boiling water or dishwasher . . . the colors will never fade or wear away. So sturdy it's *guaranteed two full years* against breaking, cracking or chipping! 45 pieces in set are 8 each 10″ dinner plates, 7″ salads, cups, saucers, cereals; 1 each large platter, serving bowl, creamer and sugar with lid. Colors: Rainbow of Pink, Gray, Turquoise and White as illustrated. Shipping weight 15 lbs.

543A53-2097 45 pc. Rio Vista Retail **$29.95**

Nassau PATTERN

Decorator colors bonded together with the *Color-on-Color** process, exclusive with TEXAS WARE. Beautiful shape molded for greatest resistance to breaking, cracking or chipping. Available in **20 pc sets** (4 ea 10″ dinner plates, 7″ salads, cups, saucers, and cereals. Shipping weight 6 lbs.) **5 pc Accessory sets** (1 ea large platter, serving bowl, creamer and sugar with lid. Shipping weight 3 lbs.) and **45 pc Services for 8** (8 ea 10″ dinners, 7″ salads, saucers, cups, cereals; 1 ea large platter, serving bowl, sugar with lid. Shipping weight 16 lbs).

543A68-1317	20 pc. NASSAU Turq. on Sdlwd.	Retail **$21.95**
543A69-1317	20 pc. NASSAU Yell. on Sdlwd.	Retail **$21.95**
543A70-1317	20 pc. NASSAU Pink on Gray	Retail **$21.95**
543A71-606	5 pc. NASSAU Turq. on Sdlwd.	Retail **$10.10**
543A72-606	5 pc. NASSAU Yell. on Sdlwd.	Retail **$10.10**
543A73-606	5 pc. NASSAU Pink on Gray	Retail **$10.10**
543A74-2997	45 pc. NASSAU Turq. on Sdlwd.	Retail **$49.95**
543A75-2997	45 pc. NASSAU Yell. on Sdlwd.	Retail **$49.95**
543A76-2997	45 pc. NASSAU Pink on Gray	Retail **$49.95**

*Patent Pending

TEXAS·WARE

molded of melamine

Melmac quality dinnerware molded for highest resistance to breaking, cracking or chipping. Bang it, boil it, drop it. . . . The TEXAS WARE name and guarantee are your assurance of quality and lasting beauty.

GUARANTEED
Two full years against breakage.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS MAGAZINE

Guaranteed by Good Housekeeping

As Advertised in LIFE

Shasta PATTERN

A beautiful floral you will never tire of. All flat pieces are decorated . . . cups and bowls are molded by TEXAS WARE'S famous *Color-on-Color** process and are sandalwood with white interiors.

20 PIECE SERVICE FOR 4
4 each decorated 10" dinner plates, 7" salad plates, and saucers, sandalwood *Color-on-Color* cups and cereals. Shipping weight 6 lbs.
543A77-1497 SHASTA 20 pc. Retail **$24.95**

5 PIECE ACCESSORY SET
1 each large decorated platter, sandalwood *Color-on-Color* serving bowl, sandalwood creamer and sugar with white lid. Shipping weight 3 lbs.
543A78-708 SHASTA 5 pc. Retail **$11.80**

45 PIECE SERVICE FOR 8
8 each decorated 10" dinner plates, 7" salad plates and saucers, 8 each sandalwood *Color-on-Color* cups and cereals; 1 each large decorated platter, sandalwood *Color-on-Color* serving bowl, sandalwood creamer and sugar with white lid. Shipping weight 16 lbs
543A79-3597 SHASTA 45 pc. Retail **$59.95**

Flourish PATTERN

A graceful scroll design in turquoise on a white background. Beautiful for family or formal dinner. Cups and bowls are molded by the exclusive *Color-on-Color** process in turquoise with white interiors.

20 PIECE SERVICE FOR 4
4 each decorated 10" dinner plates, 7" salads and saucers, Turquoise *Color-on-Color* cups and cereals. Shipping weight 6 lbs.
543A62-1497 FLOURISH 20 pc. Retail **$24.95**

5 PIECE ACCESSORY SET
1 each large decorated platter, turquoise *Color-on-Color* serving bowl, turquoise creamer and sugar with white lid. Shipping weight 3 lbs.
543A66-708 FLOURISH 5 pc. Retail **$11.80**

45 PIECE SERVICE FOR 8
8 each decorated 10" dinner plates, 7" salad plates, saucers, turquoise *Color-on-Color* cups and cereals; 1 each large decorated platter, turquoise *Color-on-Color* serving bowl, turquoise creamer and sugar with white lid. Shipping weight 16 lbs.
543A64-3597 FLOURISH 45 pc. Retail **$59.95**

*Patent Pending

Please specify color to match your TEXAS WARE set.

543A80-357 8 pc. Gob. Sdlwd. Ret. **$5.95**
543A81-357 8 pc. Gob. Turq. Ret. **$5.95**
543A82-357 8 pc. Gob. Gray Ret **$5.95**
543A83-357 8 pc. Gob. Rbow. Ret. **$5.95**
543A84-357 8 pc. Sher. Sdlwd. Ret. **$5.95**
543A85-357 8 pc. Sher. Turq. Ret **$5.95**
543A86-357 8 pc. Sher. Gray Ret. **$5.95**
543A87-357 8 pc. Sher. Rbow. Ret. **$5.95**

KONITE SHERBETS AND GOBLETS

End your broken glass problem with beautiful, break-resistant Konite. Bowls are clear while bases are molded of melamine in colors to match your TEXAS WARE. 8 goblets or sherbets to a set, all Sandalwood, all Turquoise, all Grey, or Rainbow of Pink, Turquoise, Grey and White. Shipping weight: goblets 2¼ lbs., sherbets 1¾ lbs.

TOY DISH SETS

11-PC. PLASTIC TEA SET

Service for two. Set consists of: two cups, two plates, creamer, two metalized knives, forks, spoons. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact plastic. Gift boxed.

		S.R. 98¢ Each
K779-118	Tea Set (Mfr. No. 4626)	$1.34

24 per ctn.; wt. 11 lbs.

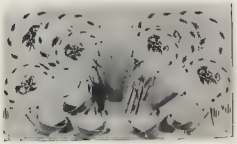
14-PC. PLASTIC-METAL SET

Service for two. Set consists of: two each plastic cups, saucers, knives, forks and spoons; one each plastic covered teapot and sugar bowl; two each metal plates litho'd in 4-color morning glory design. Display boxed.

		S.R. 88¢ Each
K779-225	Tea Set (Mfr. No. 7104)	$1.20

24 per ctn.; wt. 19 lbs.

28-PC. PLASTIC-METAL SET



Service for four. Set consists of: four each plastic cups, knives, forks and spoons; one each plastic covered teapot, sugar bowl and creamer; four each metal plates and saucers litho'd in 4-color morning glory design. Display boxed.

		S.R. $1.98 Each
K779-332	Tea Set	$2.66

(Mfr. No. 7220)
12 per ctn.; wt. 25 lbs.

17-PC. PLASTIC-METAL SET

Service for two. Set consists of: two each plastic cups, knives, forks and spoons; one each plastic covered teapot, sugar and creamer; two each metal plates and saucers and one tray litho'd with colorful modernistic design. Display boxed.

		S.R. $1.98 Each
K779-449	Tea Set	$2.66

(Mfr. No. 1230)

20-PC. PLASTIC TEA SET

Service for four. Set consists of: four plates, four cups, sugar and cover, teapot cover, four metalized spoons, knives, forks. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact plastic. Gift boxed.

		S.R. $1.98 Each
K779-555	Tea Set	$2.66

(Mfr. No. 4627)
24 per ctn.; wt. 19 lbs.

21-PC. CHINA TEA SET

China toy tea set with wheat design on white background. Consists of: 6 each cups, saucers, plates; and 1 each covered tea pot, covered sugar bowl and creamer. Each set in a box.

		S.R. $1.98 Each
K779-662	Tea Set	$2.66

(Mfr. No. 101-323)

23-PC. PLASTIC TEA SET

Service for three. Set consists of: three saucers, sugar and cover, teapot and cover, creamer, three cups, three deluxe large size metalized knives, forks and spoons. Made of durable high impact plastic. Display boxed.

		S.R. $2.98 Each
K779-779	Tea Set	$4.00

(Mfr. No. 4628)
6 per ctn.; wt. 14 lbs.

41-PC. PLASTIC TEA SET

Service for six. Set consists of: six each plates and saucers with center pattern, tea cups, knives, forks and spoons; one each coral colored covered teapot, covered sugar bowl and creamer. Display boxed.

		S.R. $2.98 Each
K779-886	Tea Set	$4.00

(Mfr. No. 7304)
6 per ctn.; wt. 18 lbs.

WESTERN DINNER SET

Service for two dinner set with western style wood-grained plastic cups, sugar with cover, creamer and coffee pot with cover and Roy Rogers brand. Colorful metal plates and saucers. Black plastic bean pot, skillet, spatula, fork and dipper. Aluminum knives, forks and spoons with wood-grained plastic handles. Display boxed.

		S.R. $2.95 Each
K779-993	Dinner Set	$4.00

(Mfr. No. 4578)
6 per ctn.; wt. 13 lbs.

TOY DISH SETS

16-PC. PLASTIC APPLIANCE SET

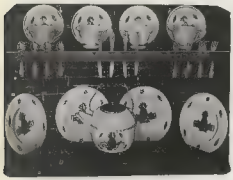
All pieces molded in white styrene plastic, decorated in modernistic design. Set includes tea kettle, percolator, toaster, covered sauce pan, skillet, fry pan, waffle iron and four utensils with rack, etc. Display boxed; size 15" x 17½" x 4".

S.R. $3.98

		Each
K780-108	Appliance Set	$5.34

(Mfr. No. 2430)

28-PC. PLASTIC-METAL SET



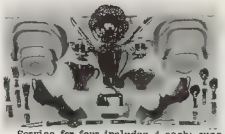
Service for four tea set with cabinet. Pieces molded in white styrene plastic with white metal plates and saucers. Modernistic design on plates, saucers and tea kettle. Set includes silver-like tableware. Individually boxed in decorated corrugated carton. Box size: 17½" x 12" x 5½".

S.R. $3.98

		Each
K780-207	Tea Set	$5.34

(Mfr. No. 2416)

35-PC. PLASTIC TEA SET



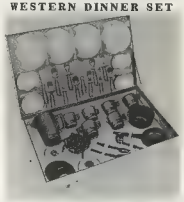
Service for four includes 4 each: cups, saucers, plates, knives, forks and spoons; 2 candelabras; salt and pepper shakers and one each covered teapot, sugar bowl, creamer, candy dish and toaster. Most pieces in 2-color design. Display boxed.

S.R. $3.98

		Each
K780-405	Tea Set	$5.34

(Mfr. No. 7401)
6 per ctn.; wt. 16 lbs.

WESTERN DINNER SET



Service for four includes woodgrained plastic cups, sugar with cover, creamer and coffee pot with cover and double-B-Bar brand. Plates and saucers are of colorful lithographed metal. The black plastic cooking utensils include a skillet, bean pot with cover, trivet, spatula, fork and dipper. Knives, forks and spoons are made of aluminum with wood-grained plastic handles. Display boxed.

S.R. $4.95

		Each
K780-504	Dinner Set	$6.66

(Mfr. No. 4579)
6 per ctn.; wt. 23 lbs.

8-PC. PLASTIC CARAFE SET

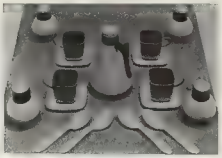
Service for two includes two each individual coffee warmers, cups and saucers and one large coffee server.

S.R. 98¢

		Each
K788-683	Carafe Set	$1.34

(Mfr. No. 1121)
24 per ctn.; wt. 16 lbs.

18-PC. PLASTIC CARAFE SET



Service for four includes four each individual coffee warmers, cups, saucers and spoons, and one large coffee server.

S.R. $2.98

		Each
K780-702	Carafe Set	$2.66

(Mfr. No. 1142)
12 per ctn.; wt. 17 lbs.

SALAD SET

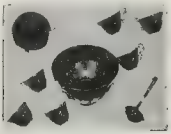
Set contains 4 individual and 1 large, beautifully designed, all-metal bowls; decorated to look like real wood. Plastic mixing fork and spoon. Display boxed.

S.R. 98¢

		Each
K780-801	Salad Set	$1.34

(Mfr. No. 253)
12 per ctn.; wt. 16 lbs.

PUNCH BOWL PARTY SET



Made of unbreakable polyethylene in ruby and crystal combination. Set consists of: one spiral motif punch bowl (7" diam.) one punch bowl ladle, six spiral cups, with contrasting "Hook-on" handles, one third dimentional 2-tone cake plate. Display boxed.

S.R. $1.98

		Each
K780-900	Party Set	$2.66

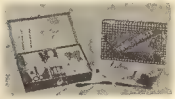
(Mfr. No. 9351)
12 per ctn.; wt. 14 lbs.

TRANSOGRAM

DOCTOR & NURSE KITS
D71–102–1357 F200AP 3.00 ea.
Pkd. 6 ea.
D71–101–1327 F200AN 3.00 ea.
Pkd. 6 ea.

COLORING FUN
D71–154–1266 F134AL 2.00 ea.
Pkd. 12 ea.

ERASABLE PICTURES
D71–53–1261 F67AK 1.00 ea.
Pkd. 24 ea.



SEWING KIT
D71–136–3575 F67CQ 1.00 ea.
Pkd. 24 ea.

TRANSOGRAM

MAGIC SLATE
D71–51–1287 F134AM 2.00 ea.
Pkd. 12 ea.

RE-COLOR CARDS
D71–157–1432 F67AS 1.00 ea.
Pkd. 24 ea.

CRAYON BY NUMBER
D71–158–1454 F67AT 1.00 ea.
Pkd. 24 ea.

EMBROIDERY KIT
D71–38–3495 F67CE 1.00 ea.
Pkd. 24 ea.

TRANSOGRAM

PAINT KIT
D71–26–1883 F200BM 3.00 ea.
Pkd. 6 ea.

PAINT KIT
D71–55–1879 F134BL 2.00 ea.
Pkd. 12 ea.

PAINT KIT
D71–25–1877 F67BK 1.00 ea.
Pkd. 24 ea.

PAINT KIT
D71–121–1874 F34BJ .50 ea.
Pkd. 36 ea.

TRANSOGRAM

PENCIL BY NUMBER
D71–156–1413 F134AR 2.00 ea.
Pkd. 12 ea.

PENCIL BY NUMBER
D71–155–1403 F67AQ 1.00 ea.
Pkd. 24 ea.

PAINT BY NUMBER
D71–163–1815 F67BF 1.00 ea.
Pkd. 24 ea.

TRANSOGRAM

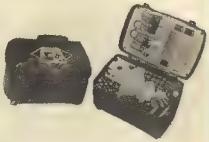
MOSAIC PICTURES
D71–166–1850A F335BH 5.00 ea.
Pkd. 3 ea.

MOSAIC PICTURES
D71–165–1840A F200BF 3.00 ea.
Pkd. 6 ea.

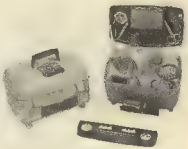
MOSAIC PICTURES
D71–164–1830A F134BG 2.00 ea.
Pkd. 6 ea.

EMBROIDERY KIT
D71–78–3497 F134CF 2.00 ea.
Pkd. 12 ea.

TRANSOGRAM

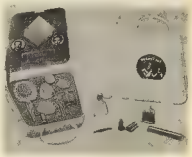


SEWING KIT
D71–137–3589 F200CR 3.00 ea.
Pkd. 3 ea.



BEAUTY KIT WITH DRAWER
D71–160–1727 F335AY 5.00 ea.
Pkd. 4 ea.

BEAUTY KIT
D71–43–1723 F200AX 3.00 ea.
Pkd. 6 ea.



BEAUTY KIT
D71–75–1721 F200AW 3.00 ea.
Pkd. 6 ea.

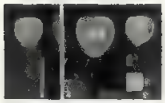
underwood for '58

the only portables with Golden Touch

LIKE TYPING WITH MAGIC GLOVES

LINE GAUGE eliminates the guess work from page end typing! Saves re-typing, assures neatness

SEE-SET MARGINS are always visible . . left and right hand margins are set simultaneously.



KEY-SET TABULATION allows as many tabulator stops as you wish. Set or clear from the keyboard of the machine.

New UNDERWOOD DELUXE "QUIET TAB" PORTABLE TYPEWRITER

1. COMPLETE STANDARD KEYBOARD OPERATION
2. "KEY SET" TABULATOR
3. PRACTICAL "LINE GAUGE"
4. "SEE SET" MARGINS
5. DELUXE PAPER SUPPORTS
6. TAKES 10 INCH PAPER WIDTH
7. NO SPECIAL RIBBON REQUIRED

This "Golden-Touch" DeLuxe Portable combines attractiveness, quality, typing ease, and quiet operation. Has modern features including above, streamlined accessible carriage return lever; Continental type; standard spacing; two color ribbon; cuts stencils; three position bail with scale; single, double, triple spacing; push button top plate, automatic ribbon reverse; "Push In" variable; touch control; centralizing lock, "smudge-resistant" smooth finish, etc. "Multiple use" carrying case and instruction book included. Specify Continental Pica or Elite Type. Shipping weight 24 lbs.

This is Continental Pica
This is Continental Elite

1A12X10325 Driftwood, Pica . . . . . Retail $135.15*
1A14X10325 Driftwood, Elite . . . . . Retail $135.15*
Same Model, Caribbean Green—See Reverse Side

CARRYING CASE INCLUDED

NEW UNDERWOOD UNIVERSAL "QUIET TAB" PORTABLE TYPEWRITER

1. "KEY SET" TABULATION (COLUMN ALIGNMENT)
2. 9 INCH WRITING LINE
3. THREE POSITION BAIL WITH SCALE
4. "SEE SET" MARGINS
5. NO SPECIAL RIBBON REQUIRED

The "Golden-Touch" Universal gives maximum features at a minimum price. Quality, construction, and performance plus these features: touch control, centralizing lock, left and right hand margin release, segment shift, standard spacing, two color ribbon, cuts stencils, automatic line finder, push button top plate, long, smooth operating carriage return lever, "smudge resistant," smooth finish plus many other features. "Multiple Use" Carrying Case and instruction booklet included. Specify Pica or Elite type. Shipping weight 24 lbs.

This is Pica Type ... This is Elite Type

1A17X9270 Banff Blue, Pica . . . . . Retail $121.37*
1A29X9270 Banff Blue, Elite . . . . . Retail $121.37*

CASE INCLUDED

NEW UNDERWOOD LEADER PORTABLE TYPEWRITER

1. RELIABLE PERFORMER AT A LOW PRICE.
2. SIZE AND ACTION OF HIGHER PRICED MACHINES.
3. STANDARD SPACED KEYBOARD.
4. 9 INCH WRITING LINE.
5. NO SPECIAL RIBBON REQUIRED.

The "Golden-Touch" Leader is an attractive, lightweight, well constructed Family Portable. Having modern features including above, Family Keyboard with arithmetic signs, automatic line finder, automatic and manual ribbon reverse, balanced segment shift, single, double and triple spacing, finger form keys, back spacer, adjustable margins with right hand bell indicator, adjustable paper fingers, coordinated carriage scale, "smudge resistant," smooth finish, etc. "Multiple Use" Carrying Case and instruction booklet included. Pica type only. Shipping weight 22 lbs.

1A52X6473 Caribbean Green, Pica Only . . . . . Retail $84.67*

CARRYING CASE INCLUDED

*Federal Tax included. (Prices subject to change without notice.)

AS ADVERTISED LIFE and LOOK

Golden Touch PORTABLES

NEW UNDERWOOD DELUXE

1. COMPLETE STANDARD KEYBOARD OPERATION
2. "KEY SET" TABULATOR
3. PRACTICAL "LINE GAUGE"
4. "SEE SET" MARGINS
5. DELUXE PAPER SUPPORTS
6. TAKES 10 INCH PAPER WIDTH
7. NO SPECIAL RIBBON REQUIRED

This "Golden-Touch" DeLuxe Portable combines attractiveness, quality, typing ease, and quiet operation. Has modern features including above, streamlined accessible carriage return lever; Continental type; standard spacing; two color ribbon; cuts stencils; three position bail with scale; single, double, triple spacing; push button top plate, automatic ribbon reverse; "Push In" variable; touch control; centralizing lock; "smudge-resistant" smooth finish, etc. Multiple use carrying case and instruction book included. Specify Continental Pica or Elite Type. Shipping weight 24 lbs.

This is Continental Pica

This is Continental Elite

1A56X10325 Caribbean Green, Pica . . . Retail $135.15*
1A57X10325 Caribbean Green, Elite . . . . Retail $135.15*

Same Model, Driftwood (See Reverse Side)

LINE GAUGE eliminates the guess work from page end typing. Saves retyping, assures neatness.

SEE-SET MARGINS are always visible... left and right hand margins are set simultaneously.

KEY-SET TABULATION allows as many tabulator stops as you wish. Set or clear from the keyboard of the machine.

underwood for '58

DELUXE "QUIET TAB" as advertised in LIFE and LOOK

CARRYING CASE INCLUDED

underwood Leader electric adding machine

Adds. Subtracts. Multiplies

... with Direct Subtraction feature for Business and Home use

Model 78 SP.

SIMPLE 10-KEY KEYBOARD

Here is the most compact Keyboard known—only 10 numeral Keys. This means greater ease and speed in listing figures—for you write them just as you would with a pencil.

Approved by Underwriters' Laboratories, Inc. Quiet, fast, operated by an A.C. and D.C. motor. New Multi-Flex Control permits calculation flexibility. Its new features, quality construction and durability will prove this a remarkable machine. Modern, simplified Ten-Key Keyboard with "Four Point Control." Motorized dual purpose keys speed one hand operation. Has Sub-Total in color and symbol. Maintains clear vision print on accessible and adjustable tape, single and double spacing. Has Digit Indicator: Electric Correction, Back Spacer and Non-Add Keys; Ribbon Reverse with two color ribbon. Non-Glare Tan-Tone color crackle finish. Listing capacity of 99,999.99 and totals 999,999.99. Shipping Wt. 37 Lbs.

1A53X27000 . . . . . Retail $338.99*

*Federal Tax included. (Prices subject to change without notice.)

All Underwood products illustrated are intended for resale only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained.

VALENTINA

Dancing Ballerina

WITH THE AMAZING JOINTED BODY THAT BENDS AND SWIVELS AT THE WAIST

Authentic in every detail: Dressed in the glamorous tutu of the Blue Bird Ballet. She wears long dance hose and real CAPEZIO slippers. Her flexible knees, ankles, waist, arms and legs permit her to assume hundreds of authentic ballerina poses with ease. Lead her gently and she takes short toe-dancing ballerina steps. Her pony tail hair-do is rooted into a soft vinyl head. By lowering her foot to a walking position, she can be dressed in street clothes and become a walking doll.

8T11X600—20" Ballerina . . . . . List **$ 8.95**

8T13X800—25" Ballerina . . . . . List **11.95**

DOREENA

40 Pc. Doll Wardrobe and Stage Set

WEARS HIGH HEEL SHOES, TOE SHOES OR FLATS

Ballet Tour

VALENTINE DOLLS

Doreena is a wonderful Ballerina exactly like Valentina described above, but this remarkable lovely has in her wardrobe everything the modern young miss needs for dinner dates and street wear. In addition to her Swan Lake costume, she carries for her tour, a leotard and slippers. Her repertoire of dancing costumes have the authentic Beau Danube and Nutcracker Suite as well. After the show, she changes into her rich velvet Beau Danube gown and fringed velvet stole, dons her smart high heel shoes and wears her fabulous matching set of earrings, necklace and rhinestone ring. For street wear, her outfits include a lovely day-time dress and a dressy coat and hat, Flats, high heels and CAPEZIO slippers. For bedtime, a lovely sheer nilon nightgown. Just about everything in her spacious wardrobe. Hangers for her things, plus, her own performing stage set.

8T18X1665—20" Doll and Wardrobe

LIST **$24.95**

Sis-teen

Over two feet tall—this exquisite unbreakable plastic walking doll seems to have stepped right off the fashion pages of your favorite magazine. Magnificently costumed in a stunning Italian inspired evening gown. Expertly designed with jointed knees and swivel waist permitting Sixteen to be placed in countless life-like positions. Her accessories include jewelled earrings, a rhinestone ring and fashionable evening bag—Rooted washable hair

8T14X865—25" Doll . . . . . List **$12.95**

• WEARS HIGH HEEL SHOES

A GOOD FAIRY WALKING DOLL

Tip-toeing from Fairyland into your little girl's heart. This 19" dream come true is costumed in a glittering fairy dress of rhinestone flocked net complete with a jewelled tiara and wand. Each doll has her own special stand for an attractive display in any little girl's room. Rooted washable pink hair. Every little girl will want the Good Fairy as her very own, to play with and to take care of each other.

8T16X665 . . . . . List **$9.95**

Printed in U.S.A.

THE Jantzen GIRL

AND HER 25 PIECE ENSEMBLE

NATIONALLY ADVERTISED

This 10½" unbreakable plastic walking doll is America's sweetheart. Jointed at the waist, hips, shoulders and knees she can assume hundreds of life-like poses. Her head is of soft vinyl. Her rooted ponytail hair style can be washed, waved and set in many styles.

She is all set for any occasion with this fabulous 25 piece ensemble. A JANTZEN bath ng suit, formal gown, stole, street dress, lounging pajamas, beach robe, sunglasses, bathing cap, sun hat, beach bag, bra and g'rdle—plus, a ballerina costume and slippers with a special stand on which she can perform. Doll and 25 pc. ensemble.

8T26X665 . . List **$9.95**

Tear Drop

WEEPS REAL TEARS

Complete Layette Includes:—

- Bib
- Romper
- Pac Per
- Two Diapers
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted sweater
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

16" of fun and mischief. Weeps real tears directly from the eyes. Drinks, wets, sits, sleeps, cries and bathes—all vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs. With voice.

8T19X800 . . . . . List **$11.95**

8T20X535—Doll only dressed in romper with kleenex, pacifier and bottle . . . . . List **$7.95**

Holiday

VALENTINE DOLLS

Princess Bride

AND FLOWER GIRL

A radiant 20" all vinyl walking doll dressed in a luxurious bridal gown of shimmering satin and lace, and a 10" all vinyl toddler doll in a pert and pretty Flower Girl dress, combine to make this exciting package. Two separate dolls.

Our glamorous Bride wears high heel shoes and nylon hose. Our little Flower Girl carries a straw basket of flowers. Both have rooted hair, can be washed, combed, curled and set.

8T22X1000—Bride and Flower Girl . . List **$14.95**

8T23X665 —Bride only . . . . . List **9.95**

20" tall—All Vinyl High Heel Walking Doll—with everything for a week end or a trip around the world. Dressed in a stunning strapless evening gown. Her wardrobe includes extra high heel shoes—nylon stockings—print street dress—lounging slacks with matching blouse. Sunback dress, fringed stole, net slip, bathrobe and a real boucle (lace) sailor hat. Has sunglasses, curlers, pocketbook, bra and panties and a set of simulated pearl jewelry—earrings—necklace and ring. Comes complete in an extravagant trunk with room for all her clothes.

8T24X1070 . . . . . List **$15.95**

8T25X665 —Doll only . . . . . List **9.95**

WALTHAM WATCHES

Timing The Nation Since 1850

Fully Guaranteed

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed to be free of original defects when they are shipped from our factory

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch, maintaining its accuracy and extending its life. It keeps costly repairs to a minimum. It is a guarantee of quality, accuracy and dependability of the movement of your watch.

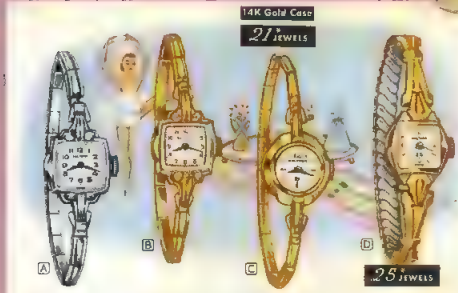
First in America!

53

Functional JEWELS Self Winding

ROTOTRON "53": Newest, finest development in self-winding watches. Every movement of wrist is instantly transformed into energy to keep watch running accurately, dependably. Built-in shock absorbers assure maximum precision and service. Waterproof** gold-filled case with non-corrosive back. Gold-filled expansion bracelet. Champagne dial, luminous hands and figures. **Incabloc** protected. **Unbreakable mainspring.** 53 Jewels.

29-1054 V 6325 ..... Retail $175.00



A Abigail Adams: All-time choice of smart women! 10K white rolled gold case with non-corrosive back and matching gold-filled expansion band. Easy-to-read raised figure dial and flat top crystal. **Unbreakable mainspring.** 17 Jewels. Shock protected by **Incabloc.**

29-1062 V 2395 . . Retail $59.50

B Martha Washington: Perfitely styled with 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Has very legible dial with raised flat top crystal. 17 Jewels. **Unbreakable mainspring.** Shock protected by **Incabloc.**

10-5965 V 2395 Retail $59.50

C The Lady Nancy. 21* Jewels 14K yellow gold case with matching gold filled expansion bracelet. Parisian styled in the modern fashion. Domed crystal over a raised figure dial. Unbreakable mainspring. Movement is shock protected by **Incabloc.**

29-1070 V 3615 . Retail $90.00

D Lady Helen: 25* Jewels. Dainty design for the style-conscious lady! 10K yellow rolled gold plate case with stainless back. Gold-filled combination expansion bracelet. With **Incabloc.**

29-1088 V 3035
Retail $79.50

Jean LaFitte: 21* Jewels. Debonair dress watch for men. Black dial with gold color hands, figures. 10K yellow rolled gold plate case artfully sculptured. Stainless back. Matching gold-filled combination expansion band, leather insets. With **Incabloc. Non-breakable mainspring.**

29-1096 V 2875
. . Retail $75.00

E Stuart: Waterproof** watch with ultra-thin styling. Chrome top case, non-corrosive back, stainless steel combination band. Sweep hand. 17 Jewels. **Incabloc.**

29-1104 V 2365 . . . . . Retail $59.50

F Cushing: Waterproof** dress watch. Ultra-thin. Case is color of yellow gold, non-corrosive back, gold-filled combination band. Sweep hand. 17 Jewels. **Incabloc.**

29-1112 V 2740 . Retail $71.50

Presentation Model Watch

Mauritia: Classic design to dignify the wrist of any man! Impressive 10K yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion bracelet. Modern raised skip-figures and high crystal. 17 Jewel movement has **unbreakable mainspring.** Shock protected with **Incabloc.**

29-1120 V 2425 Retail $62.50

Watches illustrated are ⅔ actual size. *Includes RESEVOIL oil reserve jewels.

**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

Retail prices include Federal excise tax—dealer prices do not. Shipping Weight about ½ lb. each.

WALTHAM

Self-Winding Watches

Waterproof**. Unbreakable Mainsprings

30 Jewels Self-Winding Waterproof**

Farmington: 30 Jewels . Self winding and waterproof** Sports watch with dress styling. 10K yellow rolled gold plate case with non-corrosive back. Marching gold-filled combination expansion band with leather insets. Shock protected with famous **Incabloc. Unbreakable mainspring.**

29-1161 V 5295 Retail $135.00

Northampton: 25 Jwls self-winding and waterproof.** Sturdy but dressy. Yellow gold-filled case, stainless back. Matching combination expansion band with leather insets Sweep second hand, luminous hands and hour dots. **Incabloc. Non-break mainspring.**

29-1179 V 4500 $120.00

Southby: 25 Jewels. Self winding and waterproof.** Military style watch with chrome top, non-corrosive back case. Matching all-steel combination mesh expansion bracelet. Luminous figures and hour dots, red sweep second hand. **Incabloc. Non-break mainspring.**

29-1187 V 3750 $92.50

Albany: Self-winding and waterproof.** A leader in men's styling. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, hour dots. Sweep second hand. 17 Jwls. With **Incabloc. Non-break mainspring.**

29-1237 V 3745 $92.50

G Pavlova: Lady's self-winding and waterproof** watch. Case is yellow gold color with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels. With **Incabloc. Unbreakable mainspring.**

10-6104 V 3975 Retail $95.00

H Solema: Self-winding, waterproof** watch. Chrome top case, non-corrosive back. All steel combination expansion bracelet. Luminous hands and figures, red sweep second hand. 17 Jewels. **Unbreakable mainspring.** With **Incabloc.**

10-6112 V 3735 Retail $90.00

J Claudia: Stunningly styled waterproof** and self-winding watch. Case is of all 10K yellow gold filled, matching expansion bracelet. Gilt figures and hands on black dial Shock-protected with **Incabloc.** 17 Jewels. **Unbreakable mainspring.**

29-1245 V 4595 Retail $120.00

K Bernice: Lady's self-winding waterproof** watch. Fashion styled, built for service. Sculptured case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels. **Incabloc, non-break mainspring.**

29-2201 V 3950 Retail $95.00

L Pinckney: Dashingly genteel design in a self-winding, waterproof** watch for men. Ultra-thin style. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet with leather insets. Luminous hands and hour dots. 17 Jewels. With **Incabloc, non-break mainspring.**

29-2193 V 3845 ..... Retail $92.50

M Sumpter: Self-winding and waterproof.** Chrome top case has non-corrosive back; matching all-steel combination expansion bracelet with leather insets. Striking stick figure dial has luminous hands that can be read in the dark. Red sweep second hand. 17 Jewels. With **Incabloc. Has unbreakable mainspring.**

29-1252 V 3375 ..... Retail $85.00

*Includes RESERVOIL all reserve jewels.

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

Watches illustrated are ½ actual size.

Retail prices include federal excise tax—dealer prices do not.

Shipping Weight about ½ lb. each.

All Waltham watches are fully guaranteed to be entirely free of original defects of manufacture or material on leaving the factory. Every Waltham watch is sent you beautifully gift-boxed. Always be certain—wear a fine Waltham watch.

(N) **Lexington** . . . rugged masculinity in a watch with both wisdom of design and precision accuracy. Yellow rolled gold plate case has stainless steel back for durability. The comfortable matching gold-filled expansion band rounds out an impressive timepiece. Precision 17-jewel movement for reliability.
18-3756 A2295 Yellow RGP..... **$57.50**

(P) **Jean Laffite** . . . with the high-born elegance of a gentleman in its aristocratic styling. Simple square case is lustrous yellow rolled gold plate with sturdy stainless steel back. Modern black dial. Matching combination expansion bracelet with rich Black leather inserts. 17 jewels in the truly superb movement.
18-3764 A2650 Yellow RGP..... **$67.50**

(R) **Rogers** . . . the flash of sleek modern lines makes this a watch of unquestioned superiority. Gleaming chrome steel case with stainless steel back. Radium figure dial and hands let you read the time in the dark. Completely waterproof*. Matching combination expansion bracelet. Precision 21-jewel movement.
18-3772 A2880 Chrome Steel..... **$69.50**

(S) **Saratoga** . . . the watch that specializes in good looks and fine time keeping. The handsome case is yellow rolled gold plate. Fully waterproof* for dependable service always. Sweep second hand lets you count the seconds. Matching gold-filled combination expansion band with rich insets. 25-jewel movement.
18-3780 A3860 Yellow RGP **$95.00**

(T) **Robert Fulton** . . . flawless craftsmanship in a watch of outstanding quality. Chrome steel case with sturdy stainless steel back. Easy-to-read radium figure dial and hands. Completely self-winding by the normal movements of your wrist. Fully waterproof*. Matching combination expansion bracelet. 25 jewels.
18-3798 A3995 Chrome Steel..... **$100.00**

(V) **Captain Kidd** . . . a watch for the particular man with styling that reveals verve and dash. Yellow rolled gold plate case with stainless steel back. Fully self-winding, needs no attention on your part. Completely waterproof*. Smart black dial. Matching gold filled combination expansion band, 17 jewels.
18-3806 A3570 Yellow RGP..... **$87.50**

(W) **Yankee Clipper** . . . trim clean silhouette in a watch guaranteed to give ultra-modern accuracy and styling. Yellow gold-filled case with stainless steel back. Self-winding. Guaranteed waterproof*. Easy-to-read radium figure hands and dial. Matching combination expansion band. Precision 25-jewel movement.
18-3814 A4695 Yellow GF..... **$120.00**

**Guaranteed Waterproof if crystal, case and crown remain intact.*

WADSWORTH

PRODUCT OF ELGIN

Dollar for dollar . . . you can't find a better buy than the renowned Wadsworth. Built by Elgin, maker of some of America's finest watches, Wadsworth brings you beauty, accuracy and the miracle of the unbreakable Dura-Power Mainspring. You'll wear a Wadsworth with pride!

(E) **Cynthia** . . . tiny charmer in enchanting 10K yellow rolled gold plate case, with graceful end decoration. Steel back. Black nylon cord band. Full figure dial. 7 jewels.
19-1411 A1495 10K Yellow RGP. . . **$19.95**
19-1429 A1495 10K White RGP. . . . **19.95**

(F) **Flora** . . . a compliment to a lady's wrist. Dainty 10K yellow rolled gold plate case with steel back. Fashionable combination dial makes it easy to read the time. Classic black nylon cord band. 17-jewel movement.
19-1437 A1795 10K Yellow RGP. . . . **$25.95**

(G) **Irene** . . . treasure of timekeeping fidelity. Lustrous 10K yellow rolled gold plate case with cascading end pieces as high fashion accent. Steel back. Full figure dial. Black nylon cord band. 17-jewel movement.
19-1445 A1995 10K Yellow RGP . . . **$29.95**

(H) **Avis** . . . trim, tailored fashion-rightness. Circular chrome case with sturdy steel back. Sweep second hand. Full figure luminous hands and dial. Shock and water-resistant. Rich-looking black strap. 17 jewels.
19-1452 A2495 Chrome. **$39.75**

(K) **Cody** . . . a watch that serves you faithfully at work or at play. Handsome polished chrome case with steel back. Full-figured luminous dial. Shock-resistant. Water-resistant*. Gray leather strap. 7-jewel movement.
19-1106 A1495 Chrome Case. **$19.95**

(L) **Commodore** . . . crisp timekeeping efficiency, handsome styling. Case has shining chrome top, steel back. Easy-to-read luminous numerals and markers. Shock and water-resistant*. Gray leather strap. 17 jewels.
19-1114 A1895 Chrome Case. **$25.75**

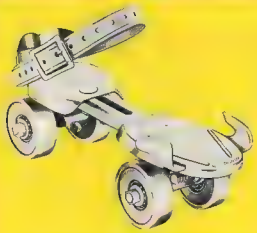
(M) **Corsair** . . . for the man of good taste who values top quality. Case has gleaming chrome top, steel back. Luminous hands and dial. Sweep second hand. Shock and water-resistant*. Gray leather strap. 17 jewels.
19-1122 A1995 Chrome Case. **$29.95**

(N) **Statesman** . . . self-confident, ultra-thin, suave styling. Chrome case with steel back. Sweep second hand. Shock and water-resistant*. Black suede strap. 17-jewel movement.
19-1130 A2250 Black dial. **$35.75**
19-1148 A2250 White dial. **35.75**

*Water-resistant as long as crown, crystal and case remain intact.

RETAIL PRICES include 10% Federal Excise Tax

WINCHESTER TRADEMARK SUPER SPEED SKATES

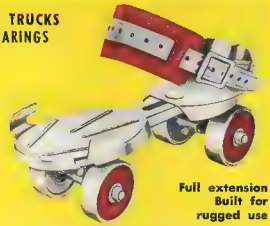


#40 LEADER 20 BALL BEARINGS

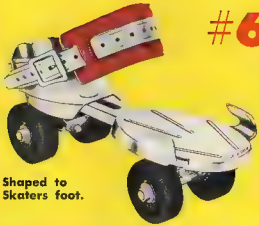
Full girder construction (3 piece), double ball bearing, 20 ball bearings in each wheel, live rubber cushions, full oscillating trucks, free wheeling, skate extension 6¾" to 9", streamlined winged-type toe clamps 2⅞" to 3-5/16" electronically welded, brilliant Nickel-lume finish, natural leather straps, elastic stop nuts on axle extension bolts, all parts staked, individually packaged in the new display carton — 12 prs. per shipping container. Wt. approx. 46 lbs.

#50 STANDARD FREE WHEELING OSCILLATING TRUCKS 20 BALL BEARINGS

Full girder construction (3 piece), double ball bearing, 20 ball bearings in each wheel, red dust caps, live rubber cushions, full oscillating trucks, free wheeling, skate extension 7⅞" to 11¼", streamlined wing-type toe clamps, extension 2¾" to 4", electronically welded, brilliant Nickel-lume finish, elastic stop nuts on axle extension, all parts staked, heavy natural leather ankle straps with red Vinyl plastic leather-grained ankle pads, individually packaged in the new display carton — 12 pairs per shipping container. Weight approx. 48 lbs.



Full extension Built for rugged use



Shaped to Skaters foot.

#60 DE LUXE RUBBER WHEELS 20 BALL BEARINGS

The Model 60 is the first sidewalk skate equipped with long lasting all-rubber wheels. The quietest and speediest ball bearing skate. These sensational new rubber wheels make it the easiest and fastest roller skate, outlasting steel by laboratory tests. Full girder construction (3 piece), double ball bearing, 20 ball bearings in each wheel, live rubber cushions, full oscillating trucks, free wheeling, skate extension 7⅞" to 11¼", toe clamp extension — 2¾" to 4", electronically welded, brilliant Nickel-lume finish, extra heavy natural leather straps with Vinyl plastic leather-grained ankle pads, elastic stop nuts on extension axle (this is an added safety factor and gives a vibration-proof assembly the same as used on aircraft), all parts staked, individually packaged in the new display carton — 12 pairs per shipping container. Weight approx. 43 lbs.

The famous WINCHESTER

FOLDED KEY

always in demand. 24 keys per box.

ROLLER SKATE ANKLE PAD

Comfortable, serviceable Vinyl foam rubber pad. Packed 12 pair in an attractive display box.

WINCHESTER

WONDER SAFETY WHEEL

Proved to be the finest skate wheel made. There's extra mileage, extra safety built into every one. Should the outside tread wear out, Winchester special channel-bar construction permits continued safe skating. 24 per display.

WINCHESTER
TRADEMARK

Quality ROLLER SKATES

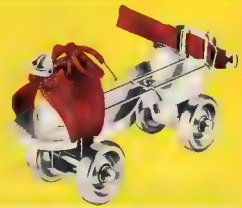
"TOT TAILORED" SKATES

#10 TRAINER

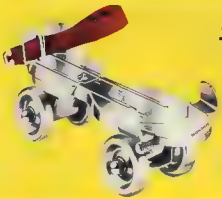
A new skate built for the smallest tots. This non-ball bearing skate has wheels mounted directly on the axle. A beginner's skate designed to start the toddler—with no key to lose and no toe clamps to tighten. Engineered and designed to fit small shoes. Now, for the first time a beginner's skate equipped with rubber wheels, containing the same noise-dampening qualities as the tires on a car. These rubber wheels are non-staining, non-marking on cement or wooden floors and will not make the racket generally associated with steel wheels. Use indoors or outside. The friction quality of rubber being greater than steel means there is less likelihood of side-slipping and the medium hardness reduces the speed to make for safe and easy skating. This is not a fast wheel. Red ankle straps with non-slipping buckles to assure safe gripping. Laced red Vinyl plastic toe straps to protect the shoes. Chime tone bells. Extension from 6⅜" to 7⅞". Shipping weight per container of 12 pairs—20 lbs.

#20 ADVANCED TRAINER

Rigid construction with eight full size ball bearings in each steel wheel. Designed as the initial ball bearing skate for all children. Extension 6⅜" to 7⅞". Laced red Vinyl plastic toe straps to protect the shoes. Chime tone bells. Red ankle straps with non-slipping buckles to assure safe gripping. No key needed. No toe clamps to tighten. Shipping weight per container of 12 pairs — 23 lbs.



#30 JUNIOR



For the first time a new "tiny tot" skate designed with detachable toe clamps and interchangeable laced red Vinyl plastic toe straps protecting the shoe. Chime tone bells. Rigid construction with eight full size ball bearings in each steel wheel. Easily managed red ankle straps with non-slipping buckles. Toe clamp extension 2¼" to 3-3/16". Skate extension — 6⅜" to 7⅞". This is the first all-purpose junior skate offered with both toe clamps and toe straps permitting its use with thin and conventional thick-soled shoes. No more damage to children's shoes by improper fitting or lack of proper shoes to roller skate for maximum pleasure. Shipping weight per container of 12 pairs — 25 lbs.

Plus

EQUIPPED WITH INTERCHANGEABLE TOE STRAP

DOLLS Yvonne

Little girl's dream-come-true dolls—with life-like vinyl skin —hair that washes, combs and curls. Inseparable playmates—fabulously dressed in breath-taking beautiful gowns with movie-star wardrobes.

Ⓐ **HAPPY FAMILY—Mother, daughter, and baby sister** in carriage step out for a walk realistically dressed in afternoon attire. All three dolls have jointed vinyl bodies, moving eyes 18" mama wears a suit skirt, taffeta blouse, three-quarter length coat, panties, nylon hose, high-heeled shoes, straw hat on her rooted hair. 11" daughter, Joyce in a crisp taffeta dress, socks, panties, vinyl shoes, lace-edged bonnet and a coat like mother's 8" baby sister, Yvette wears a diaper, flannel hooded jacket. Mattress, lace-edged carriage cover included in set Sh wt 3½ lbs
8826C1340 . . . . . Retail **$20.00**

Ⓑ **10½" TEENAGER AND HER 25-PC. WARDROBE** a little girl's dream-come-true doll. She can do almost anything. Stand, sit, do the split, walk, and curl up like a kitten Hips swivel head turns from side to side, moveable arms. Her glistening stylish hair-do falls softly on her vinyl head This fashion-wise miss comes with a wardrobe any teenager would be proud to own. Complete with bra, panty girdle pearl earrings, broach, evening gown, tulle bolero, panties, taffeta afternoon dress printed cotton play dress and bolero, taffeta petticoat, ballerina net outfit, pair of slippers vinyl high-heeled shoes, nylon hose, straw bonnet, toreador lounging pants, blouse, sash, lace-edged nylon nightgown, robe, mirror and sun glasses. Sh. wt 1 lb
8825C665 . . . . . Retail **$9.95**

Ⓓ **15" NADIA AND 8-PC. WARDROBE.** She wears a glamorous ponytail on her soft vinyl head. Jointed ankles, moving eyes For the footlights, Nadia's dressed in billowing net tutu with matching hose, tights and panties Extra outfits include skirt, sweater, strapless evening gown, pair of nylon hose, vinyl high-heeled shoes, a leotard for practice Sh. wt. 2½ lbs
8824C665 . . . . . Retail **$9.95**

NADIA WITHOUT WARDROBE. Sh wt. 1¼ lbs.
8713C395 . . . . . Retail **$5.95**

Ⓒ **20" MADELINE WITH DOLLY MINK MUFF AND A MILLION-DOLLAR 28-PC. WARDROBE**—a lovely starlet destined to capture the heart of any little girl A shapely teenager with the face of a beauty queen whose stylish coiffure can be combed All vinyl body, vinyl head, moveable eyes, rooted washable hair Dressed in her formal best—she's ready for a theater party...wearing a red polka dot nylon dress, Nylon hose; net-trimmed taffeta petticoat, panties, Dolly Mink muff, pearl choker, earrings, vinyl shoes. Her million-dollar wardrobe includes fur imitation trimmed suit jacket, matching skirt, red knitted sweater, matching red felt hat, 2-pc lounging pajamas, printed sun dress. For the stage she has a ballerina outfit with matching shippers. Other accessories fan, pocketbook, comb and brush, pearl necklace, choker, bracelet. Sh. Wt 6 lbs
8811C1535 . . . . . Retail **$22.95**

Yvonne

Dolls "come-to-life" to be cuddled and loved! With batheable baby-soft bodies, washable life-like hair. Adorable playtime companions to share treasured moments with little mothers in the world of make-believe!

E 16" YVETTE 22-PC. LAYETTE WITH SUITCASE—drinks, wets, *cries real tears* just like a baby. Vinyl body is fully jointed, head turns, eyes move. Ponytail hairdo can be washed, combed, and curled. Yvette comes in a knitted shirt, panties. Her 22-pc layette includes: nylon dress, cotton rompers, 2 diapers, wash cloth, satin quilted lace edged pillow, carriage cover, 3 powder puffs, plastic rattle, soap, comb, mirror, extra vinyl shoes, socks, knitted booties, sponge, dolly powder, feeding bottle. Weight 5¾ lbs.
8815C995 ..... Retail **$14.95**

12" YVETTE. Same as above. Wt. 3½ lbs.
8813C665 ..... Retail **$9.95**

H 16" KINDERGARTEN KIDDIE—in all washable vinyl—so life-like from her rosy cheeks to her dimpled knees. Stands all by herself. Fully jointed—moveable eyes. She wears a nylon polkadot dress, pinafore, petticoat, socks, shoes. Sh. wt. 2½ lbs.
8913C595 ..... Retail **$8.95**

I 16" NANCY—Drinks and wets! Just like a real baby. A cuddly darling "come-to-life" to be cuddled and loved. Has bob hairdo, jointed batheable vinyl body. Nancy wears a pretty nylon dress, gaily trimmed pinafore. Taffeta petticoat, panties, stockings, vinyl shoes and vinyl bottle. Shipping weight 2½ lbs.
8909C595 ..... Retail **$8.95**

K 16" MARY AND 15 WASHDAY NEEDS—Mary has the prettiest doll face you've ever seen! Soft gleaming rooted Blond hair, moving eyes and arms. She wears a lovely printed dress with pockets, apron, nylon hose, high heeled shoes, panties. Mary comes with everything a doll needs to hang out a wash. Plastic tub, washboard, bar of soap, Rinso Blue and sponge. Her wash includes nylon edged lace petticoat, panties, bra, one pair of nylon hose. 5 plastic clothes pins. A super-special straight from doll-land! Sh. wt. 2¾ lbs.
8801C665 ..... Retail **$9.95**

J 20" DARLING BABY IN PLAYMATE BABY GLIDER—is almost human—cries real tears, drinks and wets! Has a fully jointed body and a smile like a cherub. Little mothers will love to bathe and powder her soft skin-like vinyl body. Darling Baby comes dressed in a sunsuit, embroidered edged bib effect with contrasting applique. Vinyl shoes, socks and feeding bottle. Shipping weight 6¼ lbs.
8916C995 ..... Retail **$14.95**

20" DARLING BABY—same as above—without Playmate Baby glider. Sh. wt. 3¼ lbs.
8905C665 ..... Retail **$9.95**

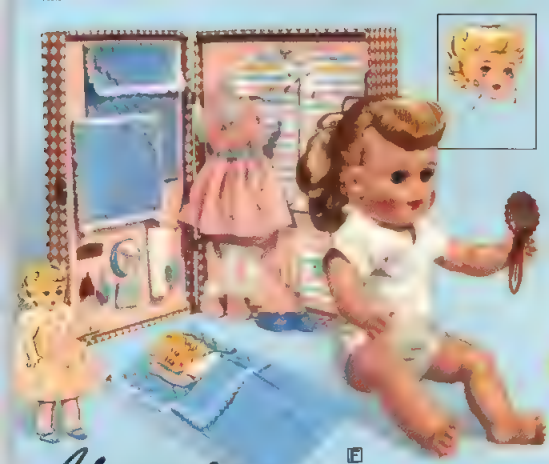
Yvonne
DOLLS

Ⓐ **"SLEEPING BEAUTY" BALLERINA, 20"—AND EXTRA OUTFIT.** This darling danseuse has jointed hips, knees, and ankles which enable her to pirouette, kick high, do the splits, walk, and assume many other traditional ballet poses! Her body is sturdy plastic . . . her rooted hair is done in a fashionable pony-tail. Before the footlights she's dressed in a stunning red lace and net ballet costume, with gold trim, chic marabou headpiece, matching panties, ballet hose and slippers. For afternoon wear she has a printed cotton dress, red stole, and red high heeled dress shoes.
35171 B795 Retail **$11.95**

Ⓑ **"FRANCINE," 10½" FAIRY TALE DOLL—AND HER OUTFITS.** Dream come true! Beautiful, all vinyl princess, with jointed swivel body, moveable eyes; rooted hair . . steps from the pages of "Cinderella" in a fairy godmother outfit of gold lamé and red net. For her Prince Charming, she wears a pink satin formal, flower trim, matching panties, and high heeled slippers. Francine becomes "Alice-in-Wonderland" in a lace-trimmed blue taffeta dress, panties, and perky pinafore. Illustrated books included. Beautifully gift boxed
35170 B730 Retail **$10.95**

Ⓒ **"PRINCESS GRAYCE," 22" WALKING BRIDE—AND HER HOPE CHEST.** As lovely and radiant a bride as ever walked down the aisle . . . in her magnificent satin and lace wedding gown, flower trimmed veil, high heeled shoes, and traditional bouquet! Grayce's body is durable plastic . . her eyes move . . her hair is rooted into her soft vinyl head. Hope chest contains a glamorous blue nightie, with frothy lace trim and gold print; white cotton sheet and pillow case, pink blanket; and towel . . all in a handsome, sturdy chest
35173 81063 Retail **$15.95**

Ⓓ **"MADELINE," 20"—AND HER MILLION DOLLAR WARDROBE!** Star of any little girl's make-believe world! Madeline is a shapely, full formed young lady . . with a swivel, all vinyl Rigidsol body; vinyl head; moveable eyes. She adores having her individually rooted hair pampered with a wash, comb, and curl occasionally. Her million dollar wardrobe, packed in a handsome trunk, takes her smartly from home, through the day, even to gala after theater parties! Every inch a celebrity in her stunning gold-trimmed white net evening dress, topped with a gorgeous fur trimmed gold lamé coat and tiara. On stage she wears a red net ballet costume, with tights and ballet slippers. For afternoons, she has a printed sun dress and matching stole, yellow jacket, and saucy straw hat! Her wardrobe also includes, 2 piece red and black lounging pajamas, sun glasses, earrings, pearl necklace and bracelet, purse, comb, mirror, brush, nylon stockings, and high heeled dress shoes.
35172 C1665 Retail **$24.95**



F

Yvonne DOLLS

The dream of every little girl is a captivating Yvonne Doll . . . an adorable, life-like play companion who will share those treasured moments of childhood . . . in a world of loving care from her tiny make-believe mother.

G

G "BÉBÉ," TEAR, DRINK, AND WET BABY DOLL—ABOUT 12"— IN PLAY PEN. Adorable, curly-headed moppet cries *real tears* . . drinks and wets, too! She's happiest playing in her sturdy, blue lined play pen, but will go to sleep or take a bath if her little mother asks her! Bébé's vinyl body is fully jointed . . her hair is individually rooted She s wearing a shirt and pantie set her accessories include: lace trimmed printed nylon dress, pink and white booties, 3 powder puffs tissues, soap, wash cloth, blanket, diaper, and feeding bottle.
35176 8595 . . . . . Retail **$8 95**

H "JOY," 10"—AND HER OUTFITS. Captivating miss is ready to go anywhere with her young playtime companion! She turns her cute little head from side to side . . . opens and closes her eyes . . . has a fully jointed vinyl body and rooted hair! Dressed for the beach in a pert red and white bathing suit, matching hat, terry cloth robe, beach shoes, and sun glasses . . . beautiful blue and white taffeta afternoon dress, lace-edged panties gay plaid taffeta coat, hat, socks, and red shoes . . . glamorous ballerina costume, stockings, and slippers
35177 8665 . . . . . Retail **$9.95**

F

E

E "NANCY," THE CUDDLY BABY DOLL—DRINKS AND WETS, 16". This little darling is certain to win first place in the affections of her miniature mother! Like any baby, her full jointed cuddly vinyl body simply loves to be hugged . . she drinks from her bottle, and wets, too Her cute, individually rooted hairdo is caught up with a bright red bow . . and can be washed, combed, and curled! Nancy comes attired for afternoon outings in a bouffant, red-dotted white nylon dress, with an adorable pinafore effect, petticoat diaper, white shoes and socks. Nancy's eyes close when she's sleepy
35174 8595 . . . . . Retail **$8.95**

F "BÉBÉ TEARS," 16" DRINK, WET, AND TEARS VINYL BABY DOLL—WITH LAYETTE. Look what the stork brought for little mothers! A bundle of joy who moves her head, has big go-to sleep eyes.. actually cries *real tears*, drinks, and wets just like a real baby! Her all vinyl body is fully jointed . . her pony-tail hairdo is individually rooted... can be washed combed, and curled! Bébé comes to you dressed in a knitted shirt and panties, accompanied by a complete layette: pretty pink nylon dress, with lace trim, socks: pink booties, matching diaper. 2 other diapers blend with her striped flannel robe. Also, a lace trimmed, blue quilted pillow and blanket, blue vinyl walking shoes, soap, sponge and wash cloth for her bath: powder puffs; comb, rattle, and feeding bottle
35175 8995 . . . . . Retail **$14.95**

H

told about our motor the night before had their base mechanic aboard with his tools, eager to repair it

We had given La Fe as a mail forwarding port, so I was elected to go up to town for the mail. The moment I left the dock, which was a part of a Cuban Naval Base I found myself surrounded by every youngster in the town. It was apparent that tourists never visit this part of Cuba, for all children gleefully pointed to my shorts and followed me from point to point as though I were a man from Mars.

This was the first and only port I have visited in Cuba where I have been unable to find anyone who could speak English. It was quite apparent that we would be unable to find the food we needed in La Fe, a tiny village with thatched roof huts. So I tried to find someone who either would rent a car or tell me where I could get one to take us to Mendoza, a city some 20 miles to the east. In spite of my repeated efforts, with many gesticulations, the natives could not understand what I wanted. Then I saw a grocery truck parked by the roadside. I asked the driver whether he was going to Mendoza by pointing down the road and repeating the name of the city. He nodded, so I climbed up on the seat beside him. After he had made a few more deliveries, he drove down the road at top speed, attempting to carry on a conversation through sign language en route.

Mendoza, compared with La Fe, appeared quite a flourishing city. My driver friend pulled up alongside of a very respectable grocery store. Fortunately, the manager spoke English, and as soon as I told him we wanted to buy a supply of groceries for the boat he was all smiles and eager to help. He located a car and we made a deal with its owner to rent it for the next two days, with a driver, at a reasonable figure.

The proprietor of our grocery store made arrangements for us to have dinner later that evening in Guane, a small town a few miles from Mendoza, at what he assured me was a famous restaurant. Upon returning to La Fe, I found that our Cuban mechanic had located the trouble and our engine was running again. Our water tanks had been filled, the boat put in order, and all hands were eager to explore the countryside.

The dinner at Guane lived up to its advance billing in every respect. The proprietor outdid himself supplying course after course of Cuban dishes, with a different type of wine with each course. After many days of informal eating aboard ship this superlative service, coupled with the strange Cuban dishes, was very exciting.

We obtained a good assortment of food from our grocer friend at Mendoza, but in spite of his best efforts were unable to locate any ice. Finally our driver suggested that we try a Cuban military flying school located on the road between La Fe and Mendoza, which he said had its own ice plant and would be glad to help us out. So on our way from Mendoza to La Fe we stopped at the school entrance and told the guard we wanted to see the Commandant. We were quickly ushered into the office of a fine and friendly Cuban gentleman. Within a few minutes we had 150 pounds of ice in the back of the car. In spite of our best efforts he refused to let us pay for it.

On Saturday morning, March 16th, we said goodbye to our Navy friends at La Fe and sailed out to the banks of Bahia Guadiana. The trades were blowing fresh north by east as we beat to windward up the western shore for Cayo Buenavista. When about halfway there our Cuban Navy friends hove in sight, circling us twice at full speed in their crash boat and shouting goodbye. At three in the afternoon we anchored in the lee of the south shore of Cayo Buenavista in a fathom of water.

The passage to sea off the banks to the northwest of Cayo Buenavista is intricate and dotted with coral heads. The 107-foot lighthouse on Cayo Buenavista is an excellent beacon on which to take bearings, and the chart shows

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Cruising luxury at speed boat speeds! Sea-worthy and stable, for the famous Cruis Along Super Hyplane Hull assures a level, non-pounding ride. And it's yours with single or twin engines. It has a roomy self-bailing cockpit and a spacious cabin with plenty of headroom, plenty of width. Four can sleep in comfort in a double bed that converts into a dinette, an upper and lower berth that turns into a settee. It has a full sized lavatory, large galley and five hanging lockers. Truly a sensational cruiser that will give you superlative performance.
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a buoy marking the entrance. Our experience with buoys shown on the charts of these waters had made us skeptical, so before leaving we worked out courses and distances which, with the aid of bearings on the lighthouse would avoid the coral heads without the help of the entrance buoy.

With a lookout on the bow, we carefully ran each of these courses under power, checking distance on our taffrail log and depths with the Fathometer. It was fortunate that we took these precautions, because we found no buoy to guide us through the passage. Soon we were safe in deep water and beginning our beat to windward for Miami, 360 miles away.

With real regret we left the Banks of Golfo De Guanacabibe for our limited time schedule had prevented exploring its many bights, cays and inlets. There is almost 100 miles of protected shoal water for cruising on the Banks extending west from Bahia Honda to Cape San Antonio, within easy reach from Florida, yet we had not seen a single cruising boat in these waters. The schooner sighted off Long Point in the Bahamas, the motor sailer at Port San Antonio, Jamaica, and the schooner *Valor*, sighted off Cabo Corrientes, were the only yachts we had seen enjoying these perfect cruising waters since leaving Nassau.

There is an exhilaration and a feeling of freedom in getting to sea after having been ashore or in confined waters. The weather was warm and clear. The trades were blowing fresh north by east, giving us a fine beat with our lee rail just awash under No. 2 jib, single reefed main and mizzen. *Revonoc* too, reveled in this blue water sailing in which the long rollers of the open ocean had replaced the steep chop of the banks.

We sailed out to sea on the starboard tack until noon then came about and held the port tack until the Cuban shore was sighted again. By working to windward along the coast we hoped to pick up the evening land breeze that would enable us to sail our course to the eastward without tacking. At 2225, approaching the coast on the port tack, we ran into a flat spot, then a header. We came about on the starboard tack and were able to lay up the shore northeast by east ½ east. The evening land breeze had just reached out to us. At 0245 a choppy and confused sea indicated that the Gulf Stream was now under us. The land breeze combined with the favorable current, was taking us fast over the bottom toward Miami.

At 0900 Monday, March 18th, we sighted two large yawls to leeward and a big sloop ahead, all hard on the wind, headed for Havana. These were Class A contestants in the St. Petersburg-Havana Race. We, too, were hard on the wind so could easily be mistaken for a small Class B contestant by the crews of these yachts. We got such a kick out of the thought that the crews of these larger yachts undoubtedly assumed that they were being beaten by a Class B boat that to sustain the illusion, we stayed on the port tack until they were hull down on the horizon.

We worked out of the trades into a fine southeasterly Monday evening. With the wind broad off our beam and a current of between 3¾ and 4 knots under us, we made record time on the remainder of our run, tying up at the Miami yacht dock before 10 o'clock the next morning.

The Customs, Health, and Immigration officials coming aboard with their reams of paper reminded us that our cruise was ended. We all wished we were just starting down the cut for the Yellow Banks and ports south on this cruise that had delivered everything sailing men dream about.

TWO-BOAT FAMILY

(*Continued from page 89*)

on the wind or reaching. One day we took her far out, 10 miles or more, to a lonely, romantic stretch of sandy beach spending the day sunbathing and swimming with only the gulls and sandpipers for company.

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27
See new and powerful with flashing speed and wondering stability in roughest off shore waters. Cruis Along Super Hyplane Hull assures non-pounding level ride. Performs perfectly with either twin or single engines and has gasoline capacity of 112 gallons. Large, self-bailing cockpit has a flush deck 13½ feet long and the full beam of the boat. Complete luxury for two in cabin with full headroom, lavatory and attractive galley. Many exciting ... including teak cockpit deck. Everything designed to cater to fishing and cruising comfort.
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L. MARX TOY TRUCKS

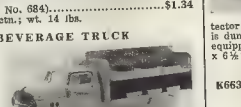
DUMP TRUCK

All-steel construction, new cab-over-engine design. Cab and chassis are lithographed in colorful design, and the spacious dump body is also lithographed with "SAND" and "GRAVEL" on either side of the body. Equipped with rubber wheels. Size 12"x4½"x4½".

Suggested Retail $1.00

		Each
K663-114	Dump Truck (Mfr. No. 684) 12 in a ctn.; wt. 14 lbs.	$1.34

COCA COLA BEVERAGE TRUCK

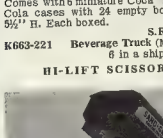


All-steel construction, authentic model in basic bright yellow finish with all the necessary embellishments and trademarks. Equipped with shelves in body just as real truck; has free rolling, rubberized wheels. Comes with 6 miniature Coca Cola cases with 24 empty bottles. Size: 12-5/8" L, 4-3/4" W, 5½" H. Each boxed.

S.R. $1.98

		Each
K663-221	Beverage Truck (Mfr. No. 829) 6 in a shipper; wt. 14½ lbs.	$2.66

HI-LIFT SCISSOR COAL DUMP TRUCK

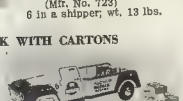


All-steel construction with cab-over-engine design and dump body equipped with lever and high lift scissor type dumping arrangement. Door chute at rear for releasing loads out of body. Free rolling rubberized wheels. Size: 12-1/4" L, 6" W, 5-3/4" H. Each boxed.

S.R. $1.98

		Each
K663-338	Dump Truck (Mfr. No. 723) 6 in a shipper; wt. 13 lbs.	$2.50

DELIVERY TRUCK WITH CARTONS



Delivery truck of all steel, heavy construction, embodying new features of the streamline type cab such as wrap-around window effect attractively designed with radiator, grille, dummy headlights and bumper. Spacious body measures 8⅛"x6"x 2¾" deep. A set of empty cartons are included. Equipped with heavy duty rubber tires. Measures 16½" long, 6" wide, 5¾" high. Each in a box.

S. R. $1.98

		Each
K663-445	Delivery Truck (Mfr. No. 899) 6 in a shipper; wt. 15 lbs.	$2.66

ROAD GRADER

Scale model road grader made of extra heavy automobile steel with re-inforced construction. Six realistic heavy duty rubber tires. Steering wheel actually steers front wheels for extra added play value. Scraper can be adjusted in any desired position. Simulated engine and exhaust. Length 19"; width 6"; height 5".

Suggested Retail $2.98

		Each
K663-551	Road Grader (Mfr. No. 1759) 6 in a shipper; wt. 24 lbs.	$4.00

DUMP TRUCK

All steel, rugged construction with full extension heavy gauge chassis. The all-over brightly lithographed cab is in the latest model embodying the wrap-around windshield design, radiator, grill, bumper and dummy headlights.

The spacious dump body with an opening of 10" long and 6¾" wide, 2½" deep is new style heavy gauge reinforced paneling on sides. Equipped with cab protector and automatic swinging tailgate that opens as the truck body is dumped. Has heavy wire lever dumping arrangement. Truck is equipped with four large heavy duty rubber tires. Measures 19" long x 6½" wide x 7¼" high. Each in a box.

S. R. $2.98

		Each
K663-668	Dump Truck (Mfr. No. 1082) 4 in a shipper; wt. 15 lbs.	$4.00

MILITARY TRANSPORT WITH CANNON

All steel, ruggedly constructed Army Transport Truck in the military motif with regulation tarpaulin top which is supported on strong wire frame. Cab and chassis are newly designed cab-over-engine style, showing all details and Army insignias. Spacious body compartment measures 3¼" long, 4½" wide and 2½" high.

There is a hook on the rear of the truck for attaching a mobile field cannon piece which measures 12" long and 5" high. This is a replica of a modern, long range howitzer type, barrel of which is 8" long. Breech loader type . . . trigger has spring action which propels wooden shells, eight of which are supplied in shell rack at rear of cannon for easy and rapid fire loading. Measures 25" long overall. Each in a box.

S. R. $2.98

		Each
K663-775	Army Truck (Mfr. No. 1899) 6 in a shipper; wt. 16½ lbs.	$4.00

EARTH HAULER TRUCK

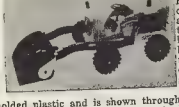
Heavy duty Earth Hauler made of heavy gauge steel throughout and of rugged construction. The power unit is a new type heavy duty diesel, realistically fitted with drivers seat and controls; has exhaust stack on top of hood.

Spacious bottom dump type body is swivel mounted to the power unit and twists and turns at sharp angles. Bottom doors are operated by a trip lever. Entire unit rolls along on huge and solid rubber, heavy-duty tires with hub discs and has appropriate decals on both sides of the body. Measures 18⅜" long, 5¾" wide, 4⅛" high. Each side of the body.

S. R. $2.98

		Each
K663-882	Earth Hauler Truck (Mfr. No. 1753) 6 in a shipper; wt. 24 lbs.	$4.00

HIGH-LIFT LOADER WITH SCOOP



Made of heavy gauge steel. Finished in bright, baked enamel colors. Rear wheels are steerable from the steering wheel and the heavy duty scoop has a bucket at front. Lever raises bucket and locks in position; unit released by trip lever for dumping. Also used for digging, grading and scraping. Realistic dummy diesel motor is made of molded plastic and is shown through the open sides of hood in full detail. Equipped with huge oversized rubber tires. Size, 15½x8¾x5 ins.

S. R. $2.98

		Each
K663-999	Loader with Scoop (Mfr. No. 1755) Three in a ctn.; wt. 12 lbs.	$4.00

L. MARX TOY TRUCKS

DIESEL POWER SHOVEL

Equipped with automatic scooping operation and automatic bucket release action. Single crank controls automatic loading, raising and lowering of the boom and unloading of the shovel, with no complicated strings or levers and with all action controlled by crank handle.

All steel, heavy gauge construction throughout.

Cab, chassis and running gear in baked enamel finish, in contrasting colors with appropriate decals.

Cab revolves on heavy duty chassis which is equipped with realistic rubber tractor treads.

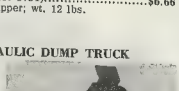
Measures 16" L, 6-1/4" W, 13-1/4" H. Each boxed.

S.R. $4.98

K664-104	Power Shovel (Mfr. No. 1781).....	Each $6.66

3 in a shipper; wt. 12 lbs.

MECHANICAL HYDRAULIC DUMP TRUCK



Newly developed of all steel construction with a mechanical hydraulic hoist. A lever at side releases trip and truck body raises automatically simulating the action of a hydraulic dump truck, at the same time emitting power noise as the dumping feature operates. Simulated hydraulic cylinder running through the center transmits to the power unit and cab.

The oversized lithographed steel cab displays air horns, bumper, radiator, grille, dummy headlights in full detail. Has new wide-view windshield. Spacious heavy gauge steel body features a cab protector elevates to a height of 13¾". Four oversized heavy duty rubber tires with shiny hub caps. Measures: 21¼" long, 7⅜" wide, and 8½" high.

S. R. $4.98

K664-302	Hydraulic Dump Truck (Mfr. No. 1023).....	Each $6.66

One in a shipper; wt. 5 lbs.

TELEPHONE UTILITY TRUCK

The lithographed metal truck hauls a Two-Wheel Pole Trailer and a V-Frame Hoist. Equipment can be stored in the back of the truck or carried on the side. Air horns, bumper and fender detail add authenticity. The tubular steel V-Frame Hoist is detachable and fits on the front or back of the truck. It is operated by hand crank and comes complete with self-locking winch and cable. The Two Wheel Pole Trailer carries three wooden poles held onto the adjustable pole rack by a metal link chain. With these poles are supplied the necessary crossarms (3) and bases (3). The trailer also carries the vital, plastic cable reel—the spool that carries the cable. The cable reel is detachable.

Includes 3 man crew –miniatures made of unbreakable polyethylene, the linemen carry phone, cable coils, safety belts.

Includes following tools:

Pole Hook, Post Hole Digger, Long Handled Shovel, Spike Hook, Pick, Axe, Roadblock, Crow Bar, Extension Ladder, Fire Extinguisher, 2 Pot Flares, 2 Lanterns, Pan Shovel, Red Cloth Flag.

Measures 36⅜" long, 12½" high, 7⅞" wide. Each in a box.

S. R. $6.95

K664-401	Telephone Truck (Mfr. No. 1041).....	Each $9.34

3 in a shipper; wt. 15 lbs.

RIDE-ER FIRE TRUCK

Massive, heavy gauge Ride-er Fire Truck equipped with two 19¾" interlocking steel ladders which can be extended from the base of the body. Siren and blinker light unit is securely mounted on hood. Press lever action actuates a loud sounding siren. As the truck is propelled along, two blinker lights operate realistically; the lights blink back and forth from one to another, giving the same effect as on real fire engines. Battery housing contained in this unit. Power is furnished by standard flashlight batteries (not supplied).

Finished in bright fire engine red in baked enamel, the ladders and seat are in contrasting colors, also with Fire Department insignia and design. Rubber tires. Measures 31½" long, 7⅞" wide, 16½" high.

S.R. $9.49

K664-500	Fire Truck (Mfr. No. 3319).....	Each $12.66

One in a shipper; wt. 14 lbs.

STRUCTO TOY TRUCKS

RIDE-'EM AIR FORCE JEEP

Authentic reproduction of a real U. S. Air Force Jeep. Finished with blue body, red windshield and tail gate, white steering wheel, white wheels, white bumper.

Constructed of heavy gauge automotive steel. Child can easily steer this toy. Steel wheels equipped with rubber tires. Safe rubber bumper. Tail gate opens revealing roomy compartment for hauling. Designed and built to give child many hours of fun. L. 25⅝"; W. 11"; H. 14⅝".

S. R. $12.95

K664-708	Air Force Jeep (Mfr. No. 995).....	Each $17.34

One in a shipper, wt. 18 lbs.

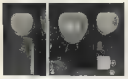
underwood for '58

the only portables with Golden Touch

LIKE TYPING WITH MAGIC GLOVES

LINE GAUGE eliminates the guess work from page end typing! Saves re-typing, assures neatness.

SEE-SET MARGINS are always visible . . . left and right hand margins are set simultaneously.



KEY-SET TABULATION allows as many tabulator stops as you wish. Set or clear from the keyboard of the machine.

New UNDERWOOD DELUXE "QUIET TAB" PORTABLE TYPEWRITER

1. COMPLETE STANDARD KEYBOARD OPERATION
2. "KEY SET" TABULATOR
3. PRACTICAL "LINE GAUGE"
4. "SEE SET" MARGINS
5. DELUXE PAPER SUPPORTS
6. TAKES 10 INCH PAPER WIDTH
7. NO SPECIAL RIBBON REQUIRED

This "Golden-Touch" DeLuxe Portable combines attractiveness, quality, typing ease, and quiet operation. Has modern features including above, streamlined accessible carriage return lever; Continental type; standard spacing; two color ribbon; cuts stencils; three position bail with scale; single, double, triple spacing; push button top plate, automatic ribbon reverse; "Push In" variable; touch control; centralizing lock, "smudge-resistant" smooth finish, etc. "Multiple use" carrying case and instruction book included. Specify Continental Pica or Elite Type. Shipping weight 24 lbs.

This is Continental Pica
This is Continental Elite

H668H9945 Driftwood ..... Retail $135.15*
H668H8945 Caribbean Green ..... Retail $135.15*
Same Model, Caribbean Green—See Reverse Side

DELUXE "QUIET TAB"

CARRYING CASE INCLUDED

NEW UNDERWOOD UNIVERSAL "QUIET TAB" PORTABLE TYPEWRITER

1. "KEY SET" TABULATION (COLUMN ALIGNMENT)
2. 9 INCH WRITING LINE
3. THREE POSITION BAIL WITH SCALE
4. "SEE SET" MARGINS
5. NO SPECIAL RIBBON REQUIRED

The "Golden-Touch" Universal gives maximum features at a minimum price. Quality, construction, and performance plus these features: touch control, centralizing lock, left and right hand margin release, segment shift, standard spacing, two color ribbon, cuts stencils, automatic line finder, push button top plate, long, smooth operating carriage return lever, "smudge resistant," smooth finish plus many other features. "Multiple Use" Carrying Case and instruction booklet included. Specify Pica or Elite type. Shipping weight 24 lbs.

This is Pica Type ... This is Elite Type

H667H8930 Banff Blue ..... Retail $121.37*

UNIVERSAL "QUIET TAB"

CARRYING CASE INCLUDED

NEW UNDERWOOD LEADER PORTABLE TYPEWRITER

1. RELIABLE PERFORMER AT A LOW PRICE.
2. SIZE AND ACTION OF HIGHER PRICED MACHINES.
3. STANDARD SPACED KEYBOARD.
4. 9 INCH WRITING LINE.
5. NO SPECIAL RIBBON REQUIRED.

The "Golden-Touch" Leader is an attractive, lightweight, well constructed Family Portable. Having modern features including above, Family Keyboard with arithmetic signs, automatic line finder, automatic and manual ribbon reverse, balanced segment shift, single, double and triple spacing, finger form keys, back spacer, adjustable margins with right hand bell indicator, adjustable paper fingers, coordinated carriage scale, "smudge resistant," smooth finish, etc. "Multiple Use" Carrying Case and instruction booklet included. Pica type only. Shipping weight 22 lbs.

H667H6719 Caribbean Green ... Retail $84.67*

*Federal Tax included. (Prices subject to change without notice.)

LEADER

CARRYING CASE INCLUDED

AS ADVERTISED LIFE and LOOK

Golden Touch PORTABLES

underwood for '58

NEW UNDERWOOD DELUXE

1. COMPLETE STANDARD KEYBOARD OPERATION
2. "KEY SET" TABULATOR
3. PRACTICAL "LINE GAUGE"
4. "SEE SET" MARGINS
5. DELUXE PAPER SUPPORTS
6. TAKES 10 INCH PAPER WIDTH
7. NO SPECIAL RIBBON REQUIRED

This "Golden-Touch" DeLuxe Portable combines attractiveness, quality, typing ease, and quiet operation. Has modern features including above, streamlined accessible carriage return lever; Continental type; standard spacing; two color ribbon; cuts stencils; three position bail with scale; single, double, triple spacing; push button top plate, automatic ribbon reverse; "Push In" variable; touch control; centralizing lock; "smudge-resistant" smooth finish, etc. Multiple use carrying case and instruction book included. Specify Continental Pica or Elite Type. Shipping weight 24 lbs.

This is Continental Pica

This is Continental Elite

H668H9945 Caribbean Green ... Retail $135.15*
H668H9945 Driftwood ... Retail $135.15*

Same Model, Driftwood (See Reverse Side)

DELUXE "QUIET TAB"

as advertised in LIFE and LOOK

CARRYING CASE INCLUDED

LINE GAUGE eliminates the guess work from page end typing! Saves retyping, assures neatness

SEE-SET MARGINS are always visible... left and right hand margins are set simultaneously.

KEY-SET TABULATION allows as many tabulator stops as you wish. Set or clear from the keyboard of the machine.

underwood Leader electric adding machine

Adds. Subtracts. Multiplies

... with Direct Subtraction feature for Business and Home use

Model 78 SP.

SIMPLE 10-KEY KEYBOARD

Here is the most compact Keyboard known—only 10 numeral Keys. This means greater ease and speed in listing figures—for you write them just as you would with a pencil.

Approved by Underwriters' Laboratories, Inc. Quiet, fast, operated by an A.C. and D.C. motor. New Multi-Flex Control permits calculation flexibility. Its new features, quality construction and durability will prove this a remarkable machine. Modern, simplified Ten-Key Keyboard with "Four Point Control." Motorized dual purpose keys speed one hand operation. Has Sub-Total in color and symbol. Maintains clear vision print on accessible and adjustable tape, single and double spacing. Has Digit Indicator: Electric Correction, Back Spacer and Non-Add Keys; Ribbon Reverse with two color ribbon. Non-Glare Tan-Tone color crackle finish. Listing capacity of 99,999.99 and totals 999,999.99. Shipping Wt. 37 Lbs.

H666H27285 ..... Retail $338.99*

*Federal Tax included. (Prices subject to change without notice.)

All Underwood products illustrated are intended for resale only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained.

Ansco CAMERAS AND

Ⓐ **Ansco Speedex Special.** Ideal for the serious amateur, the Speedex Special is an efficient well engineered folding camera which provides the latest features at a reasonable price. It is fully equipped with rapid rectilinear lens, coupled rangefinder, automatic shutter and film indicator. It is also equipped with a self-timer, flash synchronization, etc. The lens F4.5 is a precision three element type and is coated to reduce flare and ghosts, thus producing brilliant, sharp negatives. **F4.5 Apto Apotar hardcoated, fully corrected lens. Pronto shutter, one to 1/300; second shutter with T. and B.** Flash synchronized for use with one electronic flash tube. Double exposure prevented device. Depth of field calculator. Accessory shoe for flash unit. Features: Automatic film indicator, self-timer, direct vision optical finder, rapid rectilinear lens, coupled rangefinder, automatic shutter, flash synchronization, etc. Takes 12 pictures 2¼ x 3¼ on 120 roll film.

8Q8-3632.....RETAIL **$47.50**

Genuine Eveready case for Ansco Speedex Special.

11Q11-480.....RETAIL **$6.95**

Ⓑ **Special "B" F4.5 Speedex.** Popular Lifetime camera. Gives the best precision of a coupled-cam rangefinder typical of more highly priced cameras without the cost of lens coupling. **Coated F4.5 Apotar anastigmat lens with Pronto shutter speeds to 1/300 second. Features:** built-in exposure preventer, self-timer, direct type optical field calculator, all metal construction, rapid rectilinear coupled rangefinder. Makes twelve 2¼ x 3¼ pictures on 120 film.

8Q8-4205.....RETAIL **$55.00**

Genuine leather Eveready case for above.

11Q11-490.....RETAIL **$6.95**

ANSCO FLASH UNIT

For all cameras on the market. Fits all synchronized cameras. Polished reflector for automatic ejection. Guide-table. Ext. flash socket. Flash shield.

11Q10-561..RETAIL **$7.95**

Ⓓ **35mm Camera Outfit.** Here at last is a completely new 35mm. camera outfit. Proof that a fine miniature camera need not be costly. **The ANSCO Memar, America's smartest, most modern low-priced, 35mm camera offers a fast F3.5 coated Apto Apotar lens in a flash synchronized shutter with speeds up to 1/300 second.** Twin-stroke rapid film advance with thumb lever, self-timer, double exposure prevention type reminder dial, direct vision optical finder with Bakelite cover and many other features needed to make expert black and white snapshots or color transparencies over-the-line. **A complete outfit:** genuine leather carrying case, flash unit, 1 roll of the new, faster Anscochrome film, packed in a attractive, tech ocking, deluxe 2-tone Tan and Red leather traveler's case.

10Q3-4353.....RETAIL **$59.95**

Ⓒ **Super Memar LVB.** A new, super-quality camera in the moderate price class. Features S reple motion film advance lever located on top rear of the body operates counter and prevents double exposures; quality f3.5 and f2 lenses, full MXV synchronization and self-timer, all operating controls made from one position. Film reminder index engraved back or security and easy loading pressure plate and positioned film rails to insure focal plane position relaxed tension plate film held only by its edges prevents curl back scratches, and winding drag; floating take-up spool no excess weight, pull, precision all metal construction. Shipping wt. 5 lbs.

6Q7-3412..F 3.5 Lens. . .RETAIL **$74.50**

6Q33-9044—F 2.0 Lens .....RETAIL **$124.50**

35mm Memar (not illustrated). Fast F.3.5 lens makes quality performance for black and white negatives and color slides. 1/200 second flash shutter. **Features:** rapid film advance, automatic self-timer which allows user to get in picture; double exposure eliminator, film reminder index, lifetime all-metal construction. Uses standard 35mm film magazines.

6Q6-3014.....RETAIL **$41.50**

Eveready case for above cameras.

11Q9-491.....RETAIL **$6.95**

Ⓔ **Ansco Super Speedex.** Superior automatic roll film camera engineered to make pictures of the highest technical quality. **Apto F:3.5 Solinar lens with four elements and carefully computed air spaces.** Precise as a unit to guarantee the sharpness of definition at all lens openings. Super Speed shutter gives speeds of 1/25 to 1/300 second on a coldly operated automatic shutter. Transport carries film to next exposure. **Accurate flash shutter with 9 speeds to 1/500th second, and bulb.** Super reliable rangefinder lens coupled and precise; it is set to cover the full focusing range, safety lock on. Red will not close until lever is returned to initial position, exposure counter prevents double exposures for film reminder index. A camera to be proud of in construction. Twelve 2¼x2¼" pictures on 120 film.

6Q5-8681.....RETAIL **$119.50**

Genuine Leather Eveready type case. (For above camera)

11Q8-688.....RETAIL **$9.75**

Ⓕ **Super Regent.** 35mm miniature camera with **four element F:3.5 Solinar lens for detailed professional-type pictures.** Its fully synchronized MX synchro-compur shutter gives reliable performance even at high speeds—up to 1/500 second. Lens coupled rangefinder—automatically moves lens to correct distance. Automatic film transport moves film to next exposure—simply wind to go. **Features:** double exposure eliminator, double exposure prevention, film reminder index, lifetime all metal construction. Uses standard 35mm film magazines.

8Q11-6844.....RETAIL **$89.50**

Eveready case for Super Regent

11Q12-480.....RETAIL **$6.95**

Ansco Regent. As above, but without coupled rangefinder. Agfa Apotar lens. Pronto shutter with speeds up to 1/300 second and bulb.

6Q12-4168.....RETAIL **$54.50**

Eveready Case for Ansco Regent.

11Q13-480.....RETAIL **$6.95**

SPECIAL OUTFITS *Ansco*

G New, Advanced Anscoflex II. With built-in close-up lens and yellow filter. Now . . . simple snap shooting more versatile than ever. New built-in close-up lens allows the user to move in as close as 3½' from subject for thrilling, close-up portraits. **New, built-in yellow filter.** Adds more natural beauty to cloud effects and skin textures . . . more sparkling detail in brilliant snow and beach scenes. Even with these professional features, the push-button operation of the Anscoflex II is simple enough for a child to take beautiful snapshots in sunlight or with **flash.** Takes 12 pictures, size 2¼x2¼" on 620 film. Gray case.

6Q13-1388.....RETAIL **$18.95**

Anscoflex I (not illustrated). Special F-11 two-element lens gives sharp, clear distortion-free pictures, even in poor light. Sliding metal lens cover and self-erecting finder hood close to protect the camera when not in use. Exclusive "watch wind" film knob transports film by quick, easy ratchet action. **Exposure lock prevents double exposure.** Strikingly modern case, two-tone gray and silver color with built-in neck strap. 12 pictures 2¼x2¼" on standard 620 film.

6Q14-1126.....RETAIL **$15.95**

Flash unit for Anscoflex cameras above.

11Q14-349.....RETAIL **$4.95**

Anscoflex Eveready Camera Case.

11Q15-247.....RETAIL **$3.50**

H Anscoflex II Camera Outfit. Complete equipment for snapshooting anywhere. **Anscoflex II camera with built-in close-up lens and yellow filter.** Close-up lens for thrilling close-up portraits. New built-in yellow filter adds more natural beauty to outdoor and indoor scenes . . . to portraits of friends. No double exposures possible. So simple to operate even a child can take beautiful shots. Camera has gray case. **Outfit includes:** Anscoflex II camera, Anscoflash unit camera case, 2 rolls of 620 (12 pictures 2¼x2¼") film and 4 flash bulbs. Packed in an attractive travel case.

10Q4-2044.....RETAIL **$28.95**

J Readyflash. Well made, economical camera with easy simplified operation. Makes an ideal starter camera for teen-agers who want snap-shots of their schoolmates, clubs, vacation trips, etc. **Requires no focusing, no adjustments**—just press shutter lever, and snap picture. Gives sharp, clear pictures every time even in poor light. Ideal for photo albums. These snappy inexpensive cameras will bring real volume sales, quick turnover, and good profit. Designed to accommodate flash unit—a sure seller with this economical camera. Attractive Black grained metal body with satin finish trim, and plastic fittings. Uses standard 620 film—eight 2¼x3¼" pictures.

6Q15-491.....RETAIL **$6.95**

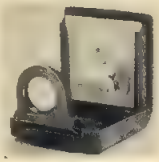
Flash unit for Readyflash camera.

11Q18-208.....RETAIL **$2.95**

K Readyflash Camera Outfit. Provides all the necessary accessories for sharp indoor or outdoor pictures. **Includes:** the Readyflash camera described in (J) which gives sharp, clear pictures without the use of complicated gadgets or attachments. Hand flash unit gives synchronized operation necessary for sharp indoor pictures. 4 flash lamps, 1 roll All Weather film—takes eight 2¼x3¼" pictures per roll. Packed in an attractive travel case.

10Q5-882.....RETAIL **$12.50**

ANSCO SLIDE VIEWER



Two in-one hand viewer. Made of smooth plastic. Features: snap-out light diffusing lens, folds compactly, insert enables viewing of 35mm slides or 2¼x 2¼" transparencies.

8Q36-207.....**$2.95**

L NEW ANSCO COLOR CLIPPER OUTFIT

Contains the beautiful new Clipper camera which takes 12 exposures, size 2¼x2¼ on #120 film. Two element F-11 lens, focuses from 4 ft. to infinity. Positive double exposure prevention and built-in flash synchronization for bright and cloudy settings give exposure control for better pictures. Rugged all-metal construction with no-mar gray crackle and satin finish. Outfit also includes: Ansco type IV flash unit, 4 flash bulbs, a roll each of #120 all-weather pan film and Anscochrome color film. Ansco universal slide viewer, and handsome tapered travel case. Ship. wt 7 lbs.

10Q34-1832.....RETAIL **$25.95**

Portable—No Carrying Case Needed

Ansco Dualet Projector

For 2¼ x 2¼" and 35mm Transparencies

The most modern and functional slide projector available today. Features include: slide carrier for 2¼x2¼" mounted transparencies and adapter for 35mm transparencies—one projector does the work of two, all metal construction—die castings and machine parts, 300-watt pre-focus lamp, super blower cooling system which eliminates slide buckling and keeps projector constantly cool to the touch, center mounted carrying handle, F3.5 three element lens, tilt adjustment from front, self-contained storage compartment for extra slides, self-storing fitting in base of projector for extension cord, modern, streamlined styling—does not require carrying case. Complete with plastic dust cover. Size: 12 x 8¾ x 5¾". Ship. wt. 11 lbs.

8Q35-2914.....RETAIL **$39.95**

BROWNIE "HAWKEYE" Just a [illegible] ments to [illegible] about Tak[illegible] fixed focus lens shot[illegible] Moulded plast[illegible] smooth styl[illegible]

11Q116-636 . . RETAIL **$7.95**

BROWNIE "HAWKEYE" OUTFIT. Con[illegible] as described above and [illegible] flash gun, 2 [illegible] batteries, 2 bulbs and 20 page [illegible] In attractive gift [illegible]

10Q27-1220 RETAIL **$15.25**

BROWNIE "HOLIDAY" An [illegible] short-range maker that [illegible] fixed focus [illegible] Takes [illegible] Moulded plastic [illegible] metal trim Braided neck strap

11Q117-396 . . . . RETAIL **$4.95**

BROWNIE "HOLIDAY" OUTFIT. [illegible] as described above, with [illegible] batteries, 6 bulbs and 2 [illegible] Verichrome film In attractive [illegible] box

10Q28-796 . . RETAIL **$8.85**

KODAK "DUOFLEX IV." [illegible] [illegible] Kodak [illegible] Focuses from [illegible] exposures [illegible] and ex[illegible]

8Q29-2280..... RETAIL **$28.50**

BROWNIE STARFLASH CAMERA. Ko[illegible] newest compact, versatile cam[illegible] [illegible] Takes [illegible] Ad[illegible] and [illegible] sensational [illegible] Adjustable neck strap. Makes [illegible] exposures on 127 film and [illegible] Kodak [illegible] Size of [illegible]

6Q34-716 . . RETAIL **$8.95**

"DUOFLEX IV" OUTFIT. Camera as above with Kodet lens, with flash gun, batteries, 8 bulbs and [illegible] [illegible] book in gift box

10Q29-3100.....RETAIL **$38.75**

BROWNIE STARFLASH OUTFIT. Out[illegible] contains Brownie Starflash camera [illegible] see listing above [illegible] [illegible] batteries, 4 flash lamps, and [illegible] book

10Q37-796 RETAIL **$8.95**

EASTMAN KODAK internationally

KODAK "SIGNET 40" 35MM CAMERA WITH FLASH UNIT and Lumenized Ektar f/3.5 lens as, synchro-[illegible] shutter with speeds [illegible] to 1/400 second. Accessory [illegible] viewfinder combined with [illegible] range finder. [illegible] compact [illegible] and [illegible] Flash unit [illegible] All settings visible [illegible] Depth of field guide [illegible] and [illegible] setting. Rapid-[illegible] automatic film [illegible] Double [illegible] exposure prevention. Synchro-[illegible] with [illegible] Pocket [illegible]

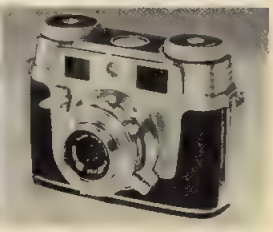
10Q31-5820 . . . . . RET. **$74.00**

KODAK "PONY 135" MODEL C 35MM. A compact camera featuring extra fast 44mm F:3.5 Kodak Anaston lens. Built-in exposure indicator, large optical view finder, exposure counter and film-load indicator. Focuses from 2½ ft. to [illegible] has 4 speeds to 1/300th [illegible] flash. 35mm color and white or color [illegible]

6Q30-2920.....RETAIL **$38.50**

KODAK "PONY 135" MODEL C OUTFIT. Camera as described above with Kodak flashgun, batteries, [illegible] flash bulbs and [illegible] flash-lined dark [illegible]

10Q32-3896 . . . . . RETAIL **$49.95**



KODAK "SIGNET 35" 35MM. A [illegible] 35mm that features Ektar Kodak's [illegible] Coated [illegible] corrects 44mm [illegible] coupled rangefinder and [illegible] Automatic [illegible] stop and double exposure prevent[illegible] Controls [illegible] Synchro 300 shutter has [illegible] 1/25 to 1/400th second. Built-in exposure guide [illegible] and brightly [illegible] body. Flash synchronized

6Q31-6000.. .....RETAIL **$75.00**

prices current as of Aug. 1, 1957

Kodak Slide Projectors

KODASLIDE "SIGNET 500" PROJECTOR. Gives sparkling 500-watt screenings of your 2x2 slides with maximum-efficiency optics, system and Lumenized Kodak Ektanon F:3.5 lens. Features easy-to-operate automatic changer—slides are permanently stored and protected in 36-compartment magazine. Simple push-pull lever provides [illegible] and quiet, [illegible] advances magazine [illegible] slides are shown in [illegible] or can be [illegible] tipped at will. Projector body has provision for [illegible] three elevation. Aluminum body [illegible] under-[illegible] by [illegible] Carrying case for [illegible] [illegible] comp[illegible] [illegible] 500 with bulb and [illegible] cord

8Q28-7000..... . . . . RETAIL **$87.50**

8Q29-876—Case for above . . . . RETAIL **$10.95**

KODAK 300 PROJECTOR [illegible] with Kodak Readymatic magazine. Accepts other [illegible] slides or groups of up to 36 [illegible] [illegible] interchangeable magazines. A [illegible] changer handle [illegible] slides. Color [illegible] Green and Beige. [illegible] with 300 watt 115 volt lamp. 50 cycle, AC.

8Q25-5160.....RETAIL **$64.50**

SWIM SUIT BY COLE OF CALIFORNIA

For the man who wants to be king...

THE FABULOUS 40 HP ROYAL SCOTT

You are the proudest skipper afloat with Scott-Atwater's superb new Royal Scott 40 hp. For nowhere in all the world of water can a man command a finer, more luxurious outboard motor—at any price!

One look and you lose your heart to the Royal Scott's bold, sweeping lines, to her lustrous Imperial Pearl finish, elegantly accented in gun-metal gray and chrome. Her custom-engraved owner's name plate adds a quiet touch of distinction.

One twist of your key (she starts just like your car) and you discover that beauty is more than hood-deep with this peerless performer. A built-in generator (*standard equipment*) keeps your battery brimming with bounce to give you instant starting, to power the electric fuel pump, to permit the use of running lights and other accessories if you like. A sturdy, stylish, battery box is yours, too—at no extra cost. Standard or long lower units are available to suit your boat. *And remember, only Scott-Atwater outboards suit your boat—automatically!*

One touch of the throttle and she leaps to life—a thunderbolt of smooth power, muffled by the most effective silencing system in the outboard industry. As you cruise, Scott-Atwater's Economizer carburetor spends your fuel thriftily—then opens wide for lightning acceleration and blazing full forty-horsepower* speed.

One breathtaking ride and you know, unmistakably: this outboard makes you king of the waters!

The fabulous Royal Scott heads a fleet of 10 outstanding outboards from 3.6 to 40 hp. See them now at your nearby Scott-Atwater dealer's. You'll find him in the Yellow Pages of your telephone book. A handsome 28-page booklet in full-color is yours, free, upon request. Ask your dealer, or write Dept. MB-18, Scott-Atwater Mfg.Co., Minneapolis 13, Minn. Read the full details and specifications of every model. Find out for yourself why Scott-Atwater guarantees you...

pace-setting
PERFORMANCE

SCOTT·ATWATER

A Product of McCulloch Motors Corp., Los Angeles • Minneapolis • Toronto

*OBC certified at 4500 rpm

PERE MARQUETTE'S GONE BIG FOR '58

SPECTACULAR NEW FLEET

THE NEW PERE MARQUETTE "Pliglas" laminated Fiberglas boats are the smart expression of modern design. Test driven and put through gruelling maneuvers by experts these boats have earned their respect for safety, ease of handling and dynamic styling. You can sell with confidence.

NEW LINE-UP OF POWER gives a broader sale appeal with options to 100 H.P. The broad, heavier transom gives the added lift needed to carry the weight of these heavier motors. Whether your customer wants a small fishing boat or a faster runabout, there's a Pere Marquette Safe Fiberglas boat for him.

Sell the Boats Shown at the Recent 26th International Fair at Izmir, Turkey

NEW SELL FOR PROFIT PLAN

This new direct factory-to-dealer plan is loaded with "pluses" for greater profits to the dealers. Discount schedules are advantages. Production schedules have been more than doubled and are flexible to assure dealers the boats they want on time.

Pere Marquette Franchises appeal to dealers who want a complete line-up of top quality small craft in sizes, styles and prices to cover the entire market. Boats and canoes you can sell with confidence.

Rediscover the advantages and pleasures of a Reliable Dealership

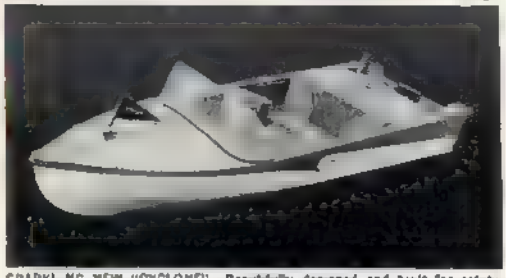
Sign Now

For Your NEW

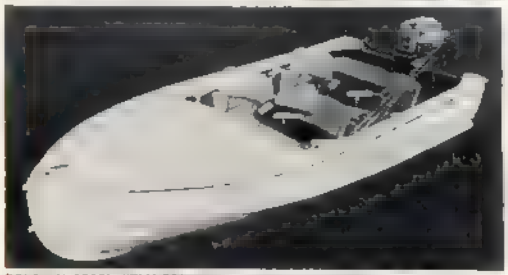
Pere Marquette

Fiberglas Boat Franchise

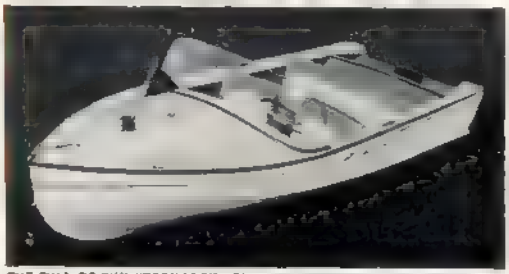
There's lots of fun and profit selling the top quality Fun Fleet for '58—Pere Marquette's "PLIGLAS" laminated Fiberglas boats which restore the true distinction of a boat dealership. There is no need to settle for less than the best of today's boats in the small craft field—Pere Marquette—leader in Laminated Fiberglas construction and design.



SPARKLING NEW "CYCLONE"—Beautifully designed and built for safety. A dramatic boat of high speeds with smaller motors but rated to 100 H.P. 3 molded-in Fiberglas keels hold the craft fast in sharp turns and you ride on top of the water, not through it. With wide molded in spray-rails, there's no slopping water. Length 15 1"—Beam 64"—Transom 68"—Weight 440 lbs.



DOLPH N GREEN "FISHERMAN"—A sister to the "Cyclone". All advantages of "Pliglas" laminated Fiberglas construction, as the "Cyclone", though lighter in weight. This boat is rated as a safe family runabout with motors up to 35 H.P. Length 15 1"—Beam 64"—Transom 68"—Weight 320 lbs. Dealers here's a boat for a package deal of trailer, motor and boat at about $1,000.00.



THE FULL-OF-FUN "TORNADO"—Place your confidence in this boat as a top profit general runabout. As shown this boat has tremendous possibilities for additional sales of accessories. Length 15 1" Beam 64"—Transom 68"—Weight 400 lbs. Has molded-in Fiberglas sprayrails and 3 keels. A fast racy boat, ideal for resorts and water sports.

COMPLETING THE FLEET OF "PLIGLAS" LAMINATED BOATS

CANOES for Boy Scouts, fishermen, hunters, trappers and explorers. All have their place in the life of "Outdoormen". All laminated Fiberglas cloth with Styrofoam Flotation, making them safer, easier to handle and more efficient in the water.

VACATIONER are the utility fishing boats of the fleet. Designed for and built of carefree, maintenance-free Fiberglas, these boats were intended for resorts and liveries. They have found their way to the hearts of all fishermen. 12'—14' and 16' lengths, rated to 35 H.P. motors.

Pere Marquette

FIBERGLAS BOAT CO., INC.
SCOTTVILLE, MICHIGAN

For starry-eyed dreamers . . Starflite is a dream come true! Its very name suggests performance out of this world. Its low, sweeping V-shape of tomorrow hints of pleasures to come.

You'll feel its solid take-hold power the moment you touch the throttle. Instant action! Quiet as a kitten's purr! Incredibly smooth!

Starflite's compact, perfectly balanced 90° V-engine floats on rubber mounts in a sound-tight nacelle. Power pulsations are wiped out. Engine noise is sealed in.

See the most remarkable outboard motor ever built . Evinrude's mighty 50 hp Starflite . . . *now* at your Evinrude dealer's. Look for his name under "Outboard Motors" in your phone book.

Thrilling V-4 performance is also yours in the

new Four-Fifty, at low, low cost. There's a glamorous new Lark with Starlite quiet! Power-packed new "35's" and "48's" with key switch starting! A sweet-trolling streamlined "10"! And 3 handy take-along motors! Complete full-color catalog *free* — write Evinrude Motors, 4203 N. 27th Street, Milwaukee 16, Wisconsin.

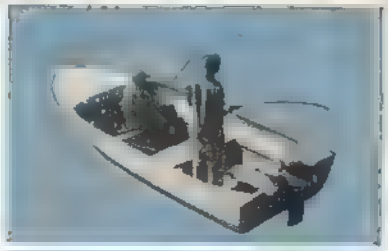
A Division of Outboard Marine Corporation
In Canada: [illegible] Motors, Peterborough

with Evinrude's mighty V-4 power and magic "Seal of Silence"

EVINRUDE
quiet outboard motors

NOW... FIVE "MFG" BEAUTIES FOR '58!

15' Erie..... $565



15' Union.... .....$495

15' Cambridge $525
(note new-design center deck)

12½' Corry Utility.... $295

12½' Corry Suburban $345

. . . all featuring the famous, tough MOLDED FIBER GLASS hull with molded-in lapstrake design . . . this year even tougher than ever, thanks to improved production methods.

THREE SLEEK 15-FOOTERS

with extra strong, redesigned transoms . . . easier-to-clean floorboards . . . handsome new interior finish . . . sturdy new metal seat supports.

TWO FRISKY 12½-FOOTERS

. . . brand new to the "MFG" line for '58 . . . exceptionally fast and seaworthy . . . designed with reverse lap between keel and chine, for extra speed and stability.

"MFG" fun to own, fun to handle, fun to care for!

Write today for new, colorful folder.

MOLDED FIBER GLASS BOAT COMPANY

63 Fourth Avenue, Union City, Pa.

FEATHERWEIGHT BINOCULARS FROM GERMANY

PRODUCTS OF S. E. LASZLO HOUSE OF IMPORTS

6 POWER 8 POWER 10 POWER

Power or magnification means that whatever you are looking at through your binoculars is that many times larger than when seen by your unaided eye.

Optical Performance. How sharp, clear and bright an object is seen, is just as important as how big it appears. These precision German binoculars are the lightest weight and most rugged available, and they perform like the fine instruments they are. Unlike ordinary binoculars, they are more highly corrected for distortion, aberration, curvature, color and definition than lower priced mass produced binoculars. High light transmission and contrast make it possible to use these fine German binoculars at low illumination levels, such as dusk, shade or night, where ordinary binoculars are less satisfactory.

V.I.P. Set. A fabulous gift for that really special person. Wide angle binocular and folding opera glass set . . . both fit in single custom made case with lock and key. Genuine German 7 x 35 binocular with center focus and individual eye adjustment. All optical surfaces are 100% hard coated. Featherweight magnesium body . . . weighs only 16¾ ounces. Wide field of view 405 feet at 1,000 yards, amazing 86% light transmission. When used separately 2½ power folding opera glass fits into her evening bag or his pocket. Shipping weight 4 pounds. Federal Excise Tax of 10% not included.

11G18X7325 ..... Retail $110.00

SEEFAR FROM GERMANY

(A) ▶ **6 X 30 German Binoculars.** Center focus. 100% coated lenses. Field of view 426 feet at 1,000 yards. Featherweight 13 ounce magnesium body. With carrying case, straps. Shipping weight 3 pounds. Federal Excise Tax of 10% not included.

11G19X4830 ..... Retail $72.50

8 X 30 German Binoculars. Additional power, same features as above. Field of view 390 feet at 1,000 yards. Shipping weight 3 pounds. Federal Excise Tax of 10% not included.

11G20X5160 ..... Retail $77.50

(B) ▶ **Wide Angle Sportscular.** A wonderful sportsman's aid. Compact, inconspicuous to wear . . 2.2 magnification and lightweight (2¾ ounces) permit use for long periods. German precision with interpupillary adjustment and individual focus, hard coated optics, wide field of vision—394 feet per 1,000 yards. Genuine cowhide case. Shipping weight 2 pounds. Federal Excise Tax of 10% not included.

11G21X1830 ..... Retail $27.50

(C) ▶ **Advanced 600 Power Microscope Set.** Ideal for students. Turret type 100 to 600 power microscope. Seventeen piece set includes, 131-page manual "Hunting With The Microscope" and dissecting kit. Huygens eyepieces give 6 intermediary stages of power. Plano-covex mirror is mounted on adjustable body fitted with rack and pinion adjustment, revolving diaphragm. From Japan. Shipping weight 7 pounds

11G22X2330 ..... Retail $35.00

(D) ▶ **300 Power Junior Microscope Set.** A 17-piece set. Contains 3-turret 100, 200, and 300 power microscope, tweezers, knife, spatula, scissors, magnifier, prepared slides and informative 131-page manual. From Japan. Shipping weight 4 pounds.

11G23X665 ..... Retail $9.95

WIDE ANGLE GERMAN BINOCULARS

Genuine Wide Angle Binoculars. *Just like the new wide screen motion pictures, wide angle binoculars see more, make it easy to locate subjects and follow action.*

7 X 50 German Binoculars. Rubber shock absorbers protect 100% coated lenses. 30½ ounces, magnesium body, center focus, individual eye adjustment. Field of view 384 feet at 1,000 yards. With leather case and straps. Ship. wgt. 5 lbs. 10% Fed. Tax. not incl

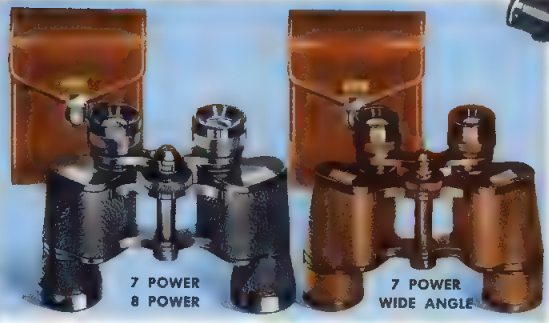
11G53X9325 Retail $140.00

10 X 50 Wide Angle Binoculars. Powerful magnification. 30¾ ounce lightweight with all features listed above. Ship wgt. 5 lbs. 10% Fed. Tax. not incl

11G54X9660 Retail $145.00

Genuine Carl Zeiss Binocular. The finest binoculars in the world, meticulously made in Germany and guaranteed for a lifetime of use. All lenses are 100% coated famous Jena glass. Field of view is 450 feet at 1,000 yards. Center focus 8 x 30, with the new wide angle optical system. Amazingly light 14¾ ounce featherweight magnesium body Complete with straps and hand crafted leather case. You will treasure using the world's finest . . . for hunting outdoors, mountains, or professional use Shipping weight 3 pounds. Federal Excise Tax of 10% not included

11G55X12325 . . . . . Retail $150.00



7 X 35 German Binoculars. Ideal for all outdoor use, designed for the sportsman; lightest weight, only 15 ounces, has magnesium body. Center focus adjustment with all internal and external optical surfaces 100% hard coated. Complete with case and straps. Field of view 375 feet at 1,000 yards. Shipping weight 3 pounds. Federal Excise Tax of 10% not included.

11G56X5330 Retail $80.00

8 X 40 German Binoculars. As above but 8 power. Field of view 368 feet at 1,000 yards. Shipping weight 3 pounds. Federal Excise Tax of 10% not included

11G57X5660 Retail $85.00

7 X 35 Wide Angle Binocular. Best for all viewing, indoor or out! Unconditionally guaranteed for a lifetime Precision designed magnesium body weighs only 16¾ ounces Center focus with adjustable right optic. Superb stereo prisms. Light transmission is amazing 86%. Field of view 405 feet at 1,000 yards. All optical surfaces are 100% coated, world-famous Jena glass The binoculars experts choose and cherish Complete with strap and genuine NEOLITE case Shipping weight 3 pounds. Federal Excise Tax of 10% not included Available in your choice of two-tone brown or black

11G58X6650 Brown . . . . . Retail $99.75

11G59X6650 Black . . . . . Retail $99.75

2.4" GENUINE GOTO Astronomical Telescope Set With slow motion control knobs for altitude and azimuth. Set includes. 6 X 17mm achromatic viewfinder with cross hair and focusing adjustment, 3 coated eyepieces (150 X 6mm., 90 X 10mm., 45 X 20mm.), rack and pinion mechanism, star diagonal, erecting prism, sunglass, wood cabinet, tripod with equipment table, "Discover the Stars" instruction manual by Johnson and Adler with "Earth Satellite Supplement." Optical specifications: focal length 900mm, focal ratio F/15, resolving power 1.93". Shipping weight 45 pounds.

11G60X9975 Retail $125.00

SEEFAR FROM JAPAN

All purpose American and Zeiss style binoculars from Japan. First quality, made to rigid standards, they let you own fine binoculars at reasonable prices. All are coated and complete with case and straps. Each binocular approved by testing laboratory

Ⓐ ▶ **7 X 35 American Type.** For all purpose viewing. Center focus. Field of view 367 feet at 1,000 yards. Weighs only 21 ounces, coated. Complete with pigskin case and straps. Shipping weight 3 pounds.

11G61X2610 .....Retail **$43.50**

7 X 50 American Type. A rugged 35 ounce design with center focus, coated optics. Field of view 375 feet at 1,000 yards. Pigskin case, straps. Shipping weight 5 pounds.

11G62X3405 .... Retail **$56.75**

Ⓑ ▶ **7 X 35 Zeiss Style.** A fine pair from Japan designed for every all-round outdoor use. With center focus, coated optics. Field of view 340 feet at 1,000 yards. Only 22 ounces. Pigskin case and straps. Shipping weight 3 pounds.

11G63X2205 Retail **$36.75**

Ⓒ ▶ **7 X 35 Ultra Wide Angle.** The best wide angle binoculars made in Japan! Many features: coated lenses, center focus, large oculars. A 32 ounce American style binocular, its field of view is 531 feet at 1,000 yards. Pigskin case, straps. Shipping weight 4 pounds.

11G64X3585. . . . . Retail **$59.75**

Ⓓ ▶ **"His and Her Set"** Binocular & Opera Glass. Perfect family companions! 6 x 30 center focus 18½ ounce coated binocular. Field of view 393 feet at 1,000 yards. Pigskin case. Set includes opera glass described under (F). Shipping weight 4 pounds.

11G70X2385 . . . . . Retail **$39.75**

Ⓔ ▶ **7 X 50 I.F. Binoculars.** An all purpose glass, ideal for marine and night use. Zeiss type, very powerful. Field of view 375 feet at 1,000 yards. Coated lenses. Individual focus, weighs 38 ounces. Complete with rugged leather case and straps. Ship. wgt. 5 lbs

11G65X2495. . . . . .Retail **$39.75**

7 X 50 Center Focus Binoculars. With coated optics. Zeiss type, this 38 ounce binocular's field of view is 375 feet at 1,000 yards. With pigskin leather case and straps. Shipping weight 5 pounds.

11G66X2810. . . . . Retail **$46.75**

10 X 50 Center Focus Binoculars. Heavy duty glasses with greater power. Coated lenses, Zeiss type. 38 ounces. Field of view, 275 feet at 1,000 yards. Pigskin carrying case with straps. Shipping weight 5 pounds.

11G67X3180. . . . . Retail **$53.00**

8 X 30 Center Focus Binoculars. Featherweight. 18½ ounce glass with center focus and coated optics. Excellent for a lifetime of outdoor use. Field of view 393 feet at 1,000 yards. Pigskin leather case and straps. Shipping weight 3 pounds.

11G68X2070 . . . . . .Retail **$34.50**

Ⓕ ▶ **Folding Opera Glass 2½ Power.** This fashionable fold-up opera glass fits in evening bag or pocket. Covered with genuine leather, bright nickel trim. A charming gift for opera lover and theatre goer. Weighs only 8 ounces. Shipping weight 1 pound.

11G71X445. . . . . .Retail **$7.50**

Federal Excise Tax of 10% Not included On Items Shown On This Page

Products of S. E. Laszlo — House of Imports.

A

B

C

D

E

G

GILBERT

Career-Building Microscopes and Lab Sets . . .

NEW LAB TECHNICIAN'S SET FOR GIRLS

For the first time anywhere—brand new! Complete professional laboratory, in pastel-hued steel chest, designed especially for girls. New 60-power microscope has gray finish, die-cast base. Polaroid filters enable specimens to be viewed in natural brilliant color. Real shrimp eggs ready to hatch into swimming shrimp in 24 hours. Big assortment of stains, chemicals, pyrex test tubes, other apparatus. Suitable for basic experimentation in biology, food testing, medicine, research. Cabinet 13¾ in. high, opens to 1½ ft

84-1817 A 865—Set. Shpg. wt. 5 lbs . . **$9.98**

A PROFESSIONAL MICROSCOPE LAB SET

Gold Medal Mitro-Flector battery-lighted microscope of professional quality. Has 4-stop turrets. Quick-Switch power eyepiece gives 60, 100, 150, 200, 250, 350, 405, and 650 power magnification. Micro-adjustable specimen table. Set features Micro-Color, shrimp eggs, Polaroid filters, pyrex test tubes. Gilbert's finest most complete lab set. Instruction manual included. Piano-hinged steel cabinet 13¾ in. high—opens to give over 2 ft. of lab space.

84-0284 A 1332—Set. Wt. 7 lbs. . . Retail **$19.98**

B ADVANCED MICROSCOPE LAB SET

Wonderful for the youngster who shows an interest in science. Features Mirror-Flector electrically-lighted microscope -3-stop turrets of 150, 200, and 455 power magnification. Micro-adjustable specimen table makes focusing easy. Includes chemicals, pyrex test tubes, real 24-hour-hatch shrimp eggs, Polaroid filters, plus an array of chemicals and apparatus. Instruction manual. Steel cabinet 13¾ in. high opens to 1½ ft

84-0272 A 1132—Set. Wt. 6½ lbs. **$16.98**

C BRONZE MEDAL MICROSCOPE

A wonderful gift for that young scientist in your family. Opens a wide field of study for all young sters. Brand-new 9-in. high microscope has 3-turret magnification to 60, 90, and 400 powers. Designed like the professional microscope in every respect, with particalized lens system, Ramsden-type eyepiece, precision optical glass lenses and table focus. Gives sharp field of view. Manual of instructions is included.

84-1809 A 532—Set. Shpg wt. 1½ lbs. **$7.98**

D SENIOR MICROSCOPE AND LAB SET

New three-objective microscope designed like latest professional microscopes. Has large adjusting wheel, particalized lens system, Ramsden-type eye-piece, precision optical glass lenses, accurate table focus. Has 60, 90, and 400 powers. Set contains live shrimp eggs, ready to hatch in 24 hours. Polaroid filters show objects in color. Stains, chemicals, slides, pyrex tubes—a complete home laboratory. Steel chest 13¾ in. high. Opens to nearly 1½ ft.

84-1791 A 732—Set. Shpg wt. 4 lbs **$10.98**

E JUNIOR MICROSCOPE AND LAB SET

A set that will bring a world of adventure to youngsters. Features gray-finished Master-View microscope with re-designed lenses—magnifies natural wonders 60 times. Easy to focus, gives a large field of view. Professional-type tilted mirror. Polaroid filters show specimens in beautiful ever-changing colors. Set has glass slides, forceps, dissecting needles, specimens, illustrated manual

84-1825 A 399—Set. Shpg. wt. 2½ lbs. . . **$5.98**

G GILBERT GOLD-MEDAL 45° MICROSCOPE

Professional quality! Features Quick-Switch power eye-piece—magnifies 60, 100, 150, 200, 250, 350, 405, and 650 times actual size. Selective 4-stop turret. Micro-adjustable specimen table, easy focusing. 45° Mirro-Flector microscope is precision-made for dependable performance, shows clear images. Appeals to beginners, students, and advanced researchers too. Comes in leatherette carrying case—well-outfitted with dissecting equipment. Case is 6½ x 10½ x 4¾ in.

84-0306 A 999—Set. Shpg. wt. 2½ lbs. . **$14.98**

SKILCRAFT MICROSCOPE AND CHEMISTRY SET

Not only hours but weeks and months of fun with this set for the young student! Newly-designed "binocular" microscope has light-o-matic control, particalizing. 6 different powers of magnification—from 30X to 1000X. Built with precision and power. Full assortment of chemicals and laboratory equipment—real shrimp eggs. Steel cabinet 13½ in. high, opens to 44 in. wide. Includes instructions

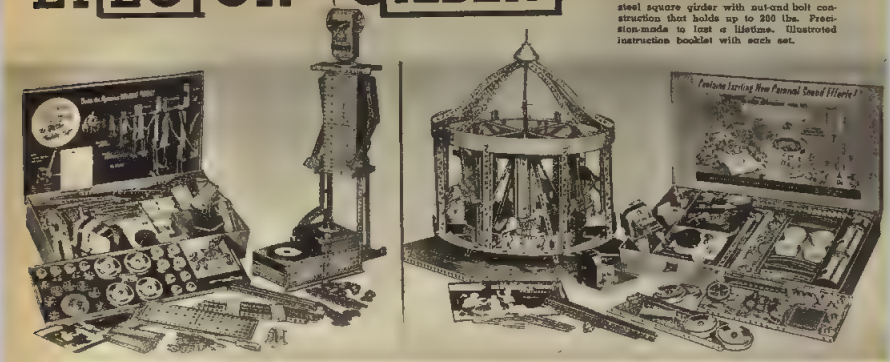
84-1833 A 1998—Set. Shpg. wt. 18 lbs. . . **$29.98**

"Binocular" microscope as above, but powers of 100X, 200X, and 1000X. Set includes dissecting tools tweezer, slides, dropper, scalpel. Boxed.

84-1841 A 865—Set. Shpg. wt. 3½ lbs. **$12.98**

ERECTOR® by GILBERT

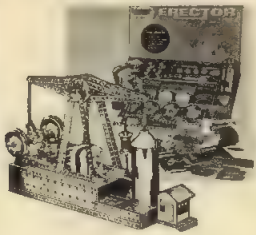
Designed to keep young hands busy, minds alert—provides hours of stimulating entertainment! All Erector sets feature the steel square girder with nut-and bolt construction that holds up to 200 lbs. Precision-made to last a lifetime. Illustrated instruction booklet with each set.



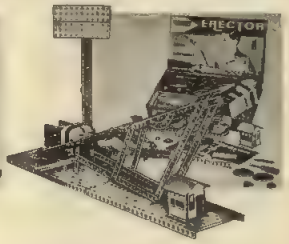
Master Builder Set. Most complete of all Erector sets! Builds the new model record player that actually plays 6-in. records at 78 rpm. Makes a Giant Robot that walks by itself—plus everything else all other Erector sets build. Nearly 37 lbs. of parts—huge assortment of girders, gears, pulleys, baseplates, 2 motors—one forward and reverse electric motor* and one battery powered motor (2 size D batteries, not included). Steel chest—24¼ x 14¼ x 4".
84-1569 A 4665—Set. Shipping weight 39 lbs . . . Retail **$69.98**

Amusement Park Set. Builds merry-go-round, airplane ride, hoists, lifts, cranes. Builds the new model record player—furnishes acoustical sound effects for carnival music or construction sounds. Nearly 25 lbs. of parts and equipment—builds hundreds of models. Includes forward-and-reverse electric motor*, electro-magnet, and parts for new model record player. Packed in steel chest—measures 22 x 13¼ x 2¾ in. high.
84-1551 A 3332—Set. Shipping weight 29 lbs. . . . . Retail **$49.98**

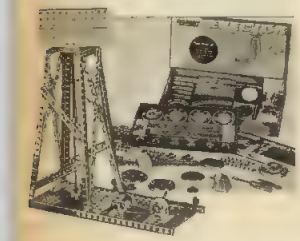
Musical Ferris Wheel Set. Contains parts for record player for acoustical sound effects. Nearly 17 lbs. of parts for building exciting models including ferris wheel, rocket launcher, cranes, and many more. Electric forward and reverse motor* provides the power for realistic action. Steel chest 20¼ x 12¼ x 2¾ in. high.
84-1544 A 2199—Set. Wt. 19 lbs. Retail **$32.98**



Steam Engine Set. Builds exciting action models. Makes dockside hoists, robot, rocket towers, airplanes, walking beam engine—includes polished steel boiler for realism. Huge assortment of nearly 11 lbs. of parts for extensive building. Powerful electric motor* with forward and reverse drive. Steel chest measures 16½ x 10½ x 3 in.
84-1536 A 1500—Set. Wt. 12 lbs Retail **$22.50**

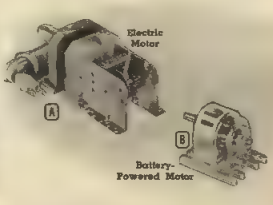


Rocket Launcher Set. Builds modern rocket launcher—two power take-offs for thrilling action. Also builds trucks, cranes, rocket servicing tower, and many others—includes nearly 10 lbs. of parts, equipment, and apparatus. Powerful electric motor* with forward and reverse gear shift. Steel chest—18 x 10 x 3 in. high.
84-1429 A 1199—Set. Wt. 12 lbs Retail **$17.98**



Power Model Set. Builds radar scanner, airplane ride, self propelled trucks, cranes, and aircraft. Battery-operated electric motor puts action into models—operates on two "D" flashlight batteries (not included). Large, sturdy steel chest with nearly 5 lbs. of parts and equipment for building a vast assortment of working models. Chest measures 19¼ x 10½ x 3 in. high.
84-0355 A 732—Set. Wt. 7 lbs. Retail **$10.98**

Engineer's Set. Big assortment of parts—builds swept-back wing jet fighter, rocket, mobile radar unit, rocket launcher platform, robot, and many others. Illustrated instructions.
84-1205 A 532—Set. Wt. 5 lbs. . . . Retail **$7.98**
Junior Engineer's Set. Includes ample supply of parts to build many different small models. Complete with illustrated instructions.
84-1197 A 332—Set. Wt. 3 lbs. . . . Retail **$4.98**



[A] Electric Erector Motor. Adds thrilling action to the models you build—increases play appeal. Has forward and reverse drive. Achieves four speeds through gearing. Standard voltage.*
84-0371 A 532—Shpg. wt. 3 lbs. . . Retail **$7.98**

[B] Battery-Powered Erector Motor. Powerful 3-volt electric motor that hits Erector baseplate, makes self-powered models. Provides lots of action, adds new interest to model construction, widens range of building possibilities. Uses two size "D" flashlight batteries (not included).
84-0363 A 198—Shpg. wt. 2 lbs. . Retail **$2.98**

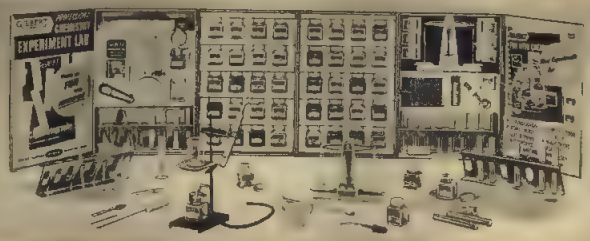
*Operates on 110-120 volts, 60 cycles, AC—UL approved

Famous Gilbert Chemistry Sets offer scientific stimulus to young minds, promote hours of absorbing play. They're safety-tested! Packed in compact, portable steel cabinets with piano hinges. Cabinets open to form a handy workshelf with all chemicals and equipment within easy reach.

Chemistry Sets by GILBERT

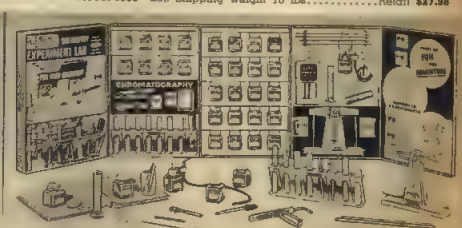
Designed for Safety—and Safety-Tested

Gilbert Chemistry Sets offer unlimited playtime fun and educational opportunities for youngsters. Experiments in many fields:



PROFESSIONAL SET INCLUDES:
Crime Detection
Glass Blowing
Chromatography
Food Testing
Secret Writing
Flame Tests for Metals
Hydroponics
Mineralogy

Professional Chemistry Experiment Lab. Everything for the young scientist—he can perform experiments in chemistry, chemical magic, glass blowing, chromatography, hydroponics, crime detection, mineralogy, plastics. Includes atomic energy apparatus. Includes a full supply of chemicals. Quality equipment—two metal test tube racks, Pyrex test tubes, chemist's balance ring stand, beaker, graduated cylinder, alcohol lamp, gas generating bottle, mortar and pestle. Six-compartment, folding metal cabinet—durably constructed, compactly designed for easy storing. Measures 19 x 3¼ x 13¾ in. high closed—opens to over 4 ft. Instruction manual.
84-1684 A 1685—Set. Shipping weight 16 lbs.....Retail **$27.98**



Chemistry Experiment Lab. Huge assortment of chemicals lets the young scientist perform hundreds of experiments in glass blowing, atomic energy chemical magic, chromatography, food testing, and others. Provides young sters with years of safe, fun-packed play. A full supply of chemicals—mounted on sparkling new foam display trays. Fully equipped with chemist's balance, metal test tube rack, Pyrex test tubes, alcohol lamp, apparatus kit, gas delivery tube, and plastic-bound instruction manual. Big 4-compartment steel chest carries equipment safely—measures 9½ x 3¼ x 13¾ in high. Opens to over 3-ft. width—puts everything in easy reach.
84-1668 A 1132—Set. Shipping weight 12 lbs.....Retail **$16.98**

Chemistry Experiment Lab. New and complete home chemistry laboratory offers years of experimenting thrills to the junior scientist! Full supply of chemicals for experiments in field of chemical magic, glass blowing, atomic energy, hydroponics, bead tests, safe flame tests for metals. A complete professional-quality lab—fully equipped with Pyrex test tubes, metal test tube rack, chemist's balance, graduated cylinder, beaker, cleaning brush, measure. Big, 5-section chest keeps all pieces in perfect order, ready for use—makes home lab portable. Measures 19 x 3¼ x 13¾ in. high. Opens to nearly 4 ft. Includes instruction manual.
84-1679 A 1685—Set. Shipping weight 14 lbs.....Retail **$21.98**

Junior Chemistry Experiment Lab. A wonderful introduction to the field of science—ideal set for the young chemist! There are magic tricks, secret writing tests, color printing, and many more things to keep youngsters safely entertained for hours at a time. Set includes fine equipment—Pyrex test tubes, measuring spoons, stirrers—plus a generous supply of chemicals. Also includes easy-to-read manual "Fun with Chemistry." All pieces packed in a strong metal box—holds equipment in place, folds compactly for storage, too 9½ x 3¼ x 13¾ in. high.
84-1577 A 398—Set. Wt. 5 lbs....Retail **$5.98**

Chemistry Experiment Lab. A whole lustful of entertainment! Ideal for the beginner—completely safe, provides years of enjoyment. The aspiring scientist can perform secret writing food testing, glass blowing experiments, plus many others—contains all the chemicals needed for a wide variety of experiments. Includes all the necessary equipment, too—Pyrex test tubes, test tube rack cleaning brush, holder, measure. Also includes "Fun with Chemistry" instruction manual. Packed in sturdy steel cabinet that opens to stand alone-9½ x 3¼ x 13¾ in. high.
84-1583 A 532—Set. Wt. 7 lbs....Retail **$7.98**

Chemistry Experiment Lab. New crime detection kit for boys and girls. Gilbert-designed for safety and fun! All the apparatus and chemicals for experimentation in glass blowing, chromatography, food testing, secret writing—provides plenty of thrills for the junior chemist, many hours of stimulating entertainment. Set includes alcohol lamp, safe Pyrex test tubes, test tube rack, holder, cleaning brush, measure plus instruction manual "Fun with Chemistry." Piano-hinged steel cabinet—9½ x 3¼ x 13¾ in. high—opens into three sections extending more than 2 ft. wide.
84-1643 A 732—Set Wt. 9 lbs ..Retail **$10.98**

See pages 210-211 for additional educational items for sub-teen and teen-agers

TEA & BAKING SETS

ALUMINUM SPECIALTY CO.

Tea Party Set for Four
Features 4 unbreakable polyethylene cups to match the balance of the set which is bluetone aluminum. Tea pot, 6 inch round tray. 4 each of plates, saucers, knives, forks and spoons.

No.	List Each	L.P.L.	P.L.
M93-3924	$1.98	01X34	01X20

Packed 6 each, 8 lbs.

IDEAL TOY CORP.

Russell Wright American Modern Tea Sets
Toy size tea services by a famous designer. Made of durable high-impact plastic with mottled finish. Metalized knives, forks and spoons. Hi-style boxes.

American Modern Service for Two

No.	List Each	L.P.L.	P.L.
M93-4626	$1.00	00X67	00X60

Packed 12 each, 14 lbs.

IDEAL TOY CORP.

American Modern Service for Three

No.	List Each	L.P.L.	P.L.
M93-4628	$2.98	02X00	01X80

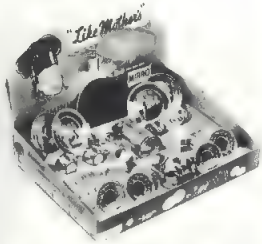
Packed 6 each, 14 lbs.

American Modern Service for Four

No.	List Each	L.P.L.	P.L.
M93-4627	$1.98	01X34	01X20

Packed 12 each, 19 lbs.

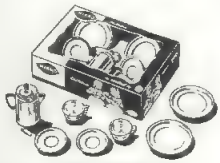
MIRRO



36 Piece Coffee & Tea Set
Complete service for four. Red trimmed percolator and teapot. Tray, butter knife and sugar spoon. 4 each of plates, cups, saucers, knives, forks, spoons and napkins. Colorful display box.

No.	List Each	L.P.L.	P.L.
M93-A148	$2.98	02X00	01X80

Packed 6 each, 13 lbs.



8 Piece Coffee Set
Service for two in bright aluminum; Smartly styled plates and saucers, cups and percolator. Windowed display box.

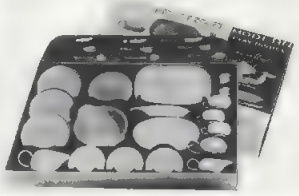
No.	List Each	L.P.L.	P.L.
M93-140	$1.00	00X67	00X60

Packed 12 each, 9 lbs.

IDEAL TOY CORP.

Russell Wright Dinner Set
Modern design service for three in high impact plastic. Sugar with cover, creamer, teapot with cover, large platter, casserole with cover, gravy boat, cups, saucers and plates. Aluminum tableware with simulated wood handles. Smartly styled box.

No.	List Each	Packed	L.P.L.	P.L.
M93-4637	$4.98	6 each, 19 lbs.	03X34	03X00



TEA & SERVING SETS

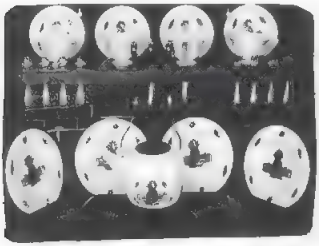
IDEAL TOY CORP.

Roy Rogers — Dale Evans Dinner Set

Service for two with coffee pot, cover, cups, sugar and creamer in wood grained plastic. Colorful metal plates and saucers. Bean pot, skillet, spatula, fork in dipper in black plastic. Aluminum knives, forks and spoons with wood grain plastic handles.

No.	List Each	Packed	L.P.L.	P.L.
M94-4578	$2.98	6 each, 13 lbs.	02X00	01X80

BANNER PLASTICS

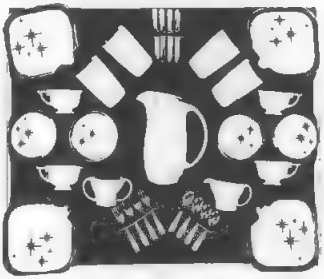


28 Piece Dekoware Tea Set with Cabinet

Modernistic design on plates, saucers and tea kettle. Service for four. White styrene cups and kettle, metal plates and saucers, silverlike tableware. Attractive plastic shelved cabinet.

No.	List Each	Packed	L.P.L.	P.L.
M94-2416	$3.98	6 each, 25 lbs.	02X67	02X40

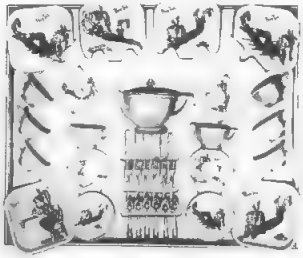
BANNER PLASTICS



32 Piece Morning Star Tea Set

Service for four in poly with metal plates and saucers, silverlike tableware. Turquoise, beige and blue combination, modern in design and decoation. Decorated display box with window.

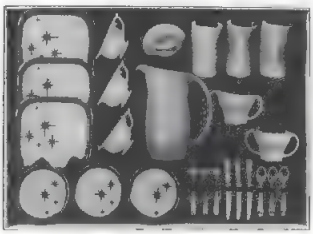
No.	List Each	Packed	L.P.L.	P.L.
M94-1847	$2.98	6 each, 15 lbs.	02X00	01X80



40 Piece Pony Tail Tea Set

Service for 6 in polyethylene with metal plates and saucers, silverlike tableware. Decoration in blue, red, white. Display box.

No.	List Each	Packed	L.P.L.	P.L.
M94-1846	$2.98	6 each, 15 lbs.	02X00	01X80



BANNER PLASTICS

25 Piece Morning Star Tea Set

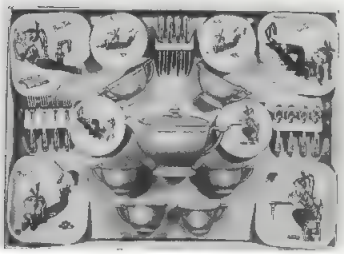
Service for three; pitcher, lid, tumblers and cups in polystyrene, plates and saucers metal. Modern design; turquoise, beige and blue colors. Silverlike tableware. Attractive windowed box.

No.	List Each	Packed	L.P.L.	P.L.
M94-1247	$1.98	12 each, 18 lbs.	01X34	01X20

(Illustrated at left)

TEA AND SERVING SETS

BANNER PLASTICS

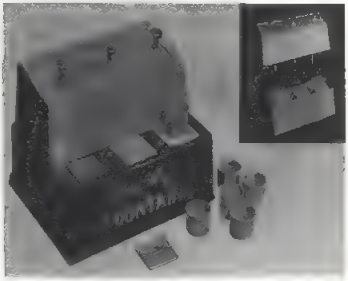


28 Piece Pony Tail Tea Set

Service for four in blue unbreakable poly with metal plates and saucers, silverlike tableware. Decorated with Pony Tail motif. Windowed display box.

No.	List Each	Packed	L.P.L.	P.L.
M95-1246	$1.98	12 each, 18 lbs.	01X34	01X20

TRIM MOLDED PRODUCTS



Soda-Pop Fountain

Made of red and white hi-impact plastic. 8¾ x 10¾ x 10¾ inches. Holds 3 standard pop bottles, up to 9 oz. size. Cleanliness and sanitation assured. Dispenses pop when button on spigot is pressed down. Has 3 ice cream compartments with lids. Includes 6 plastic cups, flavor name cards for spigots.

No.	List Each	Packed	L.P.L.	P.L.
M95-17	$4.98	3 each, 6 lbs.	03X34	03X00

OHIO ART

Tropicana Tea Set

Brilliant litho'd design on 20 metal pieces. 9 x 13 inch tray, tall teapot, footed sugar and creamer. 6 each of dinner plates, salad plates, cups and saucers. In colorful display box.

No.	List Each	L.P.L.	P.L.
M95-75	$1.98	01X34	01X20

Packed 6 each, 20 lbs.

OHIO ART

Blue Willow Tea Set

21 pieces, service for 6. Sturdy metal litho'd with blue design. 8 X 10 inch tray, tea pot and 6 each of plates, cups, saucers. Display box.

No.	List Each	L.P.L.	P.L.
M95-72	$1.00	00X67	00X60

Packed 12 each, 20 lbs.

WOLVERINE

Salad Set

All metal bowls, 1 large and 4 individuals, decorated to look like real wood. Plastic salad fork and spoon. 10¼ x 17 inch display box.

No.	List Each	L.P.L.	P.L.
M95-253	$1.00	00X67	00X60

Packed 12 each, 14 lbs.

Beautiful, Decorated MELMAC

The lovely patterns are actually molded in . . . won't fade or scratch, ever! And guaranteed against [illegible]

FLYTE

by Branchell

A stunning new pattern that captures the flowing grace of bright wings in motion creates a striking rhythmic design that sends your spirits soaring. Perfectly delightful the stylized flame pink, turquoise and charcoal gray birds that sweep across the mottled white "sky" in a blaze of brilliance

Definitely for gala mealtimes, but practical enough for daily duty . . . Flyte is molded Melmac, guaranteed against breakage Plates saucers, platters are decorated Solid Turquoise cups, bowls, sugar and creamer

16-pc. Set. 4 each decorated plates, bread-and butters, saucers Turquoise cups
70-5251 B1365 16-pc Set (for 4) **$19 95**

45-pc. Set. 8 each: decorated plates, bread-and-butters, saucers, and one platter 8 each Turquoise cups, cereal/soups, 1 each covered sugar, creamer, 10" vegetable bowl
70-5269 B3335 45-pc Set (for 8) **$49.95**

5-pc. Table Service. 12½" decorated platter Turquoise covered sugar, creamer, veg. bowl
70-5277 B875 5-pc Table Service **$12.95**

SCANDIA

by Boonton Patrician

Enchantment in form, color and design! A garland of free-form blossoms, splashed with gay color, fairly dances around the border of the modern, coupe shaped plates Fresh as springtime . their delicate pink, turquoise yellow and gray colorings are especially charming on the white as-snow background Plain white cups, bon-bon pink saucers and accessory pieces contrast pleasantly

Molded of Melmac . . . Scandia looks like fine china But what a difference! This lovely dinnerware is guaranteed against breakage

16-pc. Set. 4 each decorated 10" plates, white cups, pink saucers, pink fruit dishes
70-5145 B1400 16-pc. Set (for 4) **$19.95**

45-pc. Set. 8 each, decorated dinner plates, bread-and-butters: white cups, pink saucers, cereal/soups 1 each: pink vegetable bowl, covered sugar, creamer; white platter
70-5152 B4500 45-pc Set (for 8) **$64 95**

5-pc. Table Service. Bon-bon Pink platter, vegetable bowl, covered sugar, creamer
70-5160 B825 5-pc Table Service **$11 85**

TROPICICANA

by Brookpark

Refreshing as a South Seas breeze! Tropicana takes its design and its colorings too, from the Tropics . . brings a special kind of carefree beauty to every table it graces Square white plates and saucers form the background for exotic tropical bouquets that fairly burst into bloom . in subdued shades of tangerine and beige, stroked with charcoal black Cups and accessory pieces are square shaped and dramatically effective in solid tangerine

Lovely, practical . . . Tropicana is molded Melmac, guaranteed against breakage!

16-pc. Set. 4 each: decorated 10" plates, saucers: tangerine cups and fruit dishes.
70-5178 B1540 16-pc Set (for 4) **$21 95**

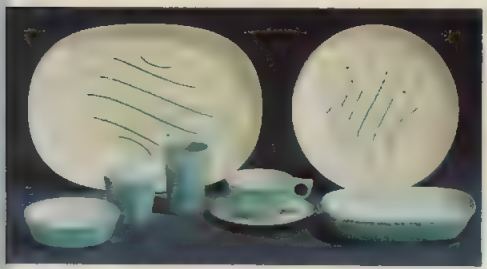
45-pc. Set. 8 each: decorated 10" dinner plates, bread-and-butters, saucers, tangerine cups, cereal/soups, 1 each tangerine platter, vegetable bowl, covered sugar and creamer
70-5186 B5550 45-pc Set (for 8). **$79.95**

6-pc. Table Service. Platter, 2 vegetable bowls covered sugar, creamer in solid tangerine
70-5194 B1335 6-pc Table Service **$19 95**

BOONTONWARE . . . dinnerware of Melmac plastic. It's lovely to look at, how gourmet colors of Turquoisette, Bon-Bon Pink, Smoke Gray and Butter Yellow . . . easy to live with (defies breakage and fashion-right . . . even for fussiest company dinners. Satin-smooth finish and colors are molded in to stay.

Choose classic Deluxe (E) or square-in-the-circle shape Belle (F). 1-yr. guarantee against breakage. Table service matches either pattern. Contents of 16-pc. sets and 5-pc. Service set on page 536.

(E) **70-5004 B1120** Deluxe 16-pc. Rainbow Boontonware Set **$15.95**
(F) **70-5046 B975** Belle 16-pc. Rainbow Boontonware Set **13.95**
45-pc. Set. 8 each (2 in each color shown): 10" dinner plates, 7" dessert plates, soup-salad bowls, cups, saucers, 1 each: Charcoal creamer and covered sugar, Pink vegetable dish, Turquoisette platter.
(E) **70-5319 B3850** Deluxe 45-pc. Boontonware Set. **$54.95**
(F) **70-5327 B3495** Belle 45-pc. Boontonware Set. **49.95**
(G) **70-5079 B825** 5-pc. Rainbow Service Set (colors shown). **11.85**



FLOURISH . . . Melamine by Texas-Ware. Elegance in a gay mood! Rhythmic swirls of turquoise and a sprinkling of gay confetti dots dramatize white plates, saucers, platter. Turquoise cups and bowls lined with white; solid turquoise sugar, creamer. Guaranteed 2 years!
70-5087 B1395 16-pc. 4 each: plates, salads, cups, saucers **$19.95**
70-5095 B4200Q 45-pc. Set: 8 each dinner plates, salads, cups, saucers, cereal soups, 1 platter, 1 veg. dish, 1 sugar, 1 creamer **$59.95**
70-5103 B825 5-pc. Table Service. See pg. 536 for contents **11.80**

Irresistibly beautiful . . . in new shapes, new patterns, new colors. Lovely enough for "special" dinners, yet so practical, you'll use it every day. Guaranteed against chipping, breaking, cracking . . . safe in an automatic dishwasher or in a child's hands.

COLOR-FLYTE . . . Melmac in carousel colors. Debonair dinnerware that makes every meal an event. Combines fresh colors and simplicity to lesson with miraculous toughness . . . won't chip, crack, break.

4-pc. set includes 8 each (2 in each color shown): 10" plates, cups, saucers, bread-butter plates, cereals; 1 each: creamer, covered sugar bowl, 10" bowl, spoon, fork and 12½" platter.
70-5228 B3935 47-pc. Rainbow Set (service for 8) **$49.95**
70-5210 B1065 16-pc. Rainbow Set. Contents on page 536 **13.95**

COLOR-FLYTE 5-PC. TABLE SERVICE. Beautiful, amazingly durable Color-Flyte serving pieces . . . guaranteed against breakage for one full year. You'll always have a complete set! Its softly-mottled undertone contrasts superbly with the festive colors . . . neat, modern shapes reflect such good taste.

5-pc. service: 14" Mist Gray platter, 10" Glow Copper divided vegetable bowl, Glade Green creamer and covered sugar bowl.
70-5236 B865 5-pc. Table Service **$12.95**

BROOKPARK MODERN [illegible] takes years of wear . . needs no pampering. Striking square shape

45-pc Set. 8 each: 10" yellow plates, turquoise bowls, cutters black cereal soups, tangerine cups, black saucers, 1 each yellow platter, black divided vegetable dish, tangerine sugar, turquoise creamer.
70-5376 B3850 45 pc. Set (service for 8) **$54 95**
70-5384 B1190 16-pc. Set. 4 each: 10" yellow dinner plates, turquoise fruits, tangerine cups, black saucers. **$16.95**

BROOKPARK MODERN CONTINUATION and TABLE SERVICE SETS decorative, extra pieces to "round out" your set Guaranteed against breakage . and so colorful, you'll use them with other dinnerware too

(E) **70-5137 B1165** 6-pc. Table Service. Consists of 13½" yellow platter, 1 black and 1 yellow vegetable bowl, tangerine covered sugar bowl, turquoise creamer. **$17 50**
(F) **70-5129 B990** 8-pc. Continuation Set. 4 each Turquoise salads, Black cereal soups **$14.20**

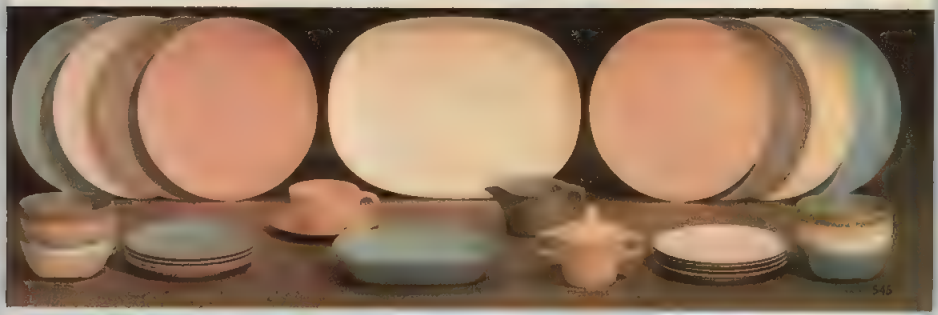
BROOKPARK MODERN [illegible] in Pink and Black [illegible] do daily duty, yet serve for special occasions . . Brookpark Modern was meant for you. Trust its grand assurance of bright beauty . . . its guarantee against breakage, even when the children handle it.
70-5392 B1190 16-pc. Set. 4 each (colors as shown): 10" dinner plates, fruit dishes, cups and saucers. **$16.95**
70-5400 B1165 6-pc. Table Service: 2 vegetable dishes (1 pink, 1 black), pink platter, black creamer and covered sugar. . . **$17.50**

FANTASY [illegible] Joan Lutz, made by Brookpark. A new sophisticated pattern in Turquoise, Blue and Black molded in white Melmac. Has the translucence of finest dinnerware. Unbreakable
70-5418 B1325 16-pc. Set. 4 each decorated dinner plates and saucers, solid Turquoise cups and fruits. **$18.95**
70-5426 B1190 6-pc (4 salads, 4 Turquoise cereal-soups). **17.00**
70-5442 B1045 5-pc. Table Service, decorated platter; turquoise vegetable dish, creamer; white vegetable dish, sugar bowl . **$15 65**

RIO VISTA, by Texas-Ware . . . means lots of wonderful things. There's its moderate price . . than it's molded of Melmac and guaranteed for two years against breakage. and last, but not least . . its scallop edged coupe shape and exciting colors

45-pc. Rainbow Set of Rio Vista, 8 each (2 in each color shown): dinner plates, salads, cereal-soups, cups, saucers; 1 each (as shown): platter, vegetable dish, creamer and covered sugar bowl.
70-5459 B2175 45-pc. Rainbow Set. **$29.95**

45-pc. Turquoise and White Rio Vista Set . . by Texas-Ware. 8 each Turq. coupe cups, salads, cereal soups, 1 vegetable dish 1 covered sugar, 8 each White dinner plates, saucers, 1 platter, 1 creamer
70-5467 B2175 45-pc Turquoise and White set **$29.95**
45-pc. Gray and Pink Rio Vista Set . . . . by Texas-Ware. 8 each: Gray cups, salads, cereal-soups; one vegetable dish, one covered sugar 8 each Pink dinner plates, saucers; one platter, one creamer
70-5475 B2175 45-pc Pink and Gray Set. **$29 95**



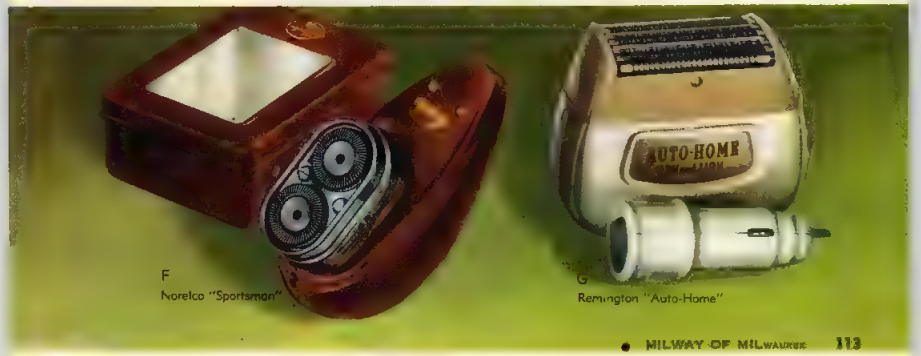
A
Norelco "Speedshaver"

B
Ronson "66"

C
Remington "Rollectric"

D
Schick "Vanity"

E
Schick "Powershave"



F
Norelco "Sportsman"

G
Remington "Auto-Home"

Elegance in shavers created especially for Milady

REMINGTON 'PRINCESS'—Shaves razor close without razor scrape! 8 busy shaving edges stroke away more hair in one sweep than any single edge blade or razor. Shaves up, shaves down . . . won't pull, bite or nick. Exclusive built-out Guard-Comb protects tender skin. No need to switch from one side to the other for underarm and legs, either side does both jobs perfectly. Easy and comfortably to handle. Extra-quiet. Completely removable head is easy to clean. Matching cord. Luxuriously styled presentation case.

2004C1167—Pink	Retail $17.50
2004CK1085—3 or more	Retail $17.50
2006C1167—Blue	Retail $17.50
2006CK1085—3 or more	Retail $17.50
20175C1167—Yellow	Retail $17.50
20175CK1085—3 or more	Retail $17.50

'LADY RONSON'—A palmful of power and elegance, jewelery-styled in milady's preferred pastels with sparkling rhinestone trim. 'For Legs' side gives super-smooth leg shaves; 'For Arms' assures gentle close shaves on the tender underarm area. Fast and comfortable, trims a wider area per stroke. Perfectly safe—can't nick, scrape or burn and will not overheat. Lubricated for life, never needs oiling. Plastic shell with convenient finger-grips. Beautiful Gift Box.

20155C942—Pink	Retail $14.95
20155CK866—3 or more	Retail $14.95
20176C942—Blue	Retail $14.95
20176CK866—3 or more	Retail $14.95
20177C942—Turquoise	Retail $14.95
20177CK866—3 or more	Retail $14.95
20178C942—Yellow	Retail $14.95
20178CK866—3 or more	Retail $14.95

LADY SCHICK 'BALLERINA' AND 'FORGET-ME-NOT'—Two elegant fashion stars, the newest model shavers by these famous pioneers in electric shaving! Styled to captivate every lady's fancy. 'Ballerina'—custom made translucent lucite shell with ruby-studded skirt on 3-dimensional gold dancer; 'Forget-Me-Not'—graceful scattering of tiny flowerets in forget-me-not blue with gold. Designed to-match cases. Gentle-Action head with one side for underarms, the other for legs. Dainty, easy-grip, non-slip palm size; weighs 5 ozs. Extra quiet, vibrationless motor. Lovely gift.

20179C1101—Ballerina	Retail $16.50
20179CK1023—3 or more	Retail $16.50
20180C1101—Forget-Me-Not	Retail $16.50
20180CK1023—3 or more	Retail $16.50

NORELCO 'DEBUTANTE'—For lovely, baby-smooth, fuzz-free skin! This dainty feminine grooming aid is styled and precision engineered by one of the most famous makers of fine electric shavers. Single rotary head with Norelco Speedshaver motor clean-shaves underarms and legs comfortably, safely without soap and water mess. Fits rounded underarm and leg countours; doesn't dig in, nick, scrape or irritate delicate skin. Smooth, quiet action, easy to clean. Beautifully styled in Aqua plastic with matching cord and handsome deluxe gift case. Ship. wt. 1 lb.

20181C1138	Retail $17.50
20181CK1050—6 or more	Retail $17.50

'LADY SCHICK'—Breath-takingly lovely palm-size shavers of inlaid lucite in two sparkling jewel colors with gold plated head and matching 7-foot cord! Underarm and leg grooming accomplished neatly and safely with just a few quick strokes. One side for smooth underarm shaves; reverse for close leg shaving. So gently, a deodorant may be used immediately. Quiet motor. Practically vibration-less.

LADY SCHICK SHAVERS SHOWN ABOVE IN WHITE AND JADE GREEN ARE NOT AVAILABLE

20160C997—Aquamarine	Retail $14.95
20160CK927—3 or more	Retail $14.95
20162C997—Rose Quartz	Retail $14.95
20162CK927—3 or more	Retail $14.95

'LADY NORELCO'—The smarter way to daintier feminine grooming! Puts an end to the muss and fuss of wet preparations and blades that nick, cut or scrape. Designed for underarm and leg use without skin irritation. No sharp corners to dig in. Use Lady Norelco in quiet privacy at your dressing table. Precision engineered with deluxe twin rotary blades for a lifetime of trouble-free service. Smooth, quiet, continuous; permanently lubricated, self-sharpening. Hand fitting shell in Nassau Pink, matching cord. Paris styled gift case. Ship. wt. 1 lb.

2003C1622	Retail $24.95
2003CK1497—6 or more	Retail $24.95

LADY SPARTUS LADIES' ELECTRIC SHAVER—Gentle action shaver whisks off superfluous hair in seconds, easily and quickly . with no nicks, cuts or irritation. The precision, double shaving head is 22 carat gold plated. 110-120V, 60 cycle, AC only. In lovely gift-storage box. Wt. 1 lb.

20182C530—Aquamarine . . . . . **Retail $7.95**
20183C530—Mother-of-pearl white . . . . . **Retail $7.95**

KINGS MEN TRIO—A handsomely packaged threesome of good grooming aids intended especially for the man who uses an electric shaver . . . and wants the same clean, comfortable shave he gets with lather. Contains 4½ oz. bottle pre-electric shave lotion, 4½ oz. after shave lotion, and a 4-oz. plastic bottle of luxury hairdressing. Ship. wt. 2 lbs.

28403AU210 . . . . **Retail $3.00**

ELECTRIC MAKE UP AND SHAVING MIRROR—A necessity for the really well-groomed person. Actually two mirrors in one, each 7" in diameter One side is a plain mirror, and the other side magnifies . . . enables you to do a really good job on either shaving or making up. Lighted with a 25-watt bulb, and also has a convenience outlet for shaver or other appliance. Operates on either AC or DC current White. Ship wt. 2¼ lbs.

28344A400 . . . . . **Retail $5.95**

SHAVEX ELECTRIC SHAVER CURRENT ADAPTOR—Converts household electricity (AC) to smoother, more powerful direct current (DC)! With handy Shavex any brand electric shaver will operate up to 60% more efficiently. Wear and tear on essential motor parts is reduced and life of shaver lengthened. Precision made for long, dependable use. Eliminates 85% of shaver radio static. Ivory plastic.

3112C517 . . . . . **Retail $7.95**
3112CK477—6 or more . Retail $7.95

KAR-SHAVE—When pressed for time, park, plug in Kar-Shave and shave right in your car! No more current required than 1 tail light; and it fits in the dash compartment when not in use. Converts 6 or 12V battery current to 110V 60 cycle AC, so you can use electric shaver, no matter what kind. In self-locking unbreakable case, with cord and plug. Handy for salesmen, campers, fishermen.

3123C907—6-volt . . . . **Retail $13.95**
3124C907—12-volt . . . **Retail $13.95**

shaving perfection . . . precision engineered electric shavers . . . illustrated on opposite page

(A) NORELCO "SPEEDSHAVER"—Exclusive rotary blade action shaves the way the beard grows . . . to give closer, barber-smooth shaves everytime—with no pull, burn or skin irritation. Patented skin-stretchers and twin guards with 120 angulated slots and 240 circular openings, pick up all the long, short, straight or curly hairs . . . and shave hard-to-get-at places. 12 self-sharpening high speed cutters slice hairs off right at the skin line. Powered by self-starting universal brush motor, lubricated for life. Built for years of trouble-free service. Easy to clean. Molded contour shell fits the hand naturally and comfortably. Quiet and cool-running No radio or TV interference Complete with line cord, and handsome zip-all-around leather case

3019C1622 . . . . . **Retail $24.95**
3019CK1497—6 or more . . . . . **Retail $24.95**
20146C65—Shaver cord . . . . . **Retail $ 1.00**
20147C390—Head assembly . . . . . **Retail $ 6.00**
3062C163—Cutter & guard . . . . . **Retail $ 2.50**

(B) RONSON "66" SHAVER With Free $4.50 Lighter—Tremendous 2-in-1 offer! Famous Ronson "66" with Super-Trim shaves every type of beard closely, cleanly, quickly . . . then neatly squares up sideburns, Super-Trims neck hairs, moustaches and all those hard-to-get-at whisker areas. Result: a perfect shave . . . the most satisfying ever! Power-Glide head lubricated for life; self-sharpening blades. Power-cleaning shaver head automatically cleans itself in seconds. With cord and cord control . . . and a $4.50 Ronson "Windlite" lighter, absolutely free!

20154C1795 . . . . . **Retail $28.50**
20154CK1650—6 or more . . . . . **Retail $28.50**

(C) REMINGTON "ROLLECTRIC"—Closer, more comfortable shaving than with any other shaver! The new Rollectric floats on 4 rollers of polished chrome . . . all comfort, no matter how hard you press. New miracle close-cutting roller combs level tiny skin valleys, gently "knead" whiskers into ideal shearing position, shave hidden beard growth lurking in tiny skin pockets. New speed and power contour head . . . 6 diamond honed cutters riding on silent pressure rings perform over 24,000,000 strokes per minute, driven by most powerful 110-V, AC-DC rotary motor of any shaver made . . . closest thing to one-stroke shaving. Molded plastic shell contoured to fit the hand Cleans easily . . . snap-on hair pocket. In tawney suede gift case with gold trim. With cord control and brush.

20148C2100 . . . . . **Retail $31 50**
20148CK1953—3 or more . . . . . **Retail $31.50**

(D) SHICK "VARSITY" SHAVER—A whiz at getting whiskers! Schick-engineered especially to meet the young man's shaving problems . . . to give close, quick comfortable shaves every time . . . with all kinds of beard and skin Big fast-action shaving head has quiet magnamatic motor that not even the toughest beard can slow down. Maintains constant speed with plenty of reserve power for dependable action. Smart crest emblazoned on ivory plastic shell. Stands firmly on its own base. Colorful snap-on top for easy cleaning. Shaver, cord, and cleaning brush in plaid drawstring bag.

20185C1167—Red . . . . . **Retail $17.50**
20186C1167—Blue . . . . **Retail $17.50**
20187C1167—Green . . . **Retail $17.50**
20188C1167—Charcoal . Retail $17.50

(E) ALL NEW SCHICK "POWERSHAVE"—Twice as big! And shaves twice as fast! With revolutionary new full contact head and whisker guides that pop whiskers out for a new kind of shave . . . deep down where the beard begins! Head is twice as big . . . designed to shave on every curve of the face . . . flats, rounds, hollows. All-new motor features double horse power for faster shaves. Hand contour plastic shell is designed to give firm, sure grip Comes in handsome travel case with leather panels, brass trim.

20184C1998—White . . . **Retail $29.95**
20190C1998—Green . . . **Retail $29.95**
20191C1998—Tan . . . . . **Retail $29.95**
20192C1998—Black . . . **Retail $29.95**

(F) NORELCO "SPORTSMAN" SHAVER—Dual purpose shaver for auto or outdoor use. Battery operated to shave you anywhere, any time, when house current is not available. It goes along with you on fishing, hunting, and camping trips. Operates for weeks at a time on three flashlight batteries (not included); or just plug it into the lighter of your car (either 6 or 12 volts). It will always give you the same, smooth rotary blade shaves as other famous Norelco shavers. Makes a pleasing gift for salesmen, travelers, outdoors men or service men. Maroon shell molded to fit hand firmly, comfortably, securely. With steel battery holder, unbreakable mirror, adaptor. In weatherproof case.

3022C1622 . . . . . **Retail $24.95**
3022CK1497—6 or more . . . . . **Retail $24.95**

(G) REMINGTON AUTO HOME SHAVER—With all Rollectric shaving features! For men on the go anywhere . . . in cars, trucks, planes, trains, boats, hotels, and at home, too! New roller combs gently press the skin flat, pop up whisker bases and six diamond honed cutters, powered by rotary motor shear off whiskers comfortably at their true base . . . doesn't just skim off the tops . . . gives a clean shave that lasts hours longer. Deluxe brown and gold gift case, lighter adapter and matching cord. Shaves equally well on car battery or 110V, AC, DC house current. For 6 or 12 volt cars.

2009C2234—12V . . . . . **Retail $33.50**
2009CK2077—3 or more . Retail $33.50
2007C2234—6V . . . . . **Retail $33.50**
2007CK2077—3 or more . . Retail $33.50

The "big change" waiting

OWENS "24"

Continental V-8 EXPRESS

Where you formerly had only this much space in a "24" cabin . . .

you now get this much more!

Where you had this much headroom in a "24" before . .

you now have all this!

Where the galley in a "24" was crowded and cramped . . .

it's now open and ample!

Where the view was confined and obstructed

it's now full "picture window" size

READY FOR YOUR IMMEDIATE INSPECTION. VISIT YOUR OWENS DEALER . . . OR THE OWEN

you've been for . . . is here!

CRUISER

Whether you've had long experience with cabin cruisers, or merely a nodding acquaintance, you could point out some vitally needed changes for the better. A change in headroom and elbow room. A change in sleeping comforts and galley conveniences. A change in exterior styling, to a stunningly different "new look".

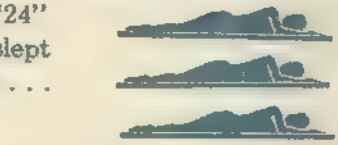
Owens, pioneer of progress in pleasure boating, has now turned all these changes, and many more, into one dramatic *"big change"* . . . the most completely *new* boat in years . . . so new that, when this magazine went to press, we couldn't even show you her picture.

First, Owens gave her the seaworthiness of the high-performance, mahogany-framed HRV hull. Owens powered her with the phenomenal 220 h.p. Flagship Marine V-8 engine. Then Owens commissioned *Raymond Loewy Associates*, world-famous designers, to make the "24" Continental uniquely functional to *live* aboard . . . uniquely beautiful to be *seen* aboard . . . uniquely exciting to *cruise* aboard.

She's the "big change" in boat *value*, too . . . made possible only by Owens' revolution in boat-building. You'll find it hard to believe that so much unprecedented cruiser luxury can be yours for *$5995* . . . delivered U.S.A., through Owens dealers only.

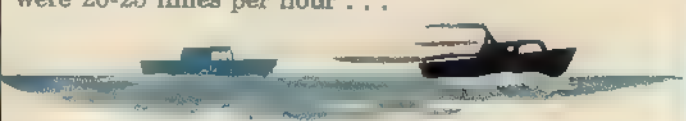
Owens Yacht Co., Inc., P.O. Box 4051, Baltimore 22, Md.

Where a "24" normally slept only three . . .



you now sleep 4 to 5 adults . . . in perfect comfort!

Where average top speeds were 20-25 miles per hour . . .



the new Flagship V-8 engine gives you much higher cruising speeds . . . with money-saving regular marine gasoline!

ISPLAY AT YOUR LOCAL BOAT SHOW!

OWENS

DEALERS:
Your territory may be open . . . for a valuable Flagship or Speedship franchise. Contact Owens today!

FLAGSHIPS

Steel ROAMER for '58

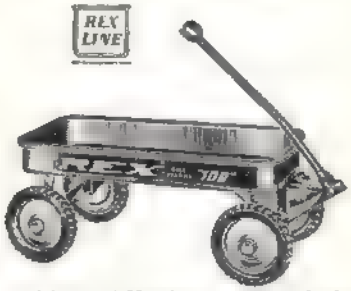
five of boating's most advanced designs

Look at them, every one a show stealer — completely new and brilliantly styled in an advanced concept of cruiser design. The full Steel Roamer line will surely win acclaim at the shows. And certainly the striking Roamer styling features — the modern flying bridge, forward-slanting transom, low silhouette and sleek profile — plus the luxury interiors and the extra benefits of steel will be talked about, admired and coveted long after the shows are over. Send for new full color brochure.

ROAMER STEEL BOATS HOLLAND, MICHIGAN

RADIO STEEL

REX BALL BEARING "100"

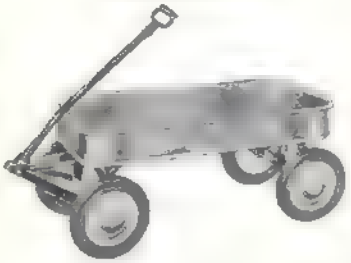


A real beauty! Handsome maroon body . . . Ball bearing wheels. Tractor style tires!
BODY: 34" x 15½" x 3¾"
WHEELS: 8" double disc
TIRES: 8" x 1.25" semi pneumatic tractor style
BEARINGS: Speedy Ball Bearings
AXLES: ½" round
FINISH: Body maroon baked enamel; Wheels gray with maroon stripe; Undergear black.

	1 to 6	7 or more	
No. 100	sar	een	Each $109.00

One in a Carton

RADIO FLYER

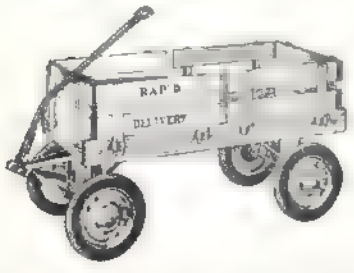


Body size 34"x15⅛"x4⅛". Wheels are 10" double disc, "Congo" lifetime bearings; super-cushion molded tires are 10"x1.75". Axles: 1⅛" round. Color: bright red, baked enamel. Wheels are sparkling gray enamel with red stripe.

	1 to 6	7 or more	
No. 18	inn	ahn	Each $11.95

GARTON TOY

STAKE BODY WAGON (WOOD)



Box: heavy kiln dried lumber. 16 x 26 x 3 inches reinforced with cleats Sides mortised to bottom. Ends drawn together with box rods. **Gear:** stamped from heavy steel, with fifth wheel. Equipped with tubular steel handle **Wheels:** 10-inch artillery with easy rolling nylon bearings **Tires:** 1.75 inch puncture proof semi-pneumatic. **Finish:** box natural varnish. Front racks red Wheels red, decorated white Gear and handle aluminum.

No. 1325	clon		Each $24.95

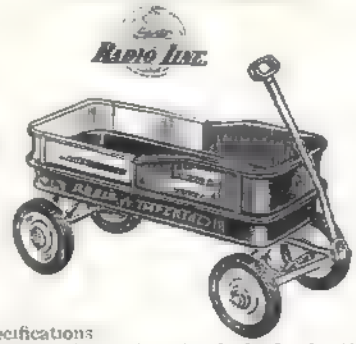
One in a carton

REX JET WAGON

Body 4" deep x 34" x 15½"—equipped with wheels 9½" x 1.50" tires of special design—has CONGO lifetime bearings and red body with gray wheels.

	1 to 6	7 or more	
No. 95	Each sar	een	$10.95

THE "RADIO" IMPERIAL



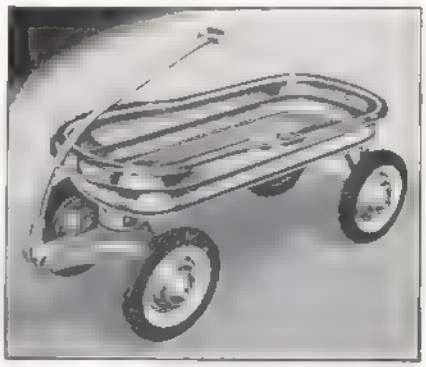
Specifications
BODY: 41½ x 17¼ x 10"—body depth 4½"
WHEELS: 10" double disc
TIRES: 10" x full 1.75" semi-pneumatic blue side wall
BEARINGS: Lifetime Congo Bearings (never need oiling)
FINISH Baked Enamel—body, wheels, stakes and undergear
AXLES: ½" round

	1 to 6	7 or more	
No. 42	crsh	eahn	Each $22.95

One in a Carton

MURRAY

SUPER DELUXE WAGON



Length 36", width 17", heavy gauge steel. Ball bearing wheels, 10" double disc. 1¾" semi pneumatic tires, finished in maroon enamel with tongue and undergear silver.

	1 to 6	7 or more	
No. P-90	ccsa	cecn	Each $16.50

One in a Carton

SCOOTERS

RADIO SUPER

Radio Super Scooter The frame is stamped from one piece of heavy gauge steel with embossed footrest. Parking Stand. Size—length 33", height 30", 7"x 1.25" cushion molded tires. 7" wheels with "Congo" lifetime bearings. Bright red baked enamel. Wheels—Gray baked enamel, red striped.

		1 to 6	7 or more	
No. 2	**	hcs	hrn	Each $3.95

One in a Carton

RADIO

DELUXE MODEL SCOOTER

One piece heavy gauge steel frame with non-slip embossed foot rest, in new, brilliant, red baked enamel finish Length 38", height 41" Sparkling white, red striped double disc wheels. 8" x 1.25" semi-pneumatic automobile style tires. "Congo" Graphite lifetime bearings. 13" white tubular steel handle, black plastic grips Parking stand and brake

		1 to 6	7 or more	
No. 4	**	rnn	acn	Each $5.98

One in a Carton

RADIO ADJUSTABLE WAGON DISPLAY FIXTURE

Here's a Display Fixture that permits you to stack four Coaster Wagons in an effective display. Adjustable to fit all wagons from the largest to the smallest. Made of steel; two nuts permit quick adjustment to size wanted. A real boon to the merchant and an effective aid to sales.

Set consists of six adjustable steel fixtures. Complete with thumb nuts sufficient to display four wagons.

No. 50	asn		Each $6.00

One Set in a Carton

MINNESOTA MINING

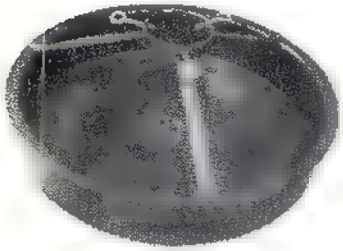
SCOTCH TAPE FOR GIFT WRAPPING GIFT WRAP ASSORTMENT

Six continuous patterns in ⅝" width. Each roll mounted in dispenser; 24 roll assortment in colorful display box. Size ½" x 150".

No. 2229—154.....Per assortment $6.00
Twelve Assortments in a Carton

HAMILTON-MONROE

CHRISTMAS TREE STAND



The large one-piece circular pan uses its full diameter to balance the tree no matter which way that tree tends to topple

Pan holds ample supply of water to keep tree moist and green.

Easy to assemble—simple to take down for convenient storage.

Holds tree up to 3¼-inch diameter.

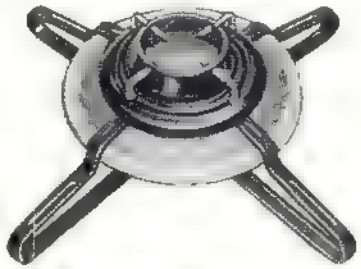
Overall height: 6½ inches

17 inches top diameter x 2⅞ inches depth

No. 2176-20 ..... Each $2.00
One in a Carton

SB MANUFACTURING CO.

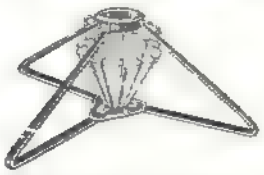
CHRISTMAS TREE STAND
KING SIZE



4 legs for tremendous stability. Will actually take trees up to 11" thick. No other stand is as tip-proof. Enameled in attractive Xmas colors. Compactly packaged, knocked down, assembles quickly—without tools. Material—Heavy gauge steel. Water capacity—A full gallon. Extreme distance between opposite legs 26 inches. Adjusting screws—4 very large ¾" dia.

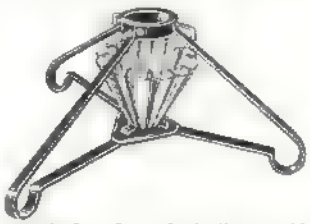
No. 1440-104 .....Each $3.95
1 in a Carton

S. B. MANUFACTURING CO.



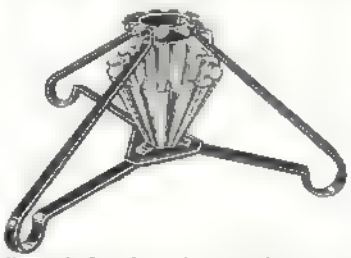
Designed for small and medium sized trees. Will take trees up to 2½ in. thick. Enameled in green and red. Water container has no seams. Easily assembled. Three turn screws fasten and adjust tree. Distance between legs 14 in., height 4½ in.

No. 1439—109.....Each $1.00
One in a Box, Twelve in a Carton



Built entirely of steel similar to No. 107, but lighter and smaller. Finished in green and red. Water container holds over a pint. Will take trees up to 2¾ inches thick. Extreme distance between legs 15 in. Height 6⅛ inches

No. 1438—108 .....Each $1.40
One in a Box, Twelve in a Carton



Built entirely of steel, enameled in green and red. The water container is made of 20-gauge steel and holds one quart. Three turn screws fasten to tree. Will take trees up to 3 inches in thickness. Extreme distance between legs 17 inches, height 8¼ inches.

No. 1437—107.....Each $1.75
One in a Box, Twelve in a Carton

RADIO STEEL

TINY TOT WAGON

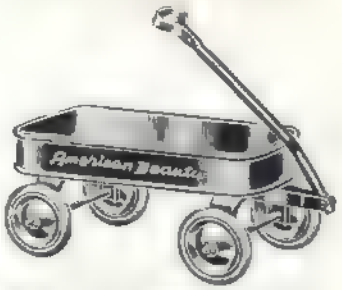
Disney decal decorates the bed of the Tiny Tot Wagon. Special attractive Engine red body 10" x 5" (7" x 2". Roll edge for safety. Black enameled steering gear. White wheels with rubber tires. All steel construction.

	1 to 6	7 or more	
No. 6	.....ces	cln	Each $2.50

Twelve in a Carton

RADIO STEEL

RADIO AMERICAN BEAUTY



Body 30" x 10" x 3". Wheels 7" double disc, plain bearings. Tires ... rubber tires. Axles—¼" round. Bright red baked enamel.

	to 6	7 or more	
No. 7	con	csl	Each $2.95

Six in a Carton

REX "80" WAGON

For rolling satisfaction and play value it can't be beat! Body 24" x ... x 3¾". Wheels 6" double disc. Bearings Nyl-Tex 1". Set Pneumatic. Axles ⅝" round. Finish Baked Enamel.

	1 to 6	7 or more	
No. 80	hsn	hln	Each $3.95

One in a Carton

RADIO SUPER

Heavy gauge bolsters front gear and fifth wheel. Body 28" x 13" x 3¾". Wheels Gray baked enamel with red stripe, 7" double disc, 7" x 1.25" super cushion molded tires. "Congo" lifetime bearings. Axles are ⅝" round. Bright red baked enamel.

	1 to 6	7 or more	
No. 9A ... ...lar		rtn	Each $7.95

REX JET

Body, 34" x 15½" x 4". Red baked enamel finish. White rod striped double disc wheels, 8" x 1.25" semi pneumatic puncture proof, automobile style tires. Graphite bearings (never need oiling). Axles ½".

	1 to 6	7 or more	
No. 90—Rex .	ees	enn	Each $9.95

One in a Carton

AMF-JUNIOR

DELUXE PEDAL TRIKES

Size of Front Wheel Tire	Size of Rear Wheel Tires
8"x1.50"	5"x1.50"

Frame: 2" steel tubing head: 1¼" tubing backbone formed steel rear step deck. Fork: stamped and formed from heavy gauge steel. Wheels: double disc, stamped steel. Oil impregnated and self lubricating Chrysler Oilite bearings in front wheel. Plain bearing rear wheels with bright plated hub caps. Tires: 1.50" molded rubber, semi-pneumatic and puncture proof. Handlebar: stamped steel with plastic grips and propeller. Enameled. Saddle: stamped steel with extra large top. Adjustable. Pedals: streamlined rubber pedals. Finish: Indian red with silver finish wheels and handle bar.

		1 to 6	Over 6		
No. 623	*	ennn	lsn	Each	$8.98

One in a carton

NO. 625 SERIES TUBULAR VELOCIPEDES

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
720	10"x1.50"	7"x1.50"	16 lbs.
721	12"x1.50"	8"x1.50"	18 lbs.
722	16"x1.50"	10"x1.50"	21 lbs.
*723	20"x1.50"	12"x1.50"	25 lbs.

Frame: 2" steel tubing head. 1¼" tubing backbone. Jet wing design, formed steel rear step deck. Fork: stamped and formed from heavy gauge steel. Fender: gothic, bicycle type. Wheels: heavy gauge riveted steel spokes, wide channl type rims. Ball bearing front, plain bearing rear wheels with bright plated hub caps. Tires: molded rubber, semi pneumatic and puncture proof Handlebar: ⅝" steel tubing with rubber grips. enameled. Adjustable. Pedals: streamlined rubber pedals. Finish. indian red with white trim. White wheels and handlebar. Packing: one in carton K.D.

*Model No. 723 (20" front wheel size) has rear arch style tubular frame and ¾" handlebar.

		1 to 6	Over 6		
No. 720	.....	ssar	eol	Each	$10.98
No. 721	.....	tet	thl	Each	12.98
No. 722	.....	cnnn	oln	Each	14.98
No. 723	.....	ccsl	cnst	Each	16.98

One in a carton

JUNIOR VELOCIPEDES

Chrysler Oilite Bearings on Front Wheel

Dimensions: Size of Front Wheel 10". Rear Wheels 7"; Size of Tires ⅝"; Weight Per Carton 36 lbs.

Specifications: Frame—2" steel tubing head, 1¼" tubing backbone, JUNIOR Jet design rear step plate. Fork—Stamped and formed from heavy gauge steel. Wheels—Heavy gauge riveted steel spokes. Oil impregnated and self lubricating Chrysler Oilite bearings in front wheel. Plain bearing rear wheels with bright plated hub caps. Tires—⅝" extruded rubber tires with fine corrugated tread. Handlebar—⅝" steel tubing with rubber hand grips. Adjustable. Saddle—Stamped steel with extra large top. Adjustable. Pedals—Streamlined rubber pedals. Finish—Indian red with white wheels and handlebar

		1 to 6	Over 6		
No. 600	.....	ennn	lsn	Each	$8.19

Three in a Carton

JUNIOR TOY VELOCIPEDE

G-735 Series U-Bone frame Velocipedes

Three Sizes

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tire
735	10" x 1.75"	8" x 1.75"
736	12" x 1.75"	8" x 1.75"
737	16" x 1.75"	10" x 1.75"

SPECIFICATIONS

FRAME, 2" Steel tubing head. 1¼" tubing backbone 1¼" tubing U-bone Wheels Riveted steel spokes, ball bearing front wheel. Plain bearing rear wheels. Tires: 1.75" molded rubber tires. Pedals: Two-piece bicycle type with red plastic pedal treads. Finish. Indian red with white head. White wheels White handlebar White fender shields White tip on fender

		1 to 6	Over 6		
No. 735	.....	tnn	sen	Each	$11.98
No. 736		onl	ten	Each	13.19
No. 737		cnao	ots	Each	15.19

One in a Carton

U BONE VELOCIPEDES

THREE SIZES

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
740	10" x 1.75"	8" x 1.625"	24 lbs
741	12" x 1.75"	8" x 1.75"	25 lbs.
742	16" x 1.75"	10" x 1.75"	28 lbs

Frame 2" steel tubing head with Chrome Plated head caps and locking collar 1¼" tubing backbone. 1¼" tubing U-bone Extra wide jet style rear step deck Fork Stamped and formed from heavy gauge steel Fender Gothic, bicycle type with white enameled fender shields. Wheels, Heavy gauge riveted steel spokes wide channel type rims. Ball bearing front plain bearing rear wheels with chrome plated hub caps, and enameled star-fire wheel discs. Tires Molded rubber, semi-pneumatic and puncture proof. Handlebar: Junior jet design ⅝" steel tubing with red plastic grips and streamers. Chrome plated. Adjustable Truss Rods Chrome plated. Saddle, Two-tone vinyl padded top with coil springs. Pedals Two-piece bicycle type with red plastic pedal treads Finish: Ebony black with white trim White wheels. White tip on fender White fender shields

		1 to 6	Over 6	Suggested List
No. 740.	10" Velocipede	ccal	cnst	$16.98
No. 741	12" Velocipede	chao	ccss	18.19
No. 742	16" Velocipede	caar	chrs	19.98

One in a Carton

AMF JUNIOR TRIKES

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires
671	12" x 1.75"	8" x 1.75"
672	16" x 1.75"	10" x 1.75"

Frame 2" steel tubing frame Jet wing design formed steel rear step deck. Fork: stamped and formed from heavy gauge steel Wheels: heavy gauge riveted steel spokes, wide channel type rims Ball bearing front wheel. Oil impregnated and self lubricating Chrysler Oilite bearings in rear wheels Chrome plated hub caps Tires molded rubber, semi-pneumatic and puncture proof Handlebar ⅝" steel tubing with red plastic grips and knuckle guards Chrome plated Saddle two-tone padded vinyl top with double coil springs. Pedals two-piece, bicycle type with red Jewel-tone pedal treads. Finish flamboyant blue with white and chrome trim White wheels.

		1 to 6	Over 6		
No. 671	.....	crsr	crnn	Each	$21.98
No. 672	.....	cent	clht	Each	25.98

One in a carton

REVELL CONSTRUCTION KITS

Authentic plastic hobby models—Action-posed figures

SHIP KITS

U. S. S. Franklin D. Roosevelt Aircraft Carrier. Impressive 21½" model authentically scale engineered from U. S. Navy blueprints, this impressive ship carries 2 Skyraiders, 6 Corsairs, 2 Helicopters, 16 Cougars. Complete superstructure, radar equipment, and gun armaments are precision molded. Decal and flag sheets plus base for mounting. Finest craftsmanship and detail. All plastic, easy to build.

S.R. $2.49 Each

K707-119 Aircraft Carrier Kit.....$3.00

(Mfr. No. H307)

12 per ctn.; wt. 14 lbs.

Old Ironsides. Symbol of America's early sea superiority. Deluxe 16¾" model is meticulously authentic in each minute detail of the hull, decks, armaments, spars, long boats with oars, and companionways. Pre-assembled rope ladders, cement included.

S.R. $2.98 Each

K707-226 Constitution Ship Kit $4.00

(Mfr. No. H319)

12 per ctn.; wt. 10 lbs.

U.S. Coast Guard Cutter Eagle. Cadet training ship molded in 3 colors; 13⅜" long. Features movable yards, 19 contoured plastic sails, pre-assembled rope ladders, flag sheets, cement, and tiny details such as chains, coiled ropes, whale boats, life rafts, and ladders.

S.R. $2.98 Each

K707-333 Training Ship Kit.....$4.00

(Mfr. No. H347)

12 per ctn.; wt. 11 lbs.

M-20 ARMORED COMBAT CAR

The M-20 armored car is a personnel transport principally used for combat reconnaissance. Scale model details every feature with movable ring-mounted anti-aircraft machine gun, movable wheels, rifles and a supply of land mines on side racks. Action crew of four, plus rifleman and mine-dectector man are included in the 65-piece kit. Length: 6".

S.R. 89¢ Each

K707-440 Combat Car Kit.....$1.20

(Mfr. No. H524)

24 per ctn.; wt. 8 lbs.

M-38 RADIO JEEP AND TRAILER

The communications jeep establishes radio liaison between artillery spotters, fire-direction centers, and Field command posts. Has two-way radio installed in rear, pulls amphibious M-100 trailer carrying 2 wire reels, a pole for stringing wire, generator, instrument trunk, and blanket roll. Jeep windshield is adjustable, wheels on both vehicles move. Complete with three action figures.

S.R. 79¢ Each

K707-556 Jeep & Trailer Kit.....$1.04

(Mfr. No. H525)

24 per ctn.; wt. 8 lbs.

U. S. ARMY ORDNANCE TANK

The M4 Sherman was the principal medium tank used by the U. S. Army in all theatres of operation during W. W. II. Accurately scaled to exact specifications. This 7¼-inch long model has movable suspension wheels and tracks, 75mm turret gun and .50 cal. machine gun which can be elevated and revolved, .30 cal. machine gun, 3 hatches with hinged covers, front periscope and decals. Superbly sculptured figures include 5 action-posed G.I. foot soldiers armed with bayonets, rifles, grenades, plus the figure of the tank commander who directs the action.

S.R. $1.49 Each

K707-663 Army Tank Kit.....$2.00

(Mfr. No. H522)

12 per ctn.; wt. 7 lbs.

LONG TOM GUN WITH TRACTOR

"Long Tom" is the M-2 155 mm gun that saw action on all World War II fighting fronts ! Revell has precisely duplicated the famous big gun and its M-4 high speed tractor in a 17" model that features many moving parts. Two-way swivel and pivot actions adjust firing position of the gun barrel, wheels turn, limbers "V"-out from transport to firing position. M-4 tractor has real moving caterpilar treads. Kit includes a 5-man artillery crew in exciting action poses.

S.R. $1.98 Each

K707-770 Gun & Tractor Kit.....$2.66

(Mfr. No. H523)

12 per ctn.; wt. 8 lbs.

ARMY COMBAT TEAM

Hobbyists can create dynamic real-life battle scenes with this impressive combat core of Army vehicles. Set includes superbly detailed M-4 Sherman Tank, 17" model of the "Long Tom" big artillery gun, high-speed caterpillar-tread M-4 Tractor, plus front-line-contact Radio Jeep and Communications Trailer. Each vehicle has many moving parts. 23 action-posed G.I. figures handling equipment complete the set.

S.R. $4.98 Each

K707-887 Combat Team Kit.....$6.66

(Mfr. No. G527)

6 per ctn.; wt. 17 lbs.

REVELL AIRCRAFT CONSTRUCTION KITS

Authentic plastic hobby kits scaled from official blueprints—Swivel display stand in each kit

SCORPION F-89D INTERCEPTOR

Perfect replica of the heavily armed long-range Air Force interceptor, with unusual "Scorpion" silhouette created by upswept tail and low nose design. Detailed are 2 pylon tanks beneath wings, wingtip rocket pods, landing gear and flaps, 2 jet engines, new 4-piece canopy, and figures of pilot and radar observer. 8⅜" wingspan.

	S.R. 89¢	Each
K708-109	Airplane Kit	$1.20

(Mfr. No. H221)
72 per ctn.; wt. 27 lbs.

DOUGLAS X-3 STILETTO

Air Force and Navy share interest in the top-secret performance of the fabulous X-3 Stiletto, developed by Douglas to explore new speed and altitude ranges. Unusual pointed shape of the mid-wing monoplane makes it an exciting collector's item for hobbyists. Revell's authentic model is molded in pure white plastic, accurately portrays revolutionary stub-wing silhouette, has green tinted canopy. Tow-tractor, tow bar and life-like figures of pilot and driver complete the kit. 12½" long.

	S.R. 89¢	Each
K708-208	Airplane Kit	$1.20

(Mfr. No. 259)
72 per ctn., wt. 22 lbs.

F-101A McDONNELL VOODOO

Capable of supersonic speeds, this powerful jet fighter is attached to the Strategic Air Command. Revell's silver colored model of the F-101A Voodoo is fully detailed with 3 auxiliary gas tanks, mounted armaments, 2 jet engines, landing gear and flaps, and many extras, including pilot figure. 6⅝" wingspan.

	S.R. 89¢	Each
K708-307	Airplane Kit	$1.20

(Mfr. No. H231)
72 per ctn.; wt. 24 lbs.

CONVAIR F-102A

The headline-making, supersonic performing, guided missiles carrying Convair F-102A is one of the most advanced planes to come off the drawing boards. The F-102A's delta wings with upswept tips are scaled from 38 feet to 6" in the model. Complete with pilot figure.

	S.R. 89¢	Each
K708-406	Airplane Kit	$1.20

(Mfr. No. H233)
72 per ctn.; wt. 24 lbs.

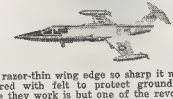
F-100C SUPER SABRE

The F-100C Super Sabre is the plane that set the official world speed record of 822 m.p.h. in level flight. Authentic scale model duplicates auxiliary gas tank, landing gear and motor intake ring, rudder, exhaust cone, and sculptured figure of the pilot. Wingspan 8½"

	S.R. 89¢	Each
K708-505	Airplane Kit	$1.20

(Mfr. No. H236)
72 per ctn., wt. 24 lbs.

LOCKHEED F-104 STARFIGHTER



A razor-thin wing edge so sharp it must be covered with felt to protect ground crews while they work is but one of the revolutionary innovations of the Starfighter. Other features are downward-firing ejection seat, horizontal stabilizer with moving surface, and a special flap system to shorten landings and take-offs. Revell's model is molded in silver plastic, complete with pilot figure, and clear plastic canopy.

	S.R. 89¢	Each
K708-604	Airplane Kit	$1.20

(Mfr. No. H251)
72 per ctn.; wt. 22 lbs.

SIKORSKY S-55 HELICOPTER

The Sikorsky S-55 has been adopted by the Navy, Air Force, and Marine Corps as well as by the U. S. Mail and commuter services all over the country. As dramatic looking as the prototype, Revell's S-55 Helicopter has a Pratt & Whitney R-1340 SH2 Wasp radial air-cooled engine. Quadri-cycle landing gear is completely detailed. Inside the clear fuselage window can be seen the instrument panel, control sticks and life-like figures of pilot and officer. 13" rotorspan.

	S.R. 89¢	Each
K708-763	Helicopter Kit	$1.20

(Mfr. No. H214)
72 per ctn.; wt. 27 lbs.

MITCHELL BOMBER B-25

The North American "Billy Mitchell" Medium Bombers participated in the first devastating U. S. raid on Tokyo from the "Shangri-La" carrier, U.S.S. Hornet. Precision details of Revell's model include top and bottom twin gun turret blisters, observation blister, complete landing gear, transparent nose section with figure of gunner manning a machine gun, flight deck with pilot and co-pilot figures. Wingspan: 12⅞".

	S.R. 98¢	Each
K708-802	Airplane Kit	$1.34

(Mfr. No. H216)
48 per ctn.; wt. 24½ lbs.

CONVAIR B-58 JET BOMBER

Revell's 11¾" replica of America's fastest bomber. Each of the 3 cockpit canopies is hinged and lifts to show crew figures and detailed interiors; 16 landing wheels actually move.

	S.R. 98¢	Each
K708-901	Airplane Kit	$1.34

(Mfr. No. H252)
48 per ctn.; wt. 22 lbs.

REVELL AIRCRAFT CONSTRUCTION KITS

Authentic plastic hobby kits scaled from official blueprints—Swivel display stand in each kit

LIBERATOR BOMBER B-24J

The B-24J Liberator Bomber was widely used in W.W. II for heavy bobing raids in Europe and the South Pacific. The Revell scale model has four engines, 4 gun turret blisters, an observation blister, detailed landing gear, bombardier and pilot canopies with flight deck and sculptured figures of pilot and co-pilot. Wingspan: 14¾".

	S.R. 98¢	Each
K709-115	Airplane Kit	$1.34
	(Mfr. No. H218)	
	48 per ctn.; wt. 24 lbs.	

MARTIN B-57B

Developed from a British design, the B-57B has become one of the world's most effective bombers. Authentic Revell model has fully detailed body. engine, clear plastic cockpit with pilot figure, carries eight rockets and four bombs. Wingspan: 9⅝".

	S.R. 98¢	Each
K709-222	Airplane Kit	$1.34
	(Mfr. No. H230)	
	48 per ctn.; wt. 21 lbs.	

CONVAIR B-36 BOMBER

Consolidated Vultee's B-36 is 162' long and has a wingspan of 230'. Over-target speed is in excess of 435 m.p.h. Precision scaled Revell model of the huge plane details engine housings, gun sighting blisters, plastic window and clear dome. B-36 wingspan: 15".

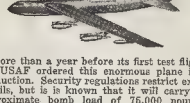
	S.R. 98¢	Each
K709-339	Airplane Kit	$1.34
	(Mfr. No. H205)	
	48 per ctn.; wt. 22 lbs.	

STRATOJET B-47 BOMBER

The USAF's Boeing B-47 Stratojet has been called the fastest known bomber in the world. Swept wingspan of 116' has been scale engineered to 12" in the Revell model. Exactly duplicated are two twin and two single engine housings with detailed engine nose caps, radar dome, plastic windows and clear canopy.

	S.R. 98¢	Each
K709-446	Airplane Kit	$1.34
	(Mfr. No. H206)	
	48 per ctn.; wt. 22 lbs.	

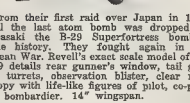
BOEING B-52 STRATOFORTRESS BOMBER



More than a year before its first test flight, the USAF ordered this enormous plane into production. Security regulations restrict exact details, but is is known that it will carry an approximate bomb load of 75,000 pounds. Equipped with four twin jet pods and two wing tanks, Revell's E-52 model has swept wingspan of 13". Clear nose and tail section canppies are detailed.

	S.R. 98¢	Each
K709-552	Airplane Kit	$1.34
	(Mfr. No. H207)	
	48 per ctn.; wt. 22 lbs.	

BOEING B-29 SUPERFORTRESS BOMBER



From their first raid over Japan in 1944 until the last atom bomb was dropped on Nagasaki the B-29 Superfortress bombers made history. They fought again in the Korean War. Revell's exact scale model of the B-29 details rear gunner's window, tail gun, gun turrets, observation blister, clear nose canopy with life-like figures of pilot, co-pilot and bombardier. 14" wingspan.

	S.R. 98¢	Each
K709-689	Airplane Kit	$1.34
	(Mfr. No. H208)	
	48 per ctn.; wt. 20 lbs.	

WORLD WAR I SPAD

A museum-perfect replica of Eddie Rickenbacker's historic biplane. The model's many action features include movable prop and landing wheels, engine cowling that can be lifted to show carefully duplicated engine assembly, plus complete cockpit detail and authentic decals. Wingspan: 11-3/4".

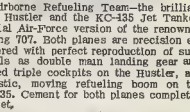
	S.R. $1.98	Each
K709-776	Airplane Kit	$2.66
	(Mfr. No. H256)	
	12 per ctn.; wt. 8 lbs.	

WORLD WAR I FOKKER

Large scale, historic German Triplane Fighter. Action designed with plenty of moving parts, the Fokker has a cowling that lifts to show detailed rotary engine which actually turns with the propeller—landing wheels and control stick move, too! Remarkable detail includes simulated canvas finish, strut wires and figures of pilot and 2 mechanics. Wingspan: 10-5/16".

	S.R. $1.98	Each
K709-883	Airplane Kit	$2.66
	(Mfr. No. H270)	
	12 per ctn.; wt. 8 lbs.	

STRATEGIC AIR COMMAND SET



Airborne Refueling Team—the brilliant B-68 Hustler and the KC-135 Jet Tanker, special Air-Force version of the renowned Boeing 707. Both planes are precision engineered with perfect reproduction of such details as double main landing gear and hinged triple cockpits on the Hustler, and realistic, moving refueling boom on the KC-135. Cement for both planes completes the set.

	S.R. $1.98	Each
K709-990	Airplane Set	$2.66
	(Mfr. No. G289)	
	12 per ctn.; wt. 12 lbs.	

NOTICE!

U. S. LETTERS PATENT NO. 2,811,810, issued November 5th, 1957, relative to WEEPING DOLLS which weep TEARS THROUGH THE EYES, has been assigned exclusively to the Uneeda Doll Company, Inc.

The basic concepts contained in this patent have been violated up to the present, and this notice serves to forewarn that infringers will now be VIGOROUSLY PROSECUTED.

UNEEDA DOLL COMPANY, INC.

200 FIFTH AVENUE NEW YORK 10, N. Y.

UNEEDA has

We can't say what IT is but IT is the greatest pack of surprises you have yet seen in dolls!

•

See IT at our new Showroom (same floor as formerly) Room 552, 200 Fifth Avenue and Hotel McAlpin, Room 1095—Jack Felk

New Southern Representative—Corsey & King
Southwest—Claude Brewer
West Coast & Mountain States—Lee Sherman

UNEEDA DOLL CO., INC.

Step in...NEW '58

It's the most modern, most complete line of pickup trucks ever offered! Here are nine outstanding models, all with Ford's modern cost-less advances in performance, reliability and capacity.

See for yourself. See the smart new Ford Styleside Pickup, with 23% more load space than any other competitive pickup, *standard at no extra cost.* See the sleek '58 Ford Ranchero—America's first work or play truck. See your Ford dealer now.

NEW '58 FORD STYLESIDE with boldly modern styling, "Safety Vision" dual headlights, Driverized cab, and biggest pickup body—*standard at no extra cost.*

Step ahead....with all

***NEW* capacity!** Extra-wide bodies give you 23% more load space than any other pickup . . . *biggest load space per dollar!*

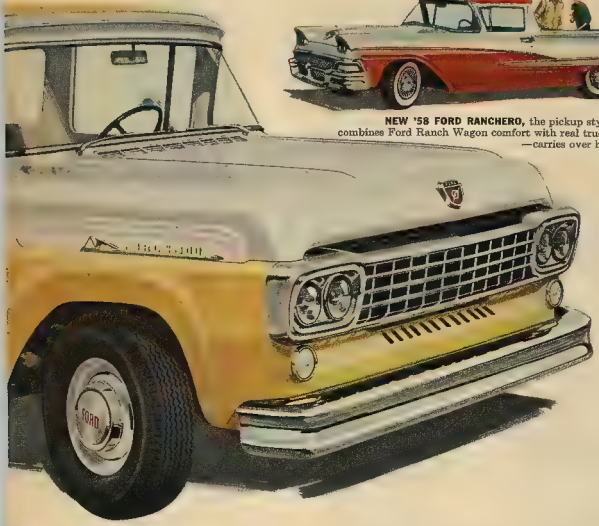
***NEW* savings!** You pay nothing extra for the extra load space of Ford's modern Styleside body. *It's standard at no extra cost!*

***NEW* easy ride!** Scientific Impact-O-Graph tests have proved superiority of Ford suspension—a ride mighty close to that of a car.

***NEW* power!** Only Ford offers modern Short Stroke engine design in Six as well as V-8! *Lowest priced Short Stroke Six you can buy!*

FORD PICKUPS

NEW '58 FORD RANCHERO, the pickup style leader, combines Ford Ranch Wagon comfort with real truck muscle —carries over half a ton.



that's new...costs less, too!

***NEW* comfort, safety!** Driverized cab has suspended pedals, inboard step. Lifeguard steering wheel, double-grip door latches.

The big fleets buy more Ford Trucks than any other make!

FORD TRUCKS COST LESS

LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!

1958 OLDSMOBILE NINETY-EIGHT HOLIDAY COUPE . . . A CAR IN A CLASS BY ITSELF!

Beyond the striking appearance of Oldsmobile's Four-Beam Headlamps is a marked increase in your night-driving safety. The Lo-Lites (two outer beams) provide up to 50 feet more illumination . . the Hi-Lites (all four beams) give greater visibility, reduce glare.

Meet *OLDSmobility*, as only Oldsmobile's sparkling new Ninety-Eight for '58 can express it! Those lean, low new lines tell you at once—there's no limit on Ninety-Eight luxury, no finer expression of distinguished good taste! At the wheel you'll discover a new brand of brilliance, too—the fleet, easy grace of a great performer!

For the Ninety-Eight puts you in confident command of a magnificent, *more economical* Rocket Engine . . . offers you the supreme new smoothness of New-Matic Ride*, Oldsmobile's *true* air suspension! Only Olds brings you so much that's new for 1958! See your Authorized Oldsmobile Quality Dealer soon!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

*Optional at extra cost.

OLDSMOBILE for '58

FORWARD FROM FIFTY... INTO THE ROCKET AGE

Shown: Ford pick-up-and-go side delivery rake. You can travel to the field fast, lift it over rocks or stumps without stopping when raking, back into tight spots easily.

America's Largest "Pick

Your choice of more than 70 quick

Flexo-Hitch Disc Harrows

Rear End Crane

Spring Tooth Harrows

Economy Moldboard Plows

Post Hole Digger

Rotary Cutters

Disc Tillers

One Way Plows

Row Crop Cultivators

Field Cultivators

Rear Loader

Middlebusters

Subsoilers

Reversible Scoop

Tool Bar Planters

See the **NEW FORD DIESEL** *tractors, too... priced*

up and Go" Family

attached tools

Two-Way Moldboard Plows

Drill Corn Planters

Disc Plows

Rear Mounted Mowers

Rear Blades

Rigid Type Disc Harrows

to save you plenty!

As you look over the wide assortment of Ford quick-attached tools shown here, you'll probably spot at least two or three that you could put to good use right now. Make a note of them. Look them over at your Ford tractor dealer's. Price them. You'll be surprised how little they cost—typical Ford values!

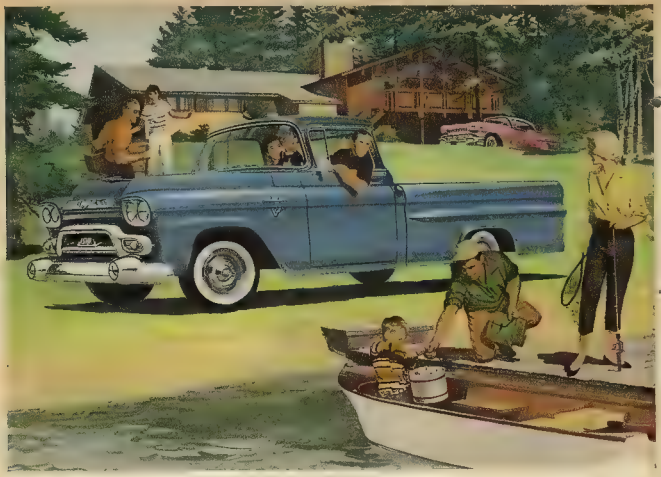
All Ford tools are matched for top performance with Ford tractors. They also fit many other tractors with 3-point hitch. Naturally, they work best with Ford tractors because Fords have the kind of hydraulic system and hitch that get the best from these tools.

So when choosing your next tractor, it is important to keep in mind that you'll have a wider assortment of matched, quick-attached tools when you choose Ford.

In addition to the rear-attached tools shown here, Ford also offers front-mounted cultivators, planters, loaders and corn pickers ... many pull-type and semi-mounted implements ... power-matched balers, combines and forage harvesters. And today, you have a wide choice of Ford tractor models to best fit your power needs and your type of farming—and your pocketbook. Easy terms!

FORD

IMPLEMENTS HAVE DEPENDABILITY BUILT IN



The beauty is "free"— you just pay for ability

NEW WIDE-SIDE BODY with 50% more cargo space! Now an extra-cost option in 6½′ length with 20 extra cubic feet; in 8′ length with 25 extra feet — THE LARGEST BODIES OF THEM ALL!

BUILT LIKE THE BIG ONES. GMC's light-duties benefit from the same methods and materials used in the giant haulers for which GMC is famous.

IT'S THE NEW "DOUBLE-LIFE" GMC

THOSE SLEEK LINES and dashing looks carry no price tag. *Every dollar of a GMC's cost is for superior materials, mechanical excellence and extra features.*

And if that cost is a few dollars more than average trucks — it's actually money in the bank for you.

For there's nothing dainty about this light-duty. Its engine has the biggest block in its class — its rear axle is the heftiest — its rear springs have less "give" under load — and its front frame construction is equal to a 3½-tonner's.

See how soon things like these shrink a GMC's cost. See that GMC price tag prove out to be the lowest in the field

For in a dozen ways, a GMC will repay your investment fast with its unsurpassed ability to save you money. Have your GMC dealer go over them with you.

GMC TRUCK & COACH—*A General Motors Division*

GMC - America's Ablest Trucks

GMC Money-Makers from ¼ to 45 tons

Burp Guns . . . Air Rifles

Military and Cowboy Holster Sets

M BURP GUN . . . only fully automatic cap gun made! Looks and operates like a real burp gun . . . but new design and improved mechanism makes it completely safe. Shoots 1 to 50 times at a touch of the trigger. Makes noisy fire bursts and the barrel smokes. Has all-metal working parts, rust-resistant plated grip. Easy to load and fire. 13″ long.
89-1481 B210 Burp Gun **$2.98**

N NEW TOMMY-BURP CAP GUN . . . authentic replica of a famous gun with Mattel-O-Matic action. Turn the crank for a "smoking" burst or squeeze the trigger for a single shot. Adjustable sight. Simulated wood-grain stock. Uses perforated roll caps.
89-1218 B175 Burp Gun, 25″ long. . . **$2.50**

P NEW THUNDER BURP . . . no caps, no batteries—it's the biggest noise in guns. Pull the trigger for a loud and chattering burst, the vibrating action of a real machine gun. Single shots or automatic fire. 22½″ long.
89-1465 B210 Thunder Burp **$2.98**

R DAISY CORK BALL SCOPE RIFLE . . . with target. Harmless 32″ target rifle with a real scope shoots cork ball bullets accurately at clever new "set-up" backstop that traps cork balls. Complete with targets, 24 cork balls.
89-7355 B485 Scope Rifle Target Set. **$6.95**

S DAISY SUPER SCOPE SMOKE RIFLE . . . brilliant bronze/gold color. 11″ magnifying scope. Shoots harmless smoke, loud noise.
89-5201 B350 Rifle, 32″ long **$4.98**

T DAISY "ANNIE OAKLEY" SMOKE RIFLE . . . makes loud report, harmless smoke. Brilliant golden decorations on snow-white forearm, stock. Bright silvery carbine band, hammer, trigger. Silvery easy-cocking lever. Bronze-color gun barrels. Blue web adjustable sling.
89-7363 B350 Rifle, 32″ long **$4.98**

V REPEATING BOLT ACTION AIR RIFLE. Hi-impact plastic in rich mahogany finish with black barrel of sturdy aluminum. Shoots 10 balls with one loading. Safe for use indoors and out. With 15 balls
89-6340 B350 Air Rifle, 33″ long. . . . **$4.98**

W DAISY FRONTIER SCOUTING KIT. 32″ smoke rifle has bronzed barrel and jacket . . . a real 11″ scope! Compass is inset in center of pint-size canteen. Belt, holsters for pistol and canteen are genuine leather. Bright golden metal strip decorates both holsters
89-5227 B690 Frontier Scouting Kit. . **$9.95**

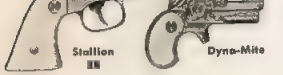
X JR. U.S. MARINE OUTFIT. Includes: top-grain cowhide holster with Marine embossing and slide buckle bearing Marine emblem; "Dick" repeating pistol, identification case; compass; binoculars with carrying strap, plastic canteen; shoulder strap; authentic Marine Corp hat (adjustable to any size).
89-4246 B350 U.S. Marine Outfit . . . **$4.98**

Y DING-A-LING KID HOLSTER SET . . . for the "littlest cowboy", it's designed for ages 1 to 4. Holster is top-grain leather with genuine shearling holster pockets. Includes two "Pal" nickel-plated pistols, adjustable belt with nickel-plated slide buckle; leg straps. Bell on each holster jingles
89-2984 B140 Ding-A-Ling Holster Set. **$1.98**

Z JR. HOLSTER SET. Beautifully embossed and decorated top grain leather double holster and belt. Natural color. Bright Western buckle and tip. With 2 Buck guns.
89-4154 B210 For ages 2–5 . . . . . **$2.98**

LET'S PLAY COWBOY

With a pistol-packing, Western-trimmed double holster!



SUPER SAFE STALLION GUNS. Tho' they smoke realistically, the firing flash is contained completely in pistol. Parents Magazine approved.

Stallion 45 Six Gun . . . has exclusive cap cartridge loading. Legendary western design on triple plated chrome. Full 12¾" long. Comes with 2 sets of grips (one pearlescent white; one ebony bone) . . . and 6 genuine 2-pc. dummy cartridges in attachable clip.

Stallion Dyna-Mite . . . fast draw model, 3" long. Single shot, 2-pc. cartridge loading. Engraved; chrome-plated. 2 dummy cartridges in clip.

Stallion 38 Six Gun . . . fires 6 2-pc. cap loading dummy cartridges. Chrome plated; engraved. Simulated Ivory bone handle. 10½" long. 6 cartridges in cylinder.

89-7405 B345 Stallion 45 & Dyna-Mite . **$4.98**
89-5805 B280 Stallion 45 only . **3.98**
89-7413 B67 Dyna-Mite only with clip **.98**
89-7421 B201 Stallion 38 & Dyna-Mite . . **2.98**
89-7439 B135 Stallion 38 only **1.98**

FANNER 50 SMOKING CAP PISTOL . . . authentic version of the "Old West Fanning". Fans 50 consecutive shots or triggers single shots. Safe but realistic with smoking barrel, revolving cylinder, wide fanning hammer. Die-cast zinc and high impact plastic. Simulated stag handle. Side-loading all metal firing mechanism for perforated roll caps.
89-7454 B173 Size: 10¾" long. . **$2.50**

E ROY ROGERS DOUBLE HOLSTER SET . . packs a brass plated 50-shot repeater in each pocket—both are official Roy Rogers guns. Set itself is top-grained cowhide. 5" wide, hip-shaped belt outlined with nickel studs and jewels. Aniline finish, top grain center section of belt features Roy Rogers signature. Holster pockets and belt enhanced by embossed design. And there are more western touches at holster pockets! Leather cross straps with western buckles, nickel studs and jewels. Metalized bullets add a realistic note to all-adjustable belt. Nickel and leather buckle. Leather leg ties.
89-6381 B750 Holster Set. **$10.95**

F ROY ROGERS GILT DOUBLE HOLSTER . . . complete with 2 official Roy Rogers 50-shot repeaters. Each has revolving barrel, removable bullets . . . each is brilliant gilt, 11" long. Genuine leather holster is the low-slung, drop-pocket design all fast-drawing cowboys insist on. Holster pockets have double cross straps and buckles. Gilt studs . . . nickel medallions . . . leather cutouts . . . metalized bullets create a real-west look. And there's Roy's signature to identify this fully adjustable belt. Gilt buckle gleams from leather mounting. Leather leg ties. Give this prize-possession to a favorite cowboy!
89-6399 B685 Holster Set. **$9.95**

G ROY ROGERS METALON HOLSTER SET. Official Roy Rogers double holster set, complete with 2 quick, easy-loading 50-shot repeaters brightly nickel plated. "Bad guys" and "good guys" love it! Fast draw, low slung holster is done in a combination of gilt, nickel metalon and cowhide. Each holster pocket is metalon leather (metal is actually bonded to leather by exclusive process) . . . cross strapped and nickel-buckled. Wide adjustable belt is packed with glamor of the West! Note the metalized bullets . . . sunburst conchas and Roy Rogers signature. Bright nickel plated Western buckle, leather leg ties.
89-6407 B415 Model 2706. . . . . **$5.95**

H EMBOSSED 'N' FRINGED SET . . . an official Roy Rogers twin holster set. Includes two 50-shot repeaters with gleaming nickel-plate finish. Authentic styled double holster tops and center belt, of finest quality, natural top-grain cowhide. "Hand tooled effect" is embossed on colored background . . . on pockets and belt. Additional western treatment in contrast-colored leather fringe. Contour belt is completely adjustable; trimmed with metalized bullets, bright jewels and Roy's own signature. Nickel buckle closing . . . leg ties of leather. Sure to be a big success with your little "King of the Cowboys"!
89-6365 B415 Model 2746. . . . . **$5.95**

K WYATT EARP DOUBLE HOLSTER SET. Legendary western atmosphere is re-created on this genuine cowhide belt and holster set. Done in rich Mustang Brown and White combination . . . then impressively trimmed with four large nickel conchas . . . white leather fringe, stitching and Wyatt Earp signature. Red wood bullets complete the feeling of this special, adjust-o-matic belt. Your Western fan will find a Sure-Shot repeater cap pistol in each pocket, held secure, but quickly available to a fast drawing man of action! Packed with playtime fun . . . here's the perfect, inexpensive gift.
89-6423 B210 Wyatt Earp Set. **$2.98**

L WYATT EARP TWIN HOLSTER SET . . . will win the heart of every would-be frontier marshall! Each holster pocket holds a gleaming, Western Repeater cap pistol . . . and they're eagerly waiting to go to work on the side of the law! Both belt and double holsters are genuine cowhide in true Arizona Red color. Reindeer-colored sueded leather provides trim and fringe. Adjust-o-matic belt boasts 2 sets of chrome-plated bullets, one gleaming 8-jewel conch. Matching 8-jewel conch beams from each pocket. Rugged white chain stitching outlines entire set. Wyatt Earp's name adds that final authentic touch.
89-6431 B340 Twin Holsters. **$4.95**

M DOUBLE HOLSTER SET by DAISY . . . includes two famous Stallion 32 pistols. Holster and belt are of genuine, rugged, 2-tone brown leather. Silver studs glitter on each holster pocket. Fully adjustable belt closes with silvered, embossed western buckle. Each Stallion 32 is an authentic western 6-shooter with cap-cartridge loading, durable nickel finish. Because the dummy cartridge holds its flash within the gun, it's super-safe . . . ideal for younger cowboys. Comes with 12 removable 2-pc. bullets which fit into revolving cylinder. Designed for little hands that belong to boys with big ideas.
89-5243 B465 Holster set with pistols. . **$6.95**

N GUNSMOKE DOUBLE HOLSTER SET . . . authentic copy of Matt Dillon's, hero of "Gunsmoke"! Packs 2 Smoky Joe Repeating Pistols! Beautifully designed set in deep ginger and white cowhide leather with the name "Gunsmoke" printed right on it. Decorated with jewelled medallions on felt backing, leather cross straps, countless nickel studs, 12 silver bullets. Double back pockets and felt-backed contour belt that is completely adjustable to size, has embossed nickel prong buckle. Leg ties are leather. What a thrill is in store for the lucky fellow who receives this Matt Dillon Gunsmoke set!
89-4238 B415 Gunsmoke Set. **$5.95**

P TOP GRAIN DOUBLE HOLSTER SET . . . with 2 repeating cap pistols. Puts small-fry in shape for tracking down "bad-men", saving the stagecoach and countless other acts of heroism. This double holster set is all top grain, natural-colored leather with embossed western design trim. Fully adjustable belt is buckled and tipped with gleaming silver-plate. Both holster pockets are decorated with silver spots, cross-strapped and buckled. Leather leg ties. Six silver bullets add colorful trim . . . make the owner a man to beware as well! Give any lad this set and he'll be the envy of the block!
89-4170 B550 Holster Set . **$7.95**

R HOLSTER, CUFF and SPUR SET . . . plus 2 Smokey Joe repeating pistols add up to a real, action packed ensemble that'll impress every lad! Comfortable felt backed belt is contour shaped, completely adjustable; has fancy embossed prong buckle. Holster, cuffs and "safe" spurs are tan floral and smooth leathers. Western influence is brought out in leather fringe . . . jewelled medallions . . . felt-backed conchas . . . horseshoe medallion . . . leg ties . . . 12 silver bullets. Choose the complete outfit; make a BIG hit!
89-4196 B550 Complete outfit. **$7.95**
89-4204 B350 Dble. holster, guns, belt. **4.95**
89-4220 B210 Sgl. holster, gun, belt. . . **2.98**

Roy Rogers

Wyatt Earp

International is a one-word promise that a truck can do its job.

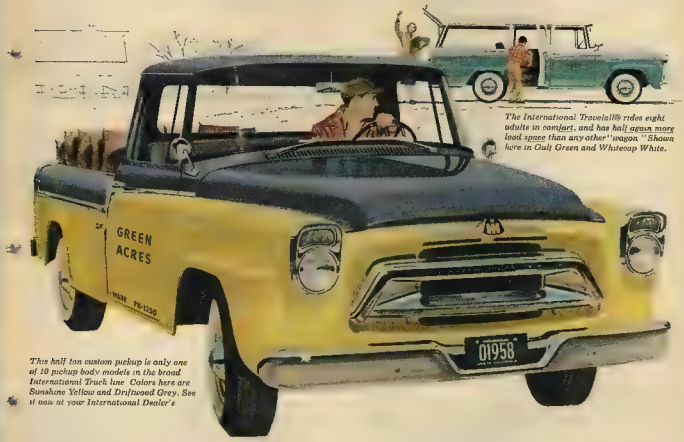
A promise kept for 51 years.

Now, in fast-moving 1958, International also means a fresh, original expression of *color, style, power,* and *comfort* you have to see in person to believe.

NO OTHER TRUCKS LINE UP... MEASURE UP... STAND UP... LIKE INTERNATIONALS

* More models, power choices and "ta lored-for-you" features than any other make.
* First choice of professional truck operators, who most have superb quality and who measure costs to the penny.
* Every part designed to do a truck's job. It's truck qual-ity, pure and simple, that keeps an INTERNATIONAL going — longer — at least cost to you.

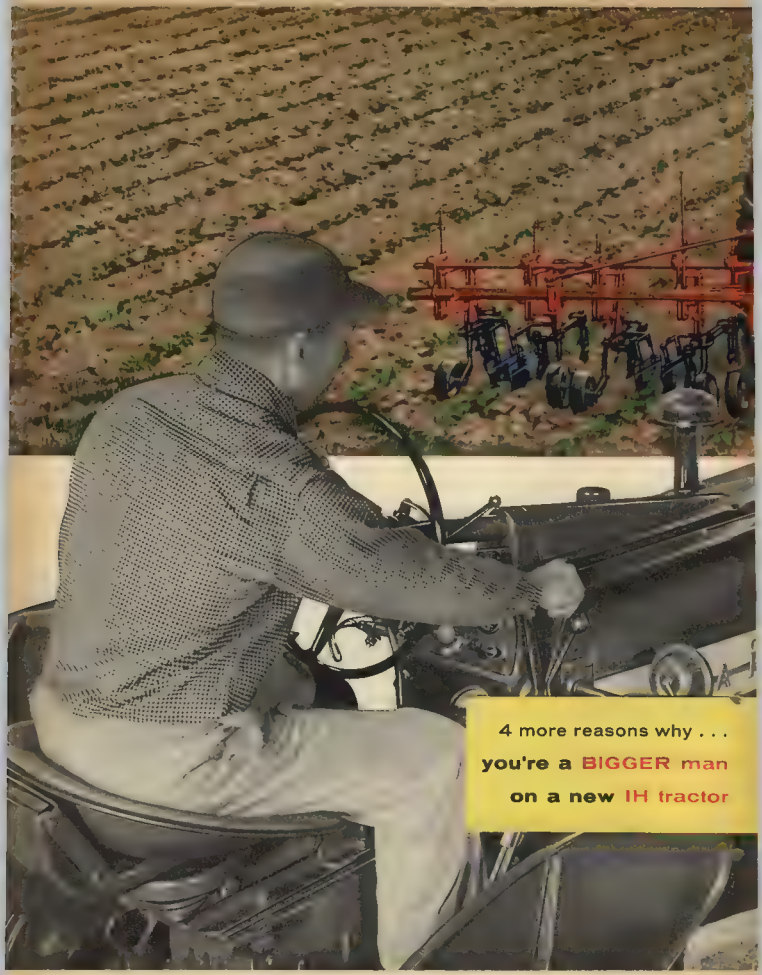
INTERNATIONAL HARVESTER COMPANY-CHICAGO
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick®
Farm Equipment and Farmall® Tractors

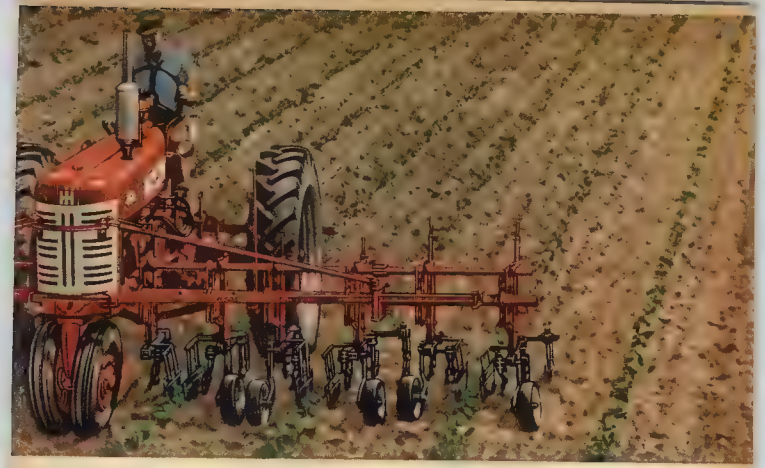


The International Travelall® rides eight adults in comfort, and has half again more load space than any other "wagon." Shown here in Gulf Green and Whitecap White.

This half ton custom pickup is only one of 10 pickup body models in the broad International Truck line. Colors here are Sunshine Yellow and Driftwood Grey. See it now at your International Dealer's

INTERNATIONAL TRUCKS cost least to own!


4 more reasons why . . .
you're a BIGGER man
on a new IH tractor



You boss BIG power with a "soft touch" on

IH REACH-EASY CONTROLS...

You pilot a big Farmall® or International® tractor with finger and toe-touch ease! Even a hairpin turn, like the one just ahead of this new McCormick® 6-row cultivator, is a snap!

A pull on the Torque Amplifier lever slows travel 30% for a *full* power turn. The heel of your hand pushes up to three "move-and-forget" hydraulic levers to *instantly* raise cultivator gangs. A touch on one of the side-by-side brake pedals . . . a one-handed turn of power-assisted steering wheel, and you pivot turn into the next rows quick as a wink!

Gear changing is car-easy with "soft pedal" clutch and natural-pattern shifting. Roomy, cushioned seat provides a "close-up" view of your work. Only IH gives you such complete job control—so easily—to make you a BIGGER man on a new IH tractor!

Save shift-down delays! Just pull Torque Amplifier lever to get up to 45% more pull-power.

Fully-control big implements, instantly, with a finger touch on handy Hydra-Touch hydraulic controls.

Just Back...Click...and Go with Fast-Hitch—quickest, easiest hitching ever developed!

Get engine-drive convenience with pto-machines by teaming TA and fully independent pto!

SEE YOUR

INTERNATIONAL HARVESTER DEALER

INTERNATIONAL HARVESTER PRODUCTS *pay for themselves in use*—Farm Tractors and Equipment.. Twice. .Commercial Wheel Tractors. .Motor Trucks .Construction Equipment—General Office, Chicago 1, Illinois

Best Loved AMERICAN CHARACTER DOLLS

Now range in "age" from baby to teen-ager... all as busy as can be!

HER TV FAVORITE... *Tiny Tears*

Here's the "busy" star pupil of television! Tiny Tears whimpers, cries real tears, wets her diaper, blows soap bubbles. Her plump, molded rubber body is made for cuddling, tubbing... long-lashed eyes close in sleep.

(E) Tiny Tears with Molded Hair
Comes with Accessories and Layette

This lovable baby has everything to keep her happy (though she will cry!). Wears an embossed cotton romper. Layette includes dress panties, bonnet, booties. Accessories include bottle, nipple, Kleenex, pins, sponge, soap, bubble pipe, washcloth, pacifier, instructions. (11½" doll has accessories only.)

88-7000 B419 Tiny Tears 11½" tall. . **$5.98**
88-7018 B559 Tiny Tears, 13½" tall. **7.98**
88-7026 B698 Tiny Tears, 16" tall.... **9.98**
88-7034 B906 Tiny Tears, 20" tall..... **12.98**

(F) Tiny Tears with Rooted Hair
Comes with Layette in Suitcase

This baby has lustrous Saran hair firmly rooted in her head. Fun to wash, comb and smooth just like Little Sister's! She totes bon net, dress and panties, bathrobe, shoes and socks in her fiberboard suitcase. All this, plus a pacifier, diaper, bottle and nipple, pins, sponge soap, bubble pipe, washcloth, Kleenex and instructions.

88-7042 B698 Tiny Tears, 11½" tall. **$9.98**
88-7059 B836 Tiny Tears, 13½" tall.. **11.98**
88-7067 B1046 Tiny Tears, 16" tall. . **14.98**

(G) 20" Tiny Tears—Rooted Hair; Playpen and Special Accessories

Now little mothers can play with Tiny Tears in her very own collapsible plastic playpen! It's even got a quilted pad floor, comes with pail and shovel for her to play with. "Mother" can wash Tiny Tear's rooted Saran hair (it can't pull out!), dress her in romper, dress, panties, bonnet, shoes and socks . . bottle feed her. Accessories include bottle, nipple, Kleenex, diaper, pins, sponge, soap, bubble pipe, washcloth and pacifier.

88-7075 B1397 Tiny Tears, 20" tall.... **$19.98**

Sweet Sue Sub-Teen

"SWEET SUE," the life-like American Character doll that has become America's sweetheart. Though she's still a school girl, all ready for classes with the smartest outfits ever—Sue takes ballet lessons now, and carries her leotard and ballet slippers with her. Of course, she dances beautifully—her ANKLES and WAIST are jointed, along with arms and legs—so she can pirouette, bend, dip and toe-point! Jointed ankles allow her to wear high heels or flat shoes—and her wardrobe includes both. Sue takes walks with mother's hand to guide her, turns her head flirtatiously from side to side. Her Saran hair is rooted in, can be shampooed and curled. Her all vinyl, washable body is realistically proportioned just like a sub-teen's figure. At bedtime, Sue closes her eyes in sleep. Sue's every little girl's dream doll!

(H) COLLEGIATE "SWEET SUE" . . the prettiest co-ed on campus in her permanently pleated red cotton skirt matched with a crisp, sheer nylon polka-dot blouse tied with huge butterfly bow. Up-swept hair is tied with velvet ribbon. Fancy crinoline, panties, sheer nylon hose and high heel patent slippers complete her outfit. Carries model's plastic case with extra pair flat shoes, ballet slippers, dancer's leotard.

88-7109 B698 Freshman-sized Co-ed Sue; 14" tall..... **$9.98**
88-7125 B906 Junior-sized Co-ed Sue; 20" tall..... **12.98**
88-7133 B1256 Senior-sized Co-ed Sue; 25" tall..... **17.98**

(K) "AMERICAN BEAUTY" SUE... a Prom Queen, from her sparkling rhinestone earrings and ring down to her silver rhinestone-studded hi-heel sandals! She reigns in a gorgeous chiffon overskirt that deepens into flame Rose, billows over a pink taffeta underskirt, hooped petticoat, lacy panties. Pearl-trimmed satin bodice; draped and flowing chiffon stole. Flowers crown her hair, nylon hose glamorize her legs. Plastic hatbox holds leotard, flattie shoes and ballet slippers.

88-7158 B1186 "American Beauty" Sue; 20" tall..... **$16.98**
88-7166 B1606 "American Beauty" Sue; 25" tall.. ..... **22.98**

Sweet Sue Sophisticate

Now Sweet Sue is a sophisticated young lady, beautifully full-figured and with breath-takingly fashionable outfits any real big sister would envy. Her all-vinyl body has jointed arms, legs and WAIST! She can walk, bend and bow gracefully. Sue's crowning glory is lustrous, rooted Saran hair just made for washing, brushing and styling . . . her sparkling eyes close for beauty naps. And though Sweet Sue comes with your choice of wardrobes . . . each doll wears real nylon hose, lovely high heel shoes, strapless bra and panties.

(L) SWEET SUE "HIGH SOCIETY"... dressed for social whirls in a stunning, iridescent taffeta dress with long, fitted bodice and bell-shaped harem skirt, lined with stiff nylon net. Cap sleeves are touched with black lace. Matching purse and hat; sparkling rhinestone earrings and ring. Rhinestones even twinkle on her shiny patent slippers!

88-7281 B698 Sweet Sue "High Society" 14" tall..... **$9.98**
88-7299 B906 Sweet Sue "High Society" 20" tall..... **12.98**

(M) SWEET SUE ROMANCE... glamorously gowned for a special date! Her full length silver lamé hooded cloak is lined with blue satin; reversible. Gown has long waisted silver lamé bodice, frothy double-tiered nylon tricot skirt over a taffeta underskirt. Hooped taffeta petticoat, blue satin panties. Satin lined plastic purse.

88-7307 B976 Sweet Sue Romance, 14" tall. **$13.98**
88-7315 B1256 Sweet Sue Romance, 20". With jewel necklace. . **17.98**

(N) SWEET SUE BRIDE carries a bouquet, wears her "diamond" proudly as she walks down the aisle in an exquisite, heavy white rayon satin bridal gown with a paneled bodice, double tiered nylon tulle skirt. Full circle scalloped veil flows from satin Juliet cap trimmed with seed pearls. Taffeta hoop petticoat, lacy panties; "spike heel" sandals.

88-7182 B836 Sweet Sue Bride, 14" tall **$11.98**
88-7190 B1046 Sweet Sue Bride, 20" tall.. ..... **14.98**

Tiny Tears with Molded Hair—
Accessories and Layette

Tiny Tears with Rooted
Hair, Layette in Case

20" Tiny Tears
with Playpen

SWEET SUE SUB-TEEN
has jointed waist
and ankles!

TEEN-AGE SWEET SUE
steps out
in smart style!

She'll Adore These New HORSMAN Dolls

Ⓔ **"CINDY" IS A SOUTHERN BELLE** . . . and the loveliest teen-ager on the plantation! Her dainty figure has shapely legs, tapered arms and fingers Her arms are jointed at shoulders and elbows! She can turn her arms as naturally as a real girl. Flexible vinyl construction lets Cindy sit, kneel . . . even do the splits! Her head moves, and lashed eyes sleep Rooted-in hair is as washable as she is . . can be combed and styled. Cindy is dressed authentically in a sculptured cotton gown with billowing hoop skirt, lavish lace trim. Ribbon streamers trim bodice, straw bonnet. Taffeta underskirt, embroidered pantaloons, nylon hose and high heeled shoes

88-7513 B840 Southern Belle, 20″ **$11.98**
88-7588 B1030 Southern Belle, 24″ **14.98**

Ⓕ **"BABY PRECIOUS" In Hat and Coat.** Washable all vinyl baby coos, turns head, closes eyes to sleep, Super-flex legs let her kneel, sit naturally. Jaunty black velvet beret perches on her rooted-in curls and she wears an embossed cotton coat over white dress, knit panties Socks, shoes

88-7612 B420 Baby Precious; 15″. . **$5.98**
88-7638 B560 Baby Precious; 20″. . . **7.98**

Ⓖ **"LOVE-ME BABY"**. all washable, "Fairy Skin" vinyl with Super-flex legs She can sit naturally, kneel, cross her legs! Her rooted-in ponytail can be washed, brushed, re-styled She coos, turns head, sleeps. Wears pretty cotton dress, knit panties, socks, shoes

88-7539 B280 "Love-me Baby", 13″ **$3.98**
88-7570 B420 "Love-me Baby": 17″ **5.98**

Ⓗ **"BABY PRECIOUS" In Sweater.** Adorable baby guards against chills in a cute knit sweater with matching tam, cotton dress with pleated skirt, panties, socks and shoes Washable vinyl with Super-flex legs, rooted hair, coo voice Head turns, eyes close.

88-7596 B350 Sweater Doll, 15″ **$4.98**
88-7604 B485 Sweater Doll, 17″ . **6.98**

Ⓚ **"DRAFT DODGER" DOLL, WARDROBE.** Cuddly, all vinyl doll is ready for her good-night kiss in striped "Draft Dodger" sleeper Coos, turns her head, shuts her eyes Rooted miracle hair; super-flex legs. Dress, bonnet, underwear, pajamas, bootees, diapers, soap, sponge, pins in wardrobe.

88-7562 B360 15″ Doll & Wardrobe **$7.98**
88-7354 B350 15″ Doll only **4.98**

Ⓛ **"RUTHIE" & PLAY PEN** drinks, wets and cries real tears! A lively curly-top is Ruthie, who flirts with "Mommy" from her own 17x17″ wooden play pen with waterproof pad She drinks from her bottle, wets . . . cries 'til comforted Her rooted-in hair stays curly after shampoos. She's all soft, "Fairy Skin" vinyl, fully jointed and loves her bath! Shuts her eyes; wears knit playsuit.

88-7703 B840 16″ Doll with Play Pen **$11 98**

Ⓜ **"CINDY" WITH SUITCASE & WARDROBE.** Shapely 16″ Cindy is one of the most glamorous teenage dolls a little girl could dream for! Her arms are jointed at shoulders and elbows turn in any direction Flexibly made of vinyl, she sits, kneels, does splits, turns head and sleeps. Her rooted ponytail can be shampooed, waved. She goes to "school" in cotton dress with flared skirt, lounges in checked taffeta jacket over velvet slacks For parties, she wears a taffeta strapless formal with nylon net overskirt, lace bodice, velvet sash; drapes a stole over her shoulders. With high heels, strapless bra, girdle, negligee, 17x11½x4″ suitcase

88-7711 B698 Doll with Wardrobe **$9.98**

powerful than ever...most handsome of all

3. First in Payload. Advance Dodge construction lets you haul up to ½ more *without* overloading. You save trips, time, fuel.

4. First in Economy. New Dodge *Power Giant* engines—both V-8's and Sixes—give peak performance and top mileage on regular gas. Exclusive Dodge Power-Dome V-8 design virtually puts an end to harmful power-robbing carbon deposits. Because of these facts—plus a lot more—deciding on which new '58 truck to buy is as simple as *testing* a *Power Giant* . . . and getting your dealer's special Dodge Truck 40th-anniversary deal. As simple as that!

DODGE *Power Giants*

Easy to operate: adjustable controls give you complete command right from the tractor seat!

In any forage crop...

Nothing chops so fast!

Micro-Shear Cutter head gives faster, cleaner chopping. Straight knives of hardened steel are mounted at an angle on a cylinder . . . cut material cleanly in forward, downward motion . . . blow chopped material through adjustable spout. You can sharpen knives without taking them out of the machine. Cutter head is shear-bolt protected. New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pennsylvania.

Only New Holland's "800" Forage Harvester can chop a full 45 tons per hour. Quality construction pays off in years of dependable service.

You'll probably never need to call upon your mighty "800" to deliver its full rated capacity. But you'll always be sure of getting even your toughest chopping jobs done *on time*. That tremendous capacity means the "800" has the power and stamina to keep right on going hour-after-hour even in wind-flattened row crops and your toughest, thickest grasses and legumes.

Direct-line delivery of crop from attachment to wagon means that material travels a shorter distance. You get better quality silage . . . use less power.

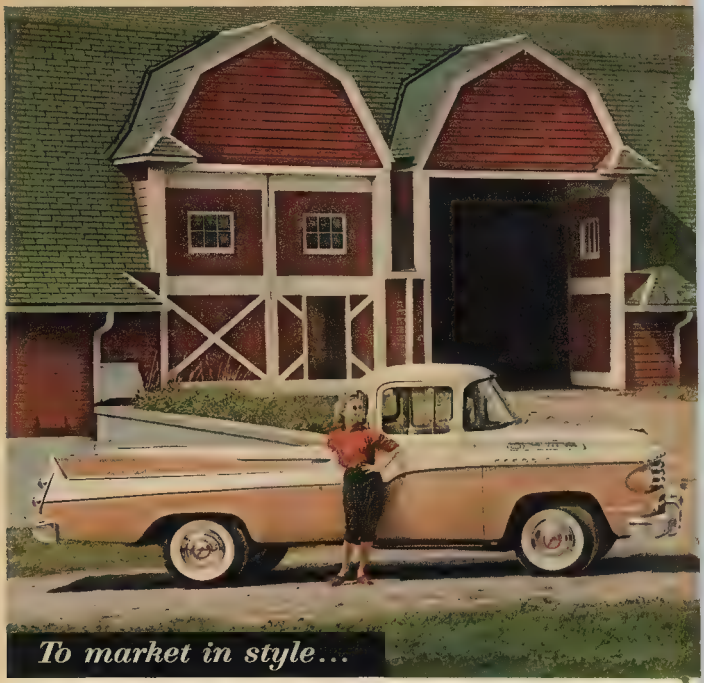
There's a wide choice of attachments: 6- or 8-foot direct cut, 1- or 2-row corn head, and 6-foot windrow. Roller chain is used exclusively throughout the "800" and attachments. Choice of power: 69 h.p. Continental engine or P.T.O.

And the "800" is built rugged for years of dependable service. See it at your dealer's *today!*

Send coupon on opposite page for full information.

NEW HOLLAND

"First in Grassland Farming"



All-new '58 Dodge Power Giants are more

These four-way leaders of the low-priced three make your truck choice easier than ever in '58

Comparing before you buy a new truck is just sound business. This year especially—because there's a big difference between '58 models.

For one thing, only Dodge is really new. But more important is this fact: Dodge *Power Giants* now lead the low-priced three *all four ways*—

1. First in Styling. Striking new chrome grilles, smart dual headlights, and clean new lines mark these dependable, low-cost '58 *Power Giants* as the most modern trucks of all!

2. First in Power—in all popular farm models. New Super-Torque engines provide reserve power for more *pep* in traffic, more *pull* in mud and over rough ground. Also eliminates costly engine strain—cuts repair bills, lost work time.

21-Jewel Watches by Benrus . . . *matchless in precision, outstanding in beauty of design! Each promises dependable accuracy through a lifetime. Each identifies its owner as a woman of good taste . . . even to the fashion-right watch on her wrist.*

(N) **Embraceable Susan "21"** . . . a watch and a bracelet, to embrace your wrist in beauty. The finely wrought case of 10K rolled gold plate has sturdy back of stainless steel. Domed crystal. 21-jewel movement keeps you on time every hour of every day.
18-7625 A3683 10K Yellow RGP . . . **$71.50**
18-7633 A3683 10K White RGP **71.50**

(P) **Monaco "21"** . . . slender in styling treatment with contoured crafting that makes this watch a favorite of women who know fashion. Exquisite 10K rolled gold plate case with stainless steel back. Matching expansion bracelet. 21 jewels for lifetime accuracy.
18-7856 A3280 10K Yellow RGP . . . **$71.50**
18-7864 A3280 10K White RGP **71.50**

(R) **My Fair Lady "C"** . . . the fairest of them all! A styling triumph that will always delight you with its gracious look of quiet splendor. 14K gold case with bright full figure dial. Lovely matching expansion bracelet. Famous Benrus 21-jewel precision movement.
18-7872 A4290 14K Yellow Gold . . . **$85.00**
18-7880 A4290 14K White Gold . . . **85.00**

(S) **My Fair Lady "E"** . . . tiny link end pieces hug the simple circular case for eloquent styling surpassed only by the accuracy of its 21-jewel movement. Enchanting 14K yellow gold case, available in white gold, too. Matching expansion bracelet.
18-7906 A4900 14K Yellow Gold . . . **$110.00**
18-7914 A4900 14K White Gold . . . **110.00**

(T) **Diamond Paree "21"** . . . never a more glamorous way to tell time. Elegant rolled gold plate case delicately etched and studded with two brilliant diamonds; stainless steel back. Expansion bracelet. Domed crystal. Beauty with the continental look. 21 jewels.
18-7682 A4145 10K White RGP . . . **$75.00**
18-7690 A4145 10K Yellow RGP . . . **75.00**

(V) **Diamond Sweet "21"** . . . haughty as a countess, styled with a royal look. Diamond set end pieces (4 diamonds in all) join a 14K gold case of breathtaking splendor. Ornate matching expansion bracelet. Unusual cross-hair-line design dial. 21-jewel movement.
18-7922 A6050 14K White Gold . . . **$135.00**
18-7930 A6050 14K Yellow Gold . **135.00**

(W) **Diamond Summit** . . . reaches the very peak of styling artistry. The bejeweled brilliance of this exquisite watch is matched by the precision of the superb 21-jewel movement, 6 diamonds set in 14K gold case. Faceted crystal. Classic matching expansion bracelet.
18-7948 A6400 14K White Gold . . . **$150.00**
18-7955 A6400 14K Yellow Gold . . . **150.00**

(X) **Embraceable Dance "21"** . . . fabulous combination watch and bracelet that is a rhapsody in rhythmic styling. Heavenly 10K gold filled case will light up your every day. With safety chain. 21-jewel precision movement ticks away the hours with unfailing accuracy.
18-7963 A4785 10K Yellow GF **$95.00**
18-7971 A4785 10K White GF **95.00**

RETAIL PRICES include 10% Federal Excise Tax

E

Waterproof

E Aqua Jet . . . for the man who insists upon reliability, serviceability and simplicity of design. Guaranteed waterproof*. Gleaming chrome case and matching expansion band. Luminous hands and dial. Sweep second hand lets you tell time to the split-second.
18-7005 A2735 Chrome, 17 jewels. . . **$49.50**
18-7161 A3075 Chrome, 21 jewels. . . **65.00**

F

F Matthews . . . masculine simplicity in a watch that proves itself in 17-jewel precision timekeeping through the years. 10K yellow rolled gold plate rectangular case has a stainless steel back for sturdiness. Modern domed crystal. Snug matching expansion band. A watch that spells assured confidence.
18-7047 A2960 10K Yellow RGP. **$59.50**

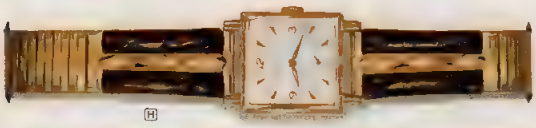
BENRUS

Official Watch of Famous Airlines

The name Benrus has always stood as a symbol of undisputed excellance in fine craftsmanship. Every Benrus watch is created especially for the man who looks not only for the never-failing reliability of jeweled precision accuracy, but for the special distinction of masterful styling. Every watch by Benrus is gift-boxed and guaranteed . . . all are anti-magnetic, shock-resistant, temperature compensated and equipped with an unbreakable mainspring.

G

G Paramount "Z" . . . success story in styling and performance for the man who takes pride in the better things of life. Black dial set in 10K yellow rolled gold plate case for an appearance of drama. Matching expansion band has 3 leather inserts on either end. 17-jewel precision movement keeps you on time.
18-7054 A3085 10K Yellow RGP. **$65.00**
18-7062 A3085 Same with white dial. **65.00**



H

H Governor "21" . . . unquestionably, a masterpiece of design! 10K yellow rolled gold plate case (with stainless steel back) is set within an unusually handsome expansion band, with beveled gold strips on inlaid leather inserts. 21-jewel movement.
18-7179 A3560 10K Yellow RGP . . **$75.00**

K

K Citation Shane "21" . . . the watch with a built-in look of authority . . . simple, sweeping lines from stem to stern. Handsome 14K yellow gold case accompanied by a smart, genuine leather strap. Makes time-keeping a pleasure. 21 jewel movement.
18-7187 A5500 14K Yellow Gold **$135.00**
18-7195 A3690 10K Yellow RGP. **75.00**

L

Waterproof

L Dial-O-Rama "N" . . . daringly new! Revolutionary dial needs no hands, flashes exact time on dial. Hours appear in upper window, minutes in window just below. Guaranteed waterproof*. Gleaming case, stainless back. 17 jewels. Leather inlaid expansion band.
18-7203 A4785 Yellow Case. **$92.50**
18-7211 A4290 Chrome Case. **79.50**

RETAIL PRICES include 10% Federal Excise Tax

Automatic . . . Waterproof*

*Two important Benrus guarantees: Normal wrist movements keep your Benrus wound for 36 hours, automatically. Tests in the equivalent of 60 feet of water prove Benrus watches are thoroughly waterproof . . . *guaranteed waterproof if crystal, case and crown remain intact.*

(M) **Sea Beach** . . . the watch that's got everything for second-perfect service! Handsome yellow case with stainless steel back. Easy-to-read full figure luminous dial. Sweep second hand. Guaranteed waterproof*. Combination metal expansion band. 17 jewels.
18-7229 A3085 Yellow Case. **$65.00**
18-7237 A2870 Chrome Case. **55.00**

(N) **Surf Skipper "21" "Z"** . . . set your course for famous Benrus quality and style with this handsome watch. 10K yellow rolled gold plate case; stainless steel back. Sweep second hand. Guaranteed waterproof*. Leather inlaid expansion band. 21-jewel movement.
18-7245 A3860 Black luminous dial. **$79.50**
18-7252 A3860 White dial. **79.50**

(P) **Surf Swimmer** . . . the kind of watch that's as much at home on the beach as it is at the office or at the theatre. Chrome case with luminous dial. Stainless steel back. Sweep second hand. Winds automatically. Guaranteed waterproof*. Combination leather inlaid expansion band. 17-jewel movement.
18-7260 A3225 Chrome **$65.00**

(R) **Oceanside** . . . watch of distinction! Trimly tailored yellow case has a stainless steel back; matching expansion band. Luminous dial with either hour markers or numerals; sweep second hand. Automatic . . . winds with wrist motion. Guaranteed waterproof*. 17 jewels.
18-7286 A4290 With dial as shown. **$85.00**
18-7294 A4290 Full numeral dial. . . **85.00**

(S) **Sky Ace "25"** . . . the watch that's the hallmark of the man who's going places. Distinguished styling in sleek stainless steel. Twin gray leather inserts on matching expansion band. Self-winding action does all the work for you. Waterproof*. Sweep second hand. Luminous dial. 25 jewels.
18-7146 A4290 Stainless Steel. **$85.00**

(T) **Sky Atom "25"** . . . sky-high in styling, but down-to-earth in practical, precision timekeeping. Case has sturdy stainless steel back. Self-winding. Luminous dial. Sweep-second hand lets you read time to the second. Guaranteed waterproof*. Handsome leather inlaid expansion band. 25-jewel movement.
18-7278 A4745 Yellow Case. **$95.00**

(V) **Benrus Sky Cadet "25"** . . . the kingly look with features fit for a royal command. 25 jewels for precision performance. Automatic self-winding movement. Guaranteed waterproof*. 10K yellow rolled gold plate case. Luminous hands. Sweep second hand. Expansion band has padded leather inserts.
18-7153 A5440 10K Yellow RGP. . **$110.00**

RETAIL PRICES include 10% Federal Excise Tax

TRAMS

TRAMS MFG CO CHICAGO (ELLINS) ILL

Self Propelled POWER MOWERS

Trams Mowers
F.O.B. Factory, Kansas

BOTTOM VIEW

New! COMBINATION POWER MOWER AND PLEASURE SCOOTER

Trams Mower-Scooter. Use it as a riding, 21" rotary mower or as a powered scooter. Driven by a heavy duty 2¾ H.P 4-cycle Briggs and Stratton engine with recoil starter. Gasoline engine is easy starting. Convenient fingertip control throttle All working parts fully enclosed. Top-proof design of scooter prevents it from tipping over on steep grades, ideal for cross slope cutting. Cuts a 21" swath through the toughest, tallest grass. Lifts matted grass for a smooth level cut **Blade adjusts from 2" to 3½".** Special design allows you to turn around bushes, buildings and trees. **Built-in slip clutch prevents damage to shaft and blade when hitting solid objects.** Entire body made of heavy 12 gauge electrically welded steel with rugged bridge-type construction underneath for added strength. Big, easy riding foam rubber seat covered with vinyl plastic. Tubular steel, bicycle type steering with rubber hand grips. As a powered scooter the Trams Duplex gives you transportation when you need it. **Only two simple adjustments to use it as a scooter with speeds up to 10 MPH.** Ideal to use as a powered golf cart. Equipped with comfortable riding, 10x2" puncture-proof rubber tires. Ship. wt. 150 lbs. F.O.B Factory, Kansas.

D586A45-17900 ....RETAIL **$239.00**

TRAMS 21" SELF-PROPELLED ROTARY MOWER

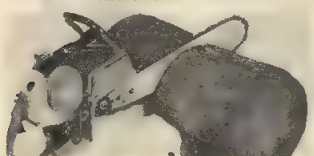
Powered by easy starting 2 H.P. Briggs and Stratton 4-cycle gasoline engine. Equipped with recoil starter Runs up to 2½ hours on 1 quart of gasoline Completely self-propelled Cuts a full 21" swath, and mulches leaves as it goes Throttle and clutch levers mounted on handlebars for fingertip control Cuts grass and weeds of any height. Spring steel blade easily reversed to provide new cutting edge Staggered wheels permit mowing terraces and uneven surfaces without "scalping" Heavy duty cast aluminum housing Detachable leaf mulcher Adjustable height axles provide cutting depth of 1½ to 3" F.O.B Factory Kansas

D566A50-11150 Ship. wt. 91 lbs.... ... . . .RETAIL **$149.50**

TRAMS DIRECT DRIVE CHAIN SAWS

3 Sizes with Float Type Carburetor as listed. For farmers, professional w[illegible] topwood operators, [illegible] Sturdy construction low maintenance [illegible] movable bucking "spike" facilitates felling of trees—can be stored on [illegible] Flame-proof exhaust required by many states with flames directed away from operator. Handle design protects carburetor from sawdust and handling damage. Magnesium alloy castings for light weight and extra ruggedness [illegible] tipped bars are an exclusive TRAMS feature. Features: 3 H.P. 2 cycle engine with recoil starter Ball bearing crank shaft, needle bearing connecting rod, and Tillotson float carburetor for easy cold weather start Pressure oiler near trigger to operate saw and oil with same hand. Too l for piece. Ship. F.O.B Factory, No. III

ORDER NO.	BAR SIZE	SAW WT.	SHIP. WT.	RETA
D585A21-12750	16"	24 lbs.	30 lbs.	$169.95
D585A22-13500	19"	26 lbs.	32 lbs.	179.95
D565A23-14300	22"	28 lbs.	34 lbs.	189.95



Available with All-Position Float or Aviation-Type Carburetors

As above: With All-position, aviation diaphragm type carburetor quick starting in cold weather and allows uniform sawing at any cutting angle.

ORDER NO.	BAR SIZE	SAW WT.	SHIP. WT.	RETAIL
D585A18-14300	16"	24 lbs.	30 lbs.	$189.95
D585A19-14950	19"	26 lbs.	32 lbs.	198.95
D585A20-15750	22"	28 lbs.	34 lbs.	209.95

Lambert LAWN SWEEPERS

with FLIP-O MATIC HAMPER

"RANCHETTE" LAWN SWEEPER

Wide [illegible] and all manner of debris with rugged all-steel Flex Frame construction heavy duty canvas hamper [illegible] proof indestructible [illegible] Exclusive Lambert one-lever adjustment for height and cowl angle [illegible] swivel casters for easy [illegible] Rubber tires for [illegible] Ship. wt. 42 lbs.

21" width. Ship wt 42 lbs.
D585A5-2550..... ..... RETAIL **$36.95**

The Ranger. Similar to the Ranchette. With new wonder-bar unobtrusive brush height adjustment for lawn or driveway sweeping. 30" width Ship wt. 48 lbs.
D565A6-3240.....RETAIL **$48.95**

"SWEEP-O-MATIC"

Lawn Sweeper and Garden Cart Combination! Complete hamper and easily detachable for handy garden cart Ranger, [illegible] Flex Frame construction, [illegible] heavy duty, [illegible] Rugged heavy gauge bright plated Steam [illegible] for easy wonder-bar allows instantaneous [illegible] adjustment for lawn or driveway sweeping Garden cart wheels, rear axle [illegible] hamper [illegible] to be used separately [illegible] Swivel Semi-banked rear casters [illegible] Rear [illegible] vinyl plastic for sweeping on breezy days Available in two models 21" or 30" sweeping width F.O.B Factory, Ohio.

21" Width. Ship. wt. 41 lbs.
D585A9-3750 .....RETAIL **$53.95**
30" Width. Ship wt. 50 lbs
D565A4-4350..... .....RETAIL **$62.95**

"PLAINSMAN" POWER SWEEPER

Cleans lawn and driveway in minutes instead of hours! Rugged heavy duty 1.6 H.P. 4 cycle engine with recoil starter 30" sweeping width Power [illegible] to both wheels through hardened steel machine cut reverse gears. Instant [illegible] and throttle controls conveniently mounted on handle. All steel frame and hamper. Heavy duty alternate twisted brass [illegible] bristle brush [illegible] Heavy duty swivel casters and semi-pneumatic, tread tread tires. Plated tubular steel handle. Exclusive Lambert Flip-O-Matic feature Permits flipping debris back and away from front area of hamper (for larger capacity) and easy dumping action. Nothing to lift or carry. Ship. wt. 150 lbs. F.O.B Factory, Ohio.

D565A2-12250 ..... .RETAIL **$174.95**

Quality Merchandise • Prompt Service • Satisfaction Guaranteed

INGRAHAM Spring Wind Clocks

Sentinel Little Pal. 40-hour alarm miniature in baked enamel metal case. Easy to read dial. One key winds time and alarm. Felt padded base. Ivory finish. Size: 3½" high 2½" dia.

58C20-276 .....RETAIL **$3.95**

As above: Luminous dial.

58C21-356.....RETAIL **$4.95**

Sentinel Dawn 8-day alarm. Handsome metal case in walnut enamel, ivory finish. Easy to read dial, bold hands. Wind keys, can't be overwound. Felt-padded base. 5½" high. 3¾" dial.

58C22-405.....RETAIL **$5.88**

As above: Dawn, luminous.

58C23-475.....RETAIL **$6.88**

Sentinel Dapper. 40-hour alarm. Beautifully styled clock with ivory-colored Lustrex case and base. Brass-plated bezel. Shatter resistant crystal. Size: 4½" high, 1" dial.

58C13-207 .....RETAIL **$2.98**

As above: Dapper, luminous.

58C14-275.....RETAIL **$3.98**

Sentinel "Little Chum." Miniature 40-hour alarm. Radium dial, new easy to read. Smart metal and ivory case. Gold-colored numerals on contrasting black background. Gleaming polished brass bezel and base. Radium hands. Only 3" high, 2½" dial. **Colors:** Ivory, Pink, Blue, Green. **Specify color.**

58C5-270.....RETAIL **$3.95**

New Pacer Model. Durable metal case is steel with ivory baked enamel finish. Brass bezel and base with gold trim. Silver-finish dial with contrast with black hands. Double convex glass. Size: 5½" high, modern hands finished in deep Blue. New improved 40-hour alarm movement. Pleasant tone. Size: 4½" high, 4" wide. Ship. wt. 2 lbs.

58C2-185

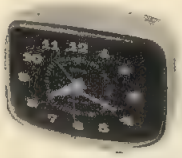
58C2-185—Case lots of 50

..... RETAIL, EACH **$2.89**

Ace 40-hour Alarm Clock. Durable clock in metal case finished in Ivory Plain dial with easy to read numerals. Polished brass bezel. Convex glass. Alarm shuts off. Luminous pointers easy to see on top of case. Size: 4½" high, 4" wide. Ingraham-tested. Ship. wt. 2 lbs.

58C32-175 .....RETAIL **$2.88**

INGRAHAM SELF-STARTING *Electric Clocks*



Globe Luminous, Chime Bell Alarm. Self-starting electric movement in white smooth curving formed case. Radium dial and hands. Ideal for blue dial with luminous numerals. Size: 5" high, 3¾" wide, 2¾" deep. Cord 12 feet. Size dial 3½".

58C4-452 .....RETAIL **$5.95**

58C3-387 .....RETAIL **$5.95**

Sentinel Chime Bell Alarm. Self-starting electric alarm clock in ivory plastic case. Has contrasting ivory dial with gold-tone dots, hands. Reliable time keeper and alarm. Size: 4¾" high, 4¾" wide, 2¾" deep. Cord 3 feet. Silent sweep second hand. New, improved motor. Size: 3¾x3¾".

58C11-277 .....RETAIL **$3.85**

As above but in Red case.

58C12-346 .....RETAIL **$4.95**

Sentinel Custom. Electric chime bell alarm clock. Solid brass case, with brushed satin finish, contrasting polished panels. Silver etched dial. Raised brass numerals polished brass spear hands. **Size:** 5½" high, 3¼" wide. Gift Packed.

58C25-887 .....RETAIL **$14.98**

Sentinel electric wall clock. Ivory white case with choice of White Red or Yellow dial. Bold legible hands. Smartly designed easy to see and time with full sweep hand. New, improved motor, quiet and long lasting. Self starting completely sealed in-oil motor. 60 cycles AC 110/125V. 7" diameter.

58C15-277 .....RETAIL **$3.98**

Ingraham Kitchen Clocks

Sentinel Water. Self starting electric kitchen wall clock. Easy to read numerals and hands. Red sweep second hand. Metal case finished in Copper or Chrome. 7" Diameter, 5" Dial.

58C9-346—Specify color . RETAIL **$4.98**

As above: White or Red case.

58C10-277—Specify color ... RETAIL **$3.98**

HAGNS—47 Years of Dependable Service

4 GENERATIONS *of leading dealers*

have relied on Schoenhut *for the*

3 "P's" OF PROFIT!

In the Toy Piano field the name SCHOENHUT has been synonymous with dealer profit wherever it it has been featured. No other line combines in such emphatic degree — the three prime elements of PROFITS!

PRODUCT

Incomparably painstaking craftsmanship teams with know-how and the finest materials to achieve famous SCHOENHUT quality

PRESTIGE

Feature the line that has delivered consumer goodwill for more than three-quarters of a century . . . the symbol of excellence in the world of children and music.

PRICE

Our vast facilities and continuing know-how bring you the Schoenhut line at competitive prices. Ask for our catalog and price list.

We invite you

to make your trip to the Toy Fair Complete by including a visit to our

NEWLY REDECORATED NEW YORK SHOWROOM

at 200 Fifth Ave. (room 315). See and hear the complete Schoenhut line of TOY PIANOS *. . . including many new models.*

Schoenhut

MARK WELL THE NAME

O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA.
MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

AMF...the real goods in wheel goods—really delivers the profits to you

Any thoughts you may have about ordering bikes, trikes, cars and tractors must wait 'til you see AMF *Speed-Sweep Styling*. If not at the Toy Fair, get in touch with your AMF Wheel Goods Sales representative for a look-see. This is the line that really puts the big profit in *your* pocket!

AMF MAIL TRUCK carries good profit news... What youngster doesn't want to be mailman! His dream comes true in this red, white and blue model, with cab-over-engine design, extra-large mail carrying compartment, official insignia decals and authentic stenciling. Write a profitable order now! Model 862

THE AMF "EXECUTIVE" is a sales go-getter... The "Executive" has everything parents look for in color, styling and play value! Sleek town-car looks, all-new **Speed-Sweep Styling** front to rear, a real electric horn and "searchbeam" headlights (batteries not included), easy pedal drive, and rear trunk that actually lifts up. Model 841

AMF DE LUXE 2-SPEED TRACTOR packs double sales appeal. .This value packed tractor has the look and feel of the real Farmer McCoy. Shifts into **2 different speeds**, has easy pedal drive, simulated spark plugs and motor exhaust pipe, ribbed rear wheels, front "furrow" wheel, Prairie Gold color scheme! Indoors or out, a profit-building favorite! Model 825

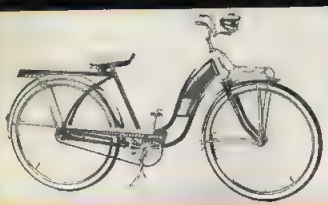
THE AMF HOOK-AND-LADDER packs excitement and value.. Action-minded youngsters can't resist a big, red AMF Hook-and-Ladder like this! She's ready for duty with a real loud ding-dong bell electric red-flasher light (batteries not included), fire chief's hat, screamer siren, and two giant removable ladders and grip bars for one-man crew! Model 819

AMF WHEEL GOODS BMC DIVISION
American Machine & Foundry Company, Binghamton, N. Y.

featuring all-new, dynamic AMF

THE FLYING FALCON nets high profits... All the appeal of a sports car ...in a bike! Speed Sweep lines, CHROME FENDERS, cantilever frame, 3-speed coaster with brake, caliper brakes, front and rear carriers, headlight, exclusive saddle bow-type pedals mean more Falcon Sales. Model 1699

AMF presents the most startling and dynamic line in wheel goods history! You'll see CHROME FENDERS on EVERY Roadmaster and Shelby bicycle. You'll see breathtaking NEW saddles, sprockets and accessories. Junior and Juvenile vehicles, too, offer more than ever in *safety* and *value* with the NEW direct-action "Saf-T-Brake", two NEW U-bone frame trikes, NEW colors and NEW styling. See AMF — THE REAL GOODS IN WHEEL GOODS!



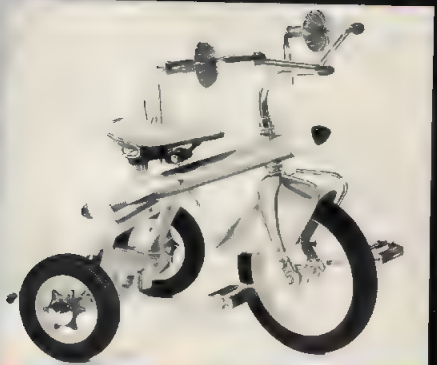
THE PLEASURE LINER makes selling a pleasure. ..Established favorite adds more sales value with **Speed-Sweep Styling,** CHROME FENDERS, exclusive streamlined tank, chrome front luggage carrier, rear carrier, "ball" headlight, custom saddle, and many, many more features. Model 1684

THE PACEMAKER sets new profit-making pace... It's all bike, with the de luxe look and ride kids expect only on bikes costing much more! **Speed-Sweep Styling,** CHROME FENDERS, cantilever frame, chain guard, chrome crank, matching white saddle and grips. Model 1678

THE ROADMASTER JET PILOT sends your profits soaring Born to be a best-seller, the beautiful Jet Pilot boasts **Speed-Sweep Styling** enhanced by "Gothic" CHROME FENDERS, extra-durable cantilever frame, all-new, exclusive cantilever tank, electric horn, 1.75" whitewalls, **most** selling features ever! Model 1673

AMF **WHEEL GOODS** AMF CYCLE DIVISION
American Machine & Foundry Company, Little Rock, Arkansas

SPEED-SWEEP STYLING



AMF JUNIOR TRIKE — best bet for best seller... New missile-type nose and tail assemblies add space-age streamlining to this all-new Trike! Chrome-plated Delta Wing handlebars, JEWEL TONE pedal treads, chrome trim on new-style rear arch, de luxe two-tone vinyl saddle and metallic gold finish add up to superb sales appeal. Model 790

AMF JUNIOR CHAIN-DRIVE TRIKE builds younger set sales... Chain-drive trikes have sold in big volume. Here's one that incorporates **Speed-Sweep Styling** and the jet-age feeling with ruggedness, easy pedaling and terrific play value. Model 797

AMF JUNIOR TUBULAR TRIKE has "Kid Appeal" and profit potential... Here's a Junior beauty the youngsters go for! Features CHROME FENDER, rugged U-bone tubing enameled fender shield, padded vinyl adjustable seat, Delta Wing handlebars, puncture-proof tires. Model 750

AMF JUNIOR SIDEWALK BIKE with new design AMF 'Saf-T-Brake'... Excitingly safe two-wheel riding. Exclusive AMF Saf-T-Brake, "convertibility", all-steel construction, red plastic grips, chrome-plated handlebars, adjustable, two-tone padded vinyl saddle and spring-clip chrome front carrier. Model 726

AMF **WHEEL GOODS** JUNIOR TOY DIVISION

American Machine & Foundry Company, Hammond, Indiana

EXTRA!!

AMF scoops the industry...

DELIVERS THE REAL GOODS IN WHEEL GOODS

...to please your toughest customers

NATIONALLY ADVERTISED

Arvin

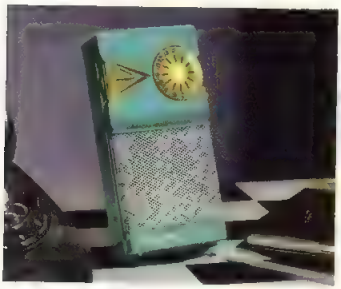
ALL-TRANSISTOR RADIOS

A SMART, TRIM PACKAGE OF SUPERB RADIO PERFORMANCE • Carry it in hand, pocket or purse • Plays anywhere—train, plane or car • Weighs less than a pound • Six high-output transistors for long battery life • Unbreakable plastic cabinet in black, with contrasting grille, gold trim • Handy clip for pocket, belt, or use as a stand • Thumb-knob tuning, slide-rule dial • Automatic volume control • Receives AM and Conelrad • Earphone accessory optional • Uses one 9-volt battery (NEDA No. 1600) • Size 6¾" x 3⅜" x 1⅞" • Ship. wt. 1 lb. 7 oz. Master carton 4 sets: Ship wt. 6 lbs. 12 oz

3R222X4066-6X3847 Ebony	List $54.95
3R235X4066-6X3847 Pink	List $54.95
3R236X4066-6X3847 White	List $54.95
3R232X337-6X317 Earphone	List $ 4.95
2R10X77 Battery for Radio above	List $ 1.10

NEW DEPARTURE IN RADIO DESIGN • Arvinyl "finish-perfect" vinyl laminate bonded to aluminum for new style, durability and sales appeal • Arvinyl is richly textured, luxurious in appearance and to the touch, but also extremely tough, practically scratch-proof • Off-white with gold trim • Six transistors plus germanium diode power detector • Printed wiring • 5-inch Alnico speaker • AM and Conelrad frequencies • Automatic volume control • Planetary drive for precision tuning • Size 10¼" x 8⅜" x 3⅜" • Batteries: two 9-volt (NEDA No. 1603) • Ship. wt. 4 lbs.

3R223X4436-6X4197 Off-White	List $59.95
3R224X4436-6X4197 Saddle Tan	List $59.95
2R11X116 Battery for Radio above	List $ 1.65



Portables priced less batteries

FITS SNUGLY IN HAND, POCKET OR PURSE • Clips on belt, stands alone • Weighs only a pound • No line cord to bother with, and no "warm-up" period before radio starts to play • Five transistors with high-output capability • Two-piece unbreakable plastic cabinet in turquoise, contrasting grille, gold trim • Pocket clip on back doubles as easel-type stand • Thumb-knob tuning • Automatic volume control • Both AM and Conelrad frequencies • Earphone accessory extra • Uses one 9-volt battery (NEDA No. 1600) • Size 6⅜" x 3¼" x 1⅞" • Ship. wt. 1 lb. 7 oz Master carton 4 sets; Ship. wt. 6 lbs. 12 oz.

3R225X3326-6X3147 Turquoise	List $44.95
3R226X3326-6X3147 Ebony	List $44.95
3R232X337-6X317 Earphone	List $ 4.95
2R10X77 Battery for Radio above	List $ 1.10

CONVERTIBLE TABLE-PORTABLE MODEL • Seven transistors • Reversible flip-switch dial for use as either a table model or portable • Luggage type cabinet with pyroxylin coated cover in British tan, brass trim • Long-life batteries—have actually powered a set for 1500 hours • Printed wiring; tone control; long-range Magneterna; big 5½" Alnico "V" PM speaker • Conelrad and AM frequencies • Size 11½" long; 8½" high, 4" deep • Uses six standard "D" flashlight cells • Ship. wt. 7 lbs.

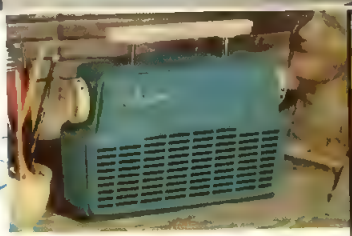
3R82X5836 6X5517 British Tan	List $79.95
3R227X5836-6X5517 Alligator	List $79.95
2R34X13 Battery for Radio above	List $ 20

Arvin 3-WAY PORTABLE RADIOS

NATIONALLY ADVERTISED

PLAYS ON BATTERIES OR EITHER AC OR DC • Four tubes plus selenium rectifier • Handsome leatherette cover in olive green, including matching shoulder strap • Printed wiring • Automatic volume control • Alnico "V" PM speaker • Rod-type Magnetenna for distance reception • Conelrad and AM frequencies • Length 10¾", height 6⅝", depth 3⅛" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs

3R237X2916-6X2757 Green . . . List $39.95
3R238X2916-6X2757 Light Tan . . List $39.95
2R12X358 "A" & "B" Battery Pack . List $ 5.10



TAKE MUSIC, SPORTS, DRAMA WITH YOU • Turquoise arvinyl cover on aluminum case • Four tubes plus selenium rectifier • Alnico speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad dial markings • Length 10¾", height 6¼", depth 3¼" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

3R240X2586-6X2447 Turquoise . . List $34.95
3R241X2586-6X2447 Red . . List $34.95
2R12X358 "A" & "B" Battery Pack . . List $ 5.10

TEXTURED, SCUFF-PROOF ARVINYL PLASTIC in gray tweed, lightweight aluminum case • Four tubes plus selenium rectifier • Alnico "V" PM speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad frequencies • Length 10⅞", height 8⅜", depth 3½" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

3R239X2428-6X2300 Gray Tweed . . . . . List $31.95
2R12X358 "A" & "B" Battery Pack . . . . . List $ 5.10

NOTE *All portables priced and shipped without batteries • all models except transistor sets U. L. listed*

Arvin CLOCK RADIOS

ARVIN'S GOT IT . . . FOR STYLE . . . COLOR . . . VALUE • Five tubes including rectifier • Printed wiring • Automatic on-off" and alarm set, 660-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad and AM • Color willow green • Length 12⅛", height 5⅛", depth 5¼" • Ship. wt. 4¼ lbs.

3R242X2336-6X2216 Willow Green . . . . . List $29.95
3R243X2336-6X2216 Ivory . . . . . List $29.95

MAGIC SERVANT, DAY AND NIGHT • Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set, 1100-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad markings • Color: charcoal • Length 12⅛", height 5½", depth 5½" • Ship. wt. 4½ lbs.

3R244X2656-6X2516 Charcoal . . . . . List $34.95
3R245X2656-6X2516 Flame . . . . . List $34.95

Arvin CLOCK RADIOS

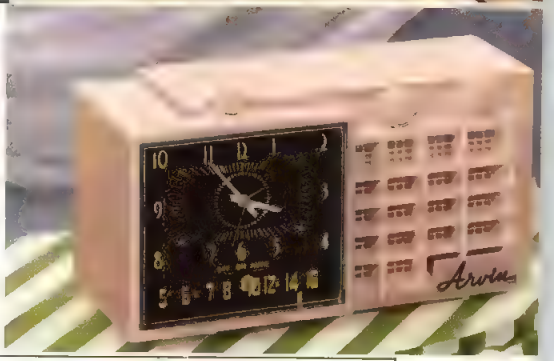
NATIONALLY ADVERTISED

MOST USEFUL INVENTION SINCE ALADDIN'S LAMP • Panoramic clock face, clearly styled for exceptional ease of reading • Five tubes including rectifier • Printed wiring • Air loop antenna • Five-inch Alnico "V" PM speaker • Slide rule tuning • AC superheterodyne circuit • 1100-watt applance outlet on back • Slumber switch • Size 12¼" long, 6¼" high; 5½" deep • Color: flame • Ship. wt. 10 lbs.

3R246X3281-6X3102 Flame . . . . List $44.95
3R247X3281-6X3102 Ivory . . . . . List $44.95

ADVANCED ENGINEERING PLUS ADVANCED STYLING • Five tubes, including rectifier • All-printed AC superheterodyne wiring • Automatic "on-off" and alarm set plus 660-watt appliance outlet in an accurate, dependable clock timer • Slumber switch • Air loop antenna • Slide rule tuning dial • Alnico "V" PM speaker • Conelrad dial markings • Size 13" long, 7¼" high; 5¾" deep • Color. pink • Ship. wt. 9 lbs.

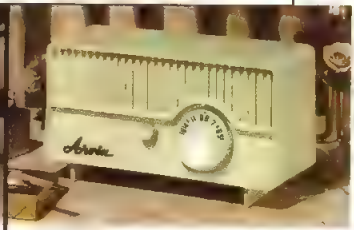
3R84X2916-6X2757 Pink . . List $39.95
3R78X2916-6X2757 Nile Green . . List $39.95



Arvin TABLE MODEL RADIOS

GOOD LOOKS AND EXCELLENT PERFORMANCE AT LOW COST • Printed wiring AC/DC superhet chassis • Five tubes including rectifier • Alnico "V" PM speaker • Automatic volume control • Air loop antenna • Conelrad dial markings • Size 5¾" high, 10" wide, 5¼" deep • Color black only • Ship. wt. 5 lbs.

3R28X1616-6X1536 Black . . . . . List $19.95



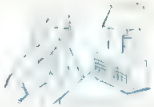
MODERN ELECTRONIC MAGIC IN STUNNING DESIGN • This is a 5-tube (including rectifier) chassis with printed wiring dependability • Alnico "V" PM speaker • Loop antenna • Both AM and Conelrad frequencies • A remarkable value at a genuine budget price • Length 11⅛", height 6⅜", depth 5¾" • Color. ivory • Ship. wt. 5 lbs.

3R250X1734-6X1646 Ivory . . . . . List $21.95
3R251X1734-6X1646 Willow Green . . . List $21.95

Arvin

NATIONALLY ADVERTISED

TABLE MODEL RADIOS

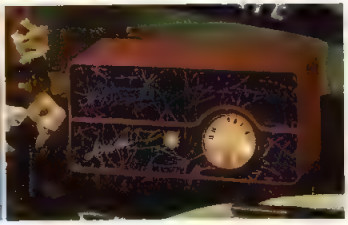


6-TUBE SUPERB TWIN SPEAKER SET • Two twin 5-inch Alnico "V" PM speakers that deliver console like sound from a compact table model • Modern printed wiring AC/DC superhet circuit • Six tubes, including rectifier • Illuminated indirect slide rule tuning dial and full-range tone control with visual indicator • Phonojack • Distance-getting Arvin Magnetenna • Conelrad dial markings • Color: fawn • Size 7⅛" high, 14¾" wide, 5¾" deep • Ship. wt. 10 lbs.

3R91X2956-6X2796 Fawn . . . . List $39 95
3R207X2956-6X2796 Ivory . . . . . List $39 95

5-TUBE TWO SPEAKER BEAUTY • Distinctive modern design • Full range tone control • Two coordinated panoramic 5-inch Alnico "V" PM speakers • Phonojack • AC, DC superhet circuit • Five tubes including rectifier • Printed wiring • Conelrad dial markings • Automatic volume control • Illuminated mercury-type treble-bass indicator and slide rule tuning dial • Air loop antenna • Size 6⅜" high; 5" deep, 13⅜" wide • Color: turquoise • Ship. wt. 11½ lbs.

3R90X2551-6X2412 Turquoise . . . List $34 95
3R93X2551 6X2412 Ivory . . . List $34 95



HIGH-FASHION STYLING • Two-tone grille cloth • Printed AC/DC wiring • Five tubes including rectifier • Illuminated indirect slide rule tuning dial • Alnico "V" PM speaker • Loop antenna • Conelrad dial markings • Size 7⅜" high; 5¾" deep; 13" wide • Color: charcoal • Ship. wt. 8 lbs.

3R89X2267-6X2156 Charcoal . . . . . List $29.95
3R210X2267-6X2156 Ivory . . . . . List $29.95

BEST TASTE IN MODERN RADIO DESIGN • Five tubes including rectifier • Printed wiring • Alnico "V" PM speaker • Loop antenna • Conelrad (Civil Defense) frequencies as well as standard AM broadcast band • Length 11⅜", height 6⅜", depth 5¼" • Color: flame • Ship. wt. 5 lbs.

3R252X1946-6X1846 Flame . . . . . List $24.95
3R253X1946-6X1846 Turquoise . . . . . List $24.95

NOTE *All Arvin Clock-Radios are straight AC only • All other Arvin Radios are AC/DC • All Arvin Radios are guaranteed for 90 days from date of purchase.*

NATIONALLY ADVERTISED

Arvin

ALL-TRANSISTOR RADIOS

A SMART, TRIM PACKAGE OF SUPERB RADIO PERFORMANCE • Carry it in hand, pocket or purse • Plays anywhere—train, plane or car • Weighs less than a pound • Six high-output transistors for long battery life • Unbreakable plastic cabinet in black, with contrasting grille, gold trim • Handy clip for pocket, belt, or use as a stand • Thumb-knob tuning, slide-rule dial • Automatic volume control • Receives AM and Conelrad • Earphone accessory optional • Uses one 9-volt battery (NEDA No. 1600) • Size 6¾″ x 3¼″ x 1⅞″ • Ship. wt. 1 lb. 7 oz Master carton 4 sets; Ship. wt. 6 lbs. 12 oz

278/9577M4066
9577M3847 (6 or more)

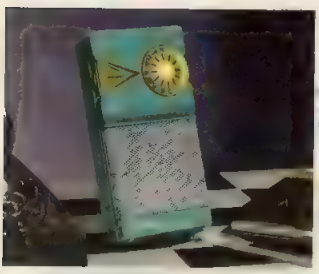
Retail $54.95

NEW DEPARTURE IN RADIO DESIGN • Arvinyl "finish-perfect" vinyl laminate bonded to aluminum for new style, durability and sales appeal • Arvinyl is richly textured, luxurious in appearance and to the touch, but also extremely tough, practically scratch-proof • Off-white with gold trim • Six transistors plus germanium diode power detector • Printed wiring • 5-inch Alnico speaker • AM and Conelrad frequencies • Automatic volume control • Planetary drive for precision tuning • Size 10½″ x 8¾″ x 3⅞″ • Batteries: two 9-volt (NEDA No. 1603) • Ship. wt. 4 lbs.

278/9574M4436
9574M4197 (6 or more)

Retail $59.95

All Prices Subject to Change Without Notice



Portables priced less batteries

FITS SNUGLY IN HAND, POCKET OR PURSE • Clips on belt, stands alone • Weighs only a pound • No line cord to bother with, and no "warm-up" period before radio starts to play • Five transistors with high-output capability • Two-piece unbreakable plastic cabinet in turquoise, contrasting grille, gold trim • Pocket clip on back doubles as easel-type stand • Thumb-knob tuning • Automatic volume control • Both AM and Conelrad frequencies • Earphone accessory extra • Uses one 9-volt battery (NEDA No. 1600) • Size 6⅛″ x 3¼″ x 1⅞″ • Ship. wt. 1 lb. 7 oz. Master carton 4 sets; Ship. wt. 6 lbs. 12 oz

278/8576M3326 . . . . . .
8576M3147 (6 or more)

Retail $44.95

CONVERTIBLE TABLE-PORTABLE MODEL • Seven transistors • Reversible flip-switch dial for use as either a table model or portable • Luggage type cabinet with pyroxylin coated cover in British tan, brass trim • Long-life batteries—have actually powered a set for 1500 hours • Printed wiring; tone control; long-range Magnetenna; big 5¼″ Alnico "V" PM speaker • Conelrad and AM frequencies • Size 11¼″ long; 8½″ high; 4″ deep • Uses six standard "D" flashlight cells • Ship. wt. 7 lbs.

278/9562M5836
9562M5517 (6 or more)

Retail $79.95

NATIONALLY ADVERTISED

Arvin

ALL-TRANSISTOR RADIOS

A SMART, TRIM PACKAGE OF SUPERB RADIO PERFORMANCE • Carry it in hand, pocket or purse • Plays anywhere—train, plane or car • Weighs less than a pound • Six high-output transistors for long battery life • Unbreakable plastic cabinet in black, with contrasting grille, gold trim • Handy clip for pocket, belt, or use as a stand • Thumb-knob tuning, slide-rule dial • Automatic volume control • Receives AM and Conelrad • Earphone accessory optional • Uses one 9-volt battery (NEDA No. 1600) • Size 6⅜" x 3⅛" x 1⅞" • Ship. wt. 1 lb. 7 oz. Master carton 4 sets, Ship. wt. 6 lbs. 12 oz

52760 A4066—Ebony	Retail $54.95
52766 A4066—White	Retail $54.95
52762 A337 —Earphone	Retail $ 4.95
52761 A77 —Battery	Retail $ 1.10

NEW DEPARTURE IN RADIO DESIGN • Arvinyl "finish-perfect" vinyl laminate bonded to aluminum for new style, durability and sales appeal • Arvinyl is richly textured, luxurious in appearance and to the touch, but also extremely tough, practically scratch-proof • Off-white with gold trim • Six transistors plus germanium diode power detector • Printed wiring • 5-inch Alnico speaker • AM and Conelrad frequencies • Automatic volume control • Planetary drive for precision tuning • Size 10¼" x 8⅜" x 3⅜" • Batteries: two 9-volt (NEDA No. 1603) • Ship. wt. 4 lbs.

52755 B4436—White	Retail $59.95
52764 B4436—Tan	Retail $59.95
52756 B280 —Battery Set	Retail $ 3.30

Portables priced less batteries

FITS SNUGLY IN HAND, POCKET OR PURSE • Clips on belt, stands alone • Weighs only a pound • No line cord to bother with, and no "warm-up" period before radio starts to play • Five transistors with high-output capability • Two-piece unbreakable plastic cabinet in turquoise, contrasting grille, gold trim • Pocket clip on back doubles as easel-type stand • Thumb-knob tuning • Automatic volume control • Both AM and Conelrad frequencies • Earphone accessory extra • Uses one 9-volt battery (NEDA No. 1600) • Size 6⅛" x 3⅛" x 1⅞" • Ship. wt. 1 lb. 7 oz. Master carton 4 sets, Ship. wt. 6 lbs. 12 oz.

52767 A3326 Turquoise	Retail $44.95
52768 A3326—Ebony	Retail $44.95
52762 A337 —Earphone	Retail $ 4.95
52761 A77 —Battery	Retail $ 1.10

CONVERTIBLE TABLE-PORTABLE MODEL • Seven transistors • Reversible flip-switch dial for use as either a table model or portable • Luggage type cabinet with pyroxylin coated cover in British tan, brass trim • Long-life batteries—have actually powered a set for 1500 hours • Printed wiring, tone control; long-range Magnetenna; big 5¼" Alnico "V" PM speaker • Conelrad and AM frequencies • Size 11½" long; 8½" high, 4" deep • Uses six standard "D" flashlight cells • Ship. wt. 7 lbs.

52700 B5836—British Tan	Retail $79.95
52769 B70 —Battery Set	Retail $ 90

Arvin 3-WAY PORTABLE RADIOS

NATIONALLY ADVERTISED

PLAYS ON BATTERIES OR EITHER AC OR DC • Four tubes plus selenium rectifier • Handsome leatherette cover in olive green, including matching shoulder strap • Printed wiring • Automatic volume control • Alnico "V" PM speaker • Rod-type Magnetenna for distance reception • Conelrad and AM frequencies • Length 10¾", height 6⅝", depth 3⅜" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs

52770 B2916—Green . . . . . Retail $39.95
52771 B2916—Light Tan . . Retail $39.95
52772 B350 —Battery Set . . . Retail $ 4.50

TAKE MUSIC, SPORTS, DRAMA WITH YOU • Turquoise arvinyl cover on aluminum case • Four tubes plus selenium rectifier • Alnico speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad dial markings • Length 10¾", height 6⅝", depth 3⅜" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

52773 B2586—Turquoise Retail $34.95
52772 B350 —Battery Set Retail $ 4.50

TEXTURED, SCUFF-PROOF ARVINYL PLASTIC in gray tweed, lightweight aluminum case • Four tubes plus selenium rectifier • Alnico "V" PM speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad frequencies • Length 10⅜", height 8⅜", depth 3½" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

52774 B2428—Gray Tweed Retail $31.95
52772 B350 —Battery Set Retail $ 4.50

Arvin CLOCK RADIOS

NOTE All portables priced and shipped without batteries • all models except Iran [illegible]

ARVIN'S GOT T FOR STYLE . . . CO.OR . . VALUE • Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set, 660-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad and AM • Color: willow green • Length 12⅜", height 5½", depth 5½" • Ship. wt. 4½ lbs

52775 B2336—Willow Green Retail $29.95
52776 B2336—Ivory Retail $29.95

MAGIC SERVANT, DAY AND NIGHT • Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set, 1100-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad markings • Color: charcoal • Length 12⅜", height 5½", depth 5½" • Ship. wt. 4½ lbs.

52777 B2656—Charcoal Retail $34.95

Arvin CLOCK RADIOS

NATIONALLY ADVERTISED

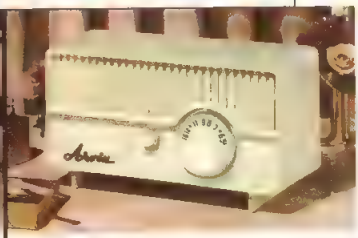
MOST USEFUL INVENTION SINCE ALADDIN'S LAMP • Panoramic clock face, clearly styled for exceptional ease of reading • Five tubes including rectifier • Printed wiring • Air loop antenna • Five-inch Alnico "V" PM speaker • Slide rule tuning • AC superheterodyne circuit • 1100-watt appliance outlet on back • Slumber switch • Size 12¼" long, 6¼" high; 5¾" deep • Color: flame • Ship. wt. 10 lbs.

52778 B3281—Flame — Retail $44.95
52779 B3281—Ivory — Retail $44.95

ADVANCED ENGINEERING PLUS ADVANCED STYLING • Five tubes, including rectifier • All-printed AC superheterodyne wiring • Automatic "on-off" and alarm set plus 660-watt appliance outlet in an accurate, dependable clock timer • Slumber switch • Air loop antenna • Slide rule tuning dial • Alnico "V" PM speaker • Conelrad dial markings • Size 13" long; 7⅛" high; 5¾" deep • Color: pink • Ship. wt. 9 lbs.

52704 B2916—Pink . . . . . Retail $39.95

Arvin TABLE MODEL RADIOS



GOOD LOOKS AND EXCELLENT PERFORMANCE AT LOW COST • Printed wiring AC/DC superhet chassis • Five tubes including rectifier • Alnico "V" PM speaker • Automatic volume control • Air loop antenna • Conelrad dial markings • Size 5¾" high, 10" wide; 5¼" deep • Color: black only • Ship. wt. 5 lbs.

52780 B1616—Ebony — Retail $19.95

MODERN ELECTRONIC MAGIC IN STUNNING DESIGN • This is a 5-tube (including rectifier, chassis with printed wiring dependability • Alnico "V" PM speaker • Loop antenna • Both AM and Conelrad frequencies • A remarkable value at a genuine budget price • Length 11⅛", height 6⅜", depth 5¼" • Color: ivory • Ship wt. 5 lbs

52781 B1734—Ivory — Retail $21.95

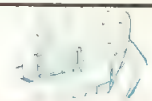
Arvin

NATIONALLY ADVERTISED

TABLE MODEL RADIOS

6-TUBE SUPERB TWIN SPEAKER SET • Two twin 5-inch Alnico "V" PM speakers that deliver console-like sound from a compact table model • Modern printed wiring AC/DC superhet circuit • Six tubes, including rectifier • Illuminated indirect slide rule tuning dial and full-range tone control with visual indicator • Phonojack • Distance-getting Arvin Magnetenna • Conelrad dial markings • Color, fawn • Size 7⅛" high; 14⅜" wide; 5¾" deep • Ship. wt. 10 lbs.

52707 B2956—Fawn . . . Retail $39 95
52782 B2956—Ivory . . . . Retail $39 95



5-TUBE TWO SPEAKER BEAUTY • Distinctive modern design • Full range tone control • Two coordinated panoramic 5-inch Alnico "V" PM speakers • Phonojack • AC/DC superhet circuit • Five tubes including rectifier • Printed wiring • Conelrad dial markings • Automatic volume control • Illuminated mercury-type treble-bass indicator and slide rule tuning dial • Air loop antenna • Size 6⅞" high; 5" deep; 13¾" wide • Color: turquoise • Ship. wt. 11½ lbs.

52709 B2551—Turquoise . . . . Retail $34 95

HIGH-FASHION STYLING • Two-tone grille cloth • Printed AC/DC wiring • Five tubes including rectifier • Illuminated indirect slide rule tuning dial • Alnico "V" PM speaker • Loop antenna • Conelrad dial markings • Size 7⅛" high, 5⅜" deep; 13" wide • Color: charcoal • Ship. wt. 8 lbs.

52706 B2267—Charcoal . . . . . Retail $29.95
52783 B2267—Ivory . . . . . Retail $29 95

BEST TASTE IN MODERN RADIO DESIGN • Five tubes including rectifier • Printed wiring • Alnico "V" PM speaker • Loop antenna • Conelrad (Civil Defense) frequencies as well as standard AM broadcast band • Length 11⅛", height 6⅜", depth 5¼" • Color: flame • Ship. wt. 5 lbs.

52784 B1946—Flame . . . . . Retail $24.95

NOTE: *All Arvin Clock-Radios are straight AC only • All other Arvin Radios are AC/DC • All Arvin Radios are guaranteed for 90 days from date of purchase.*

NATIONALLY ADVERTISED

Arvin

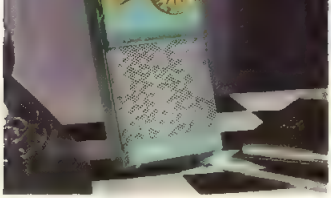
ALL-TRANSISTOR RADIOS

A SMART, TRIM PACKAGE OF SUPERB RADIO PERFORMANCE • Carry it in hand, pocket or purse • Plays anywhere—train, plane or car • Weighs less than a pound • Six high-output transistors for long battery life • Unbreakable plastic cabinet in black, with contrasting grille, gold trim • Handy clip for pocket, belt, or use as a stand • Thumb-knob tuning, slide-rule dial • Automatic volume control • Receives AM and Conelrad • Earphone accessory optional • Uses one 9-volt battery (NEDA No. 1600) • Size 6⅜" x 3⅛" x 1⅜" • Ship. wt. 1 lb. 7 oz. Master carton 4 sets; Ship. wt. 6 lbs. 12 oz

45E632—6X3847/4066—Ebony	Retail $54.95
45E633 6X3847/4066—Pink	Retail $54.95
45E634—6X3847/4066—White	Retail $54.95
45E635—6X317/337—Earphone Accessory	Retail $ 4.95
45E636—77—Battery for above	Retail $ 1.10

NEW DEPARTURE IN RADIO DESIGN • Arvinyl "finish-perfect" vinyl laminate bonded to aluminum for new style, durability and sales appeal • Arvinyl is richly textured, luxurious in appearance and to the touch, but also extremely tough, practically scratch-proof • Off-white with gold trim • Six transistors plus germanium diode power detector • Printed wiring • 5-inch Alnico speaker • AM and Conelrad frequencies • Automatic volume control • Planetary drive for precision tuning • Size 10¼" x 8⅜" x 3⅜" • Batteries: two 9-volt (NEDA No. 1603) • Ship. wt. 4 lbs.

45E630—6X4316/4436—White	Retail $59.95
45E631—6X4316/4436—Tan	Retail $59.95
45E637 232 Batteries for above	Retail $ 3.30



Portables priced less batteries

FITS SNUGLY IN HAND, POCKET OR PURSE • Clips on belt, stands alone • Weighs only a pound • No line cord to bother with, and no "warm-up" period before radio starts to play • Five transistors with high-output capability • Two-piece unbreakable plastic cabinet in turquoise, contrasting grille, gold trim • Pocket clip on back doubles as easel-type stand • Thumb knob tuning • Automatic volume control • Both AM and Conelrad frequencies • Earphone accessory extra • Uses one 9-volt battery (NEDA No 1600) • Size 6⅜" x 3⅛" x 1⅜" • Ship. wt. 1 lb. 7 oz Master carton 4 sets, Ship. wt. 6 lbs. 12 oz.

45E684—6X3236/3326—Turquoise	Retail $44.95
45E685—6X3236/3326—Ebony	Retail $44.95
45E635—6X317/337—Earphone Accessory	Retail $ 4.95
45E636—77—Battery for above	Retail $ 1.10

CONVERTIBLE TABLE-PORTABLE MODEL • Seven transistors • Reversible flip-switch dial for use as either a table model or portable • Luggage type cabinet with pyroxylin coated cover in British tan, brass trim • Long-life batteries—have actually powered a set for 1500 hours • Printed wiring; tone control; long-range Magnetenna, big 5¼" Alnico "V" PM speaker • Conelrad and AM frequencies • Size 11¼" long; 8⅛" high; 4" deep • Uses six standard "D" flashlight cells • Ship. wt. 7 lbs.

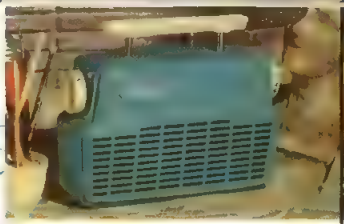
45E352—6X5517/5836 British Tan	Retail $79.95
45E353 6X5517/5836—Brown Alligator	Retail $79.95
45E381—78—Batteries for above	Retail $ 1.20

Arvin 3-WAY PORTABLE RADIOS

NATIONALLY ADVERTISED

PLAYS ON BATTERIES OR EITHER AC OR DC • Four tubes plus selenium rectifier • Handsome leatherette cover in olive green, including matching shoulder strap • Printed wiring • Automatic volume control • Alnico "V" PM speaker • Rod-type Magnetenna for distance reception • Conelrad and AM frequencies • Length 10¾", height 6⅞", depth 3⅜" • Batteries, one 7½-volt "A" (NEDA No. 9), one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

45E686—6X2757/2916—Green	Retail $39.95
45E687—6X2757/2916—Light Tan	Retail $39.95
45E112—439—Battery Pack . . .	Retail $ 6.25



TAKE MUSIC, SPORTS, DRAMA WITH YOU • Turquoise arvinyl cover on aluminum case • Four tubes plus selenium rectifier • Alnico speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad dial markings • Length 10¾", height 6½", depth 3½" • Batteries: one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

45E689—6X2447/2586—Turquoise	Retail $34.95
45E688—6X2447/2586—Red	Retail $34.95
45E112—439—Battery Pack	Retail $ 6.25

TEXTURED, SCUFF-PROOF ARVINYL PLASTIC in gray tweed, lightweight aluminum case • Four tubes plus selenium rectifier • Alnico "V" PM speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad frequencies • Length 10⅜", height 8⅛", depth 3½" • Batteries, one 7½-volt "A" (NEDA No. 9); one 90-volt "B" (NEDA No. 214) • Ship. wt. 4 lbs.

45E690—6X2300/2428—Gray Tweed	Retail $31.95
45E112—439—Battery Pack	Retail $ 6.25

Arvin CLOCK RADIOS

NOTE All portables priced and shipped without batteries • all models except transistor sets U. L. listed

ARVIN'S GOT IT . . . FOR STYLE . . . COLOR . . . VALUE • Five tubes including rectifier • Printed wiring • Automatic on-off and alarm set, 660-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad and AM • Color: willow green • Length 12⅛", height 5¾", depth 5½" • Ship. wt. 4½ lbs.

45E695—6X2216/2336—Ivory	Retail $29.95
45E696—6X2216/2336—Willow Green	Retail $29.95

MAGIC SERVANT, DAY AND NIGHT • Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set, 1100-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad markings • Color: charcoal • Length 12⅛", height 5¾", depth 5½" • Ship. wt. 4½ lbs.

45E693—6X2516/2656—Flame	Retail $34.95
45E694—6X2516/2656—Charcoal	Retail $34.95

Arvin CLOCK RADIOS

NATIONALLY ADVERTISED

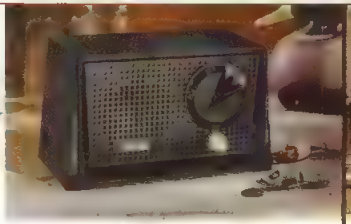
MOST USEFUL INVENTION SINCE ALADDIN'S LAMP • Panoramic clock face, clearly styled for exceptional ease of reading • Five tubes including rectifier • Printed wiring • Air loop antenna • Five-inch Alnico "V" PM speaker • Slide rule tuning • AC superheterodyne circuit • 1100-watt appliance outlet on back • Slumber switch • Size 12 ¼" long, 6¾" high, 5⅜" deep • Color: flame • Ship. wt. 10 lbs.

45E691—6X3102/3281—Flame — Retail $44 95
45E692—6X3102/3281—Ivory — Retail $44 95

ADVANCED ENGINEERING PLUS ADVANCED STYLING • Five tubes, including rectifier • All-printed AC superheterodyne wiring • Automatic "on-off" and alarm set plus 660-watt appliance outlet in an accurate, dependable clock timer • Slumber switch • Air loop antenna • Slide rule tuning dial • Alnico "V" PM speaker • Conelrad dial markings • Size 13" long, 7⅜" high; 5¾" deep • Color: pink • Ship. wt. 9 lbs.

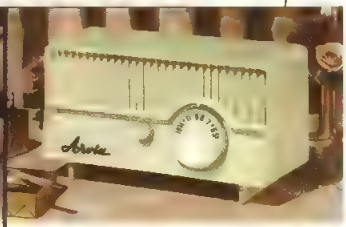
45E357—6X2757/2916—Pink — Retail $39 95
45E358—6X2757/2916—Nile Gr — Retail $39 95

Arvin TABLE MODEL RADIOS



GOOD LOOKS AND EXCELLENT PERFORMANCE AT LOW COST • Printed wiring AC/DC superhet chassis • Five tubes including rectifier • Alnico "V" PM speaker • Automatic volume control • Air loop antenna • Conelrad dial markings • Size 5¼" high; 10" wide, 5¼" deep • Color: black only • Ship. wt. 5 lbs.

45E701—6X1536/1616—Ebony . . . . . Retail $19 95



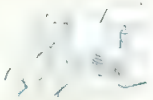
MODERN ELECTRONIC MAGIC IN STUNNING DESIGN • This is a 5-tube (including rectifier) chassis with printed wiring dependability • Alnico "V" PM speaker • Loop antenna • Both AM and Conelrad frequencies • A remarkable value at a genuine budget price • Length 11⅝", height 6⅜", depth 5¼" • Color: ivory • Ship. wt. 5 lbs.

45E699—6X1647/1734—Ivory — Retail $21 95
45E700—6X1647/1734—Willow Green — Retail $21 95

Arvin

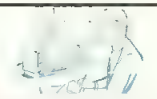
NATIONALLY ADVERTISED

TABLE MODEL RADIOS



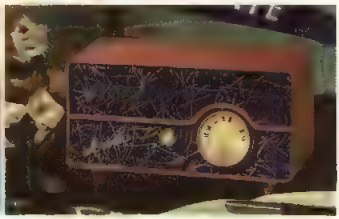
6-TUBE SUPERB TWIN SPEAKER SET • Two twin 5-inch Alnico "V" PM speakers that deliver console-like sound from a compact table model • Modern printed wiring AC/DC superhet circuit • Six tubes, including rectifier • Illuminated indirect slide rule tuning dial and full range tone control with visual indicator • Phonojack • Distance-getting Arvin Magnetenna • Conelrad dial markings • Color: fawn • Size 7⅛" high, 14⅜" wide; 5¾" deep • Ship. wt. 10 lbs.

45E371—6X2796/2956—Fawn . Retail $39.95
45E372 6X2796/2956 Ivory . Retail $39.95



5-TUBE TWO SPEAKER BEAUTY • Distinctive modern design • Full range tone control • Two coordinated panoramic 5-inch Alnico "V" PM speakers • Phonojack • AC/DC superhet circuit • Five tubes including rectifier • Printed wiring • Conelrad dial markings • Automatic volume control • Illuminated mercury-type treble-bass indicator and side rule tuning dial • Air loop antenna • Size 6¾" high; 5" deep; 13¾" wide • Color, turquoise • Ship. wt. 11½ lbs.

45E375 - 6X2412/2551 Turquoise Retail $34.95
45E377—6X2412/2551—Ivory . Retail $34.95



HIGH-FASHION STYLING • Two-tone grille cloth • Printed AC/DC wiring • Five tubes including rectifier • Illuminated indirect slide rule tuning dial • Alnico "V" PM speaker • Loop antenna • Conelrad dial markings • Size 7⅛" high; 5¾" deep, 13" wide • Color: charcoal • Ship. wt. 8 lbs.

45E369 6X2156/2267 Charcoal Retail $29.95
45E370—6X2156/2267—Ivory . . . Retail $29.95

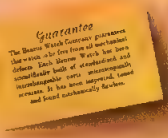
BEST TASTE IN MODERN RADIO DESIGN • Five tubes including rectifier • Printed wiring • Alnico "V" PM speaker • Loop antenna • Conelrad (Civil Defense) frequencies as well as standard AM broadcast band • Length 11⅛", height 6⅜", depth 5¼" • Color: flame • Ship. wt. 5 lbs.

45E697 –6X1846/1946 Flame Retail $24.95
45E698—6X1846/1946—Turquoise . . . . . Retail $24.95

NOTE: *All Arvin Clock-Radios are straight AC only • All other Arvin Radios are AC/DC • All Arvin Radios are guaranteed for 90 days from date of purchase*

BENRUS

The Fine Watch of Guaranteed Accuracy!


Guarantee
The Benrus Watch Company guarantees that watch to be free from all workmanship defects. Each Benrus Watch has been scientifically tested and accurately regulated to meet unprecedented requirements. It has been inspected, timed and found satisfactorily flawless.

Benrus watches come complete with guarantee, in elegant presentation box.

The pinnacle of precision, the last word in fashion, every Benrus watch is a lasting investment in dependable timekeeping and lifetime beauty.

Paramount "Z". . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top. Stainless steel back. Matching leather-inlaid expansion band. Gift box.
35015CU3085 Ret. $65.00
Paramount . . . *Same as above with white dial*
35016CU3085 . Ret. $65.00

Sunlight . . 17 jewels. Magnificent case so trim and tiny it slips through the daintiest ring. Dust protected. Unbreakable mainspring. 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet.
35316CU3240 . . . . . Ret. $67.50
Sunlight "W" . . *Same as above in white.*
35317CU3240 . . . . . Ret. $67.50

Matthews . . . 17 jewel shock resistant movement is ultra precise. Dust-protected case has 10K yellow rolled gold plate top, stainless steel back. Modern dome crystal. Unbreakable mainspring. Matching expansion band
35017CU2960. . . . . Ret. $59.50

Bella 17 jewels. Stunning dust-protected case has 10K yellow rolled gold plate top, stainless steel back. Easy view full-figure dial. Matching expansion bracelet.
35318CU2490. . . . . Ret. $49.50
Bella "W". . . *As above in white.*
35319CU2490. . . . . Ret. $49.50

Walker . . . 17 jewels. Magnificent watch value! Luxurious 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring, shock-resistant. Easy-view full figure dial. Matching expansion band. Gift boxed.
35320CU2490. . . . . Ret. $49.50

Rhapsody . . . 17 jewel movement. Exquisite case with 10K yellow rolled gold plate top, stainless steel back. Blending case and exquisite expansion bracelet. Gift box.
35205CU2995. . . . . Ret. $59.50
Rhapsody "W" . . *In white*
35206CU2995. . . . . Ret $59.50

Governor "21". . 21 jewel super accurate movement has unbreakable mainspring. Lustrous 10K yellow rolled gold plate top, stainless steel back. Expansion band beautifully inlaid with genuine leather. Beautifully gift-packaged
35321CU3360. . . . . Ret. $75.00

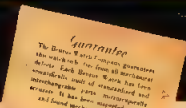
Riviera "21". . Superb 21-jewel movement. Smart case in 10K yellow rolled gold plate top. Stainless steel back. Blending case and exquisite expansion bracelet.
35322CU3280. . . . . Ret. $71.50
Riviera "W" "21" . . . *In white.*
35323CU3280. . . . . Ret. $71.50

Citation Shone "21". . . 21 jewels. Perfection in an ultra-thin luxury case of precious 14K yellow gold. Shock-resistant. Unbreakable mainspring, leather strap
35324CU3500. . . . . Ret $135.00
Citation Clifford "21". *As above in 10K yellow rolled gold plate.*
35325CU3690. . . . . Ret. $75.00

Add 10% Federal Excise Tax to prices if not for resale.

BENRUS

The Fine Watch of Guaranteed Accuracy!



My Fair Lady "A" . . . 17-jewel accuracy in a fabulous watch inspired by the famous Broadway play. Exquisite show-piece case of luxurious 14K yellow gold. Expansion bracelet perfectly matched to the lovely case

35328CU3790 . $79.50

My Fair Lady "B" . . . *As above in white.*

35329CU3790 . $79.50

My Fair Lady "C" "21". . . 21-jewel pinpoint precision in a watch as glamorous and exciting as the stage play itself! Priceless 14K yellow gold case. Full figure dial. Harmonizing expansion bracelet. Unbreakable mainspring

35326CU4290 . $85.00

My Fair Lady "D" "21". . . *In white*

35327CU4290 . $85.00

My Fair Lady "E" "21". . . 21 jewels guarantee lasting precision in a watch as enchanting as the show whose name it bears. Lifetime quality 14K yellow gold case. So trim it slips through the daintiest ring. Graceful expansion bracelet

[redacted] . . . . . **Ret. $110.00**

My Fair Lady "F" "21" . . . *As above in white.*

[redacted] . . . . . **Ret. $110 00**

SELF-WINDING 25 JEWEL WATCHES

GUARANTEED WATERPROOF* • SHOCK-ABSORBER • UNBREAKABLE MAINSPRING

Sky Ace "25". . . Micro-accurate 25 jewel automatic movement winds itself as you wear it! Stainless steel case is guaranteed waterproof * Shock-resistant, anti-magnetic, luminous dial. Sweep second hand. Leather inlaid expansion band.

35029CU4290. . . . Ret. $85.00

Sky Atom "25". . . Ultimate in automatic timekeeping—25 jewels assure split-second perfection. Waterproof* case in rich yellow top, stainless steel back. Sweep second, shock resistant, anti-magnetic. Luminous dial. Leather-inlaid expansion band.

35332CU4745 . . . . . Ret. $95.00

Sky Cadet "25". . . Self-winding combined with marvelous 25-jewel precision. Guaranteed waterproof* case in 10K yellow rolled gold plate. Anti-magnetic, shock-resistant, sweep second. Luminous dial. Genuine leather inlaid expansion band.

35222CU5440 . . . . . Ret. $110.00

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. Reminds itself to wind itself, with every motion of your wrist. Keeps accurate time for a lifetime, automatically!

SELF-WINDING 17 JEWEL WATCHES

GUARANTEED WATERPROOF* • SHOCK-ABSORBER • UNBREAKABLE MAINSPRING

Sea Nurse . . . 17-jewel self-winding woman's watch. Waterproof* case has chrome top, stainless steel back. Sweep second hand, shock-resistant, luminous dial. Leather-inlaid expansion band.

35333CU3898. . . . . Ret. $75.00

Sea Nurse "A". . . *Same as above with yellow top case.*

35334CU4310. . . . . Ret. $87.50

Surf Swimmer . . . 17 jewels. This superbly accurate automatic winds itself with every wrist motion. Waterproof,* shock-resistant, anti-magnetic. Sweep second hand, unbreakable mainspring. Sturdy case has chrome top, stainless steel back. Luminous dial. Inlaid expansion band

35335CU3225. . . . Ret. $65.00

Oceanside . . . 17 jewels. Unique—magnificent self-winding watch. Waterproof,* shock-resistant, anti-magnetic. Luminous dial. Yellow-top case, stainless steel back Metal expansion band

35336CU4290. . . . . Ret. $85.00

Oceanside "A". . . *Same as above with full numeral dial.*

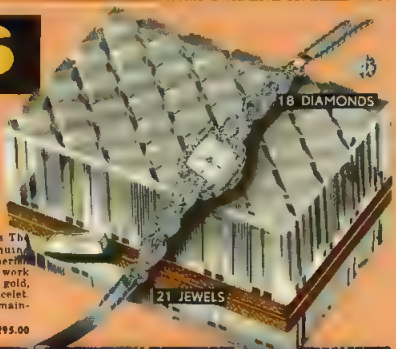
35337CU4290. . . . . Ret. $85.00

Add 10% Federal Excise Tax in prices if not for resale.

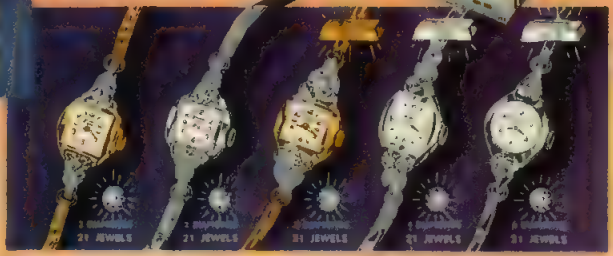
BENRUS

Diamond WATCHES

Diamond Beau . . 17 jewels. A watch of decided elegance with 4 brilliant diamonds on the gold applied dial. Impressive case has rich yellow top, stainless steel back genuine leather strap.
35353CU4410 . . . . . **Ret. $92.50**
Diamond Beau "A" . . *Same as above in white.*
35354CU4610 . . . . . **Ret. $92.50**



Diamond Regal "21" . . 21 jewels. The shimmering beauty of 18 genuine diamonds create a watch to cherish a lifetime. The case itself is a work of art in luxurious 14K white gold, adorned with unique mesh bracelet. Dust protected, unbreakable mainspring, gift boxed
35355CU12456 . . . **Ret. $295.00**



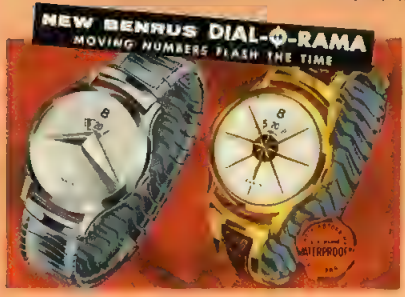
Diamond Carol "T" "21" . . 21 jewels. Enhanced by 2 genuine 8 facet diamonds of fine brilliance. 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet
35250CU3685 Ret. $71.50
Diamond Carol "21" . . . *As above in white.*
35249CU3685 Ret. $71.50

Diamond Perso "21" . . 21 jewels, the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion bracelet
35045CU4145 Ret. $75.00
Diamond Perso "T" "21" . . . *As above in yellow*
35046CU4145 Ret. $75.00

Diamond Cora "G" "21" . . 21 jewel movement. 2 genuine diamonds in precious 14K yellow gold case, ornamented in 14K white gold. Full figure dial. Expansion bracelet. Gift-boxed
35357CU5075 $115.00
Diamond Cora "21" . . . *Same as above in white*
35358CU5073 . . **$115.00**

Diamond Sweet "21" . . Magnificent 21 jewel watch has 14K white gold case, sparked by 4 fiery genuine diamonds. New cross hair line dial. Matching expansion bracelet
35359CU6050 $135.00
Diamond Sweet "G" "21" . . *As above in yellow*
35360CU6050 . . **$135.00**

Diamond Summit "21" . . 21 jewels. 6 genuine diamonds sparkle with fire in a lifetime quality 14K white gold case. Faceted crystal. Matching expansion bracelet
35361CU6400 . . **$150.00**
Diamond Summit "G" "21" . . *In yellow*
35362CU6400 . . **$150.00**



Dial-O-Rama "BB" . . 17 jewels. *Flashes* the time with moving numbers. Upper dial tells hour, lower dial the minutes. Shock resistant, anti magnetic. Chrome top, stainless steel back. Expansion band
35363CU5610 Ret. $69.50
Dial-O-Rama "CC" . . *As above in yellow top, steel back.*
35364CU6190 . . . **Ret. $85.00**

Dial-O-Rama "N" . . 17 jewels. Top dial flashes the hour, lower dial the minutes. Guaranteed waterproof,* shock-resistant. Yellow top, stainless steel back, leather inlaid expansion band.
35226CU6785 Ret. $92.50
Dial-O-Rama "M" . . . *As above in chrome top, steel back*
35227CU4290 . . . **Ret. $79.50**

Time Senior . 17 jewels. Wrist-alarm. Guaranteed waterproof* Sweep second hand, luminous dial. 10K yellow rolled gold plate top, stainless steel back. Leather-inlaid expansion band
35365CU4090 . . . **Ret. $85.00**
Time Piebe . . . *As above in chrome top, steel back*
35366CU3605 . . . **Ret. $71.50**

Asteroid . . . 17 jewel movement. The world's most useful watch! Tells the accurate time, day of the week, and date of month, all at a glance. 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring, leather-inlaid expansion band. Beautifully gift packaged
35367CU3370 . . . . . **Ret. $67.50**

Add 10% Federal Excise Tax to prices if not for resale.

BENRUS

The Fine Watch of Guaranteed Accuracy!

WORLD'S FINEST WATERPROOF* WATCHES

SHOCK-ABSORBER • ANTI MAGNETIC • UNBREAKABLE MAINSPRING

Sea Ripple "Z" . . . 17 jewel waterproof.* Chrome top case, steel back. Thin design Luminous black dial. Sweep second hand Faceted leather-inlaid expansion band . . .
35338CU2940 . . . . . **Ret. $59.50**
Sea Ripple . . . *As above with white dial.*
35339CU2940 . . . . . **Ret $59.50**

Aquajet . 17 jewels. Sweep second hand. Waterproof.* Chrome top case has stainless steel back. Luminous dial Sweep-second hand. Expansion band.
35213CU2735 . . **Ret. $49.50**
Aquajet "Z" . . . *Same as above with black dial.*
35214CU2735 . . **Ret. $49.50**

Sea View "21" . . . 21 jewels give peak precision. Modern chrome-top case is guaranteed waterproof.* Anti magnetic. Luminous dial, sweep second hand Stainless steel back. Leather inlaid expansion band. Beautifully gift boxed.
35340CU3075 . . **Ret $65.00**

Sea Beach . . . 17 jewels, Guaranteed waterproof.* Gift box. Luminous dial, sweep second hand. Full figure dial. Yellow top, stainless steel back Unique expansion band
35341CU3085 . . **Ret. $65.00**
Sea Beach "W" . . . *As above with chrome top.*
35342CU2870 . . **Ret. $55.00**

"My ship, the S.S. President Adams, towed three Benrus waterproof self-winding watches around the world underwater. They stayed absolutely waterproof!"

Capt. R. W. Sweetser, Jr.
American President Lines

Aqua Nurse . 17 jewels guaranteed waterproof.* Luminous full numeral dial Sweep second hand. Chrome top, stainless steel back Leather inlaid expansion bracelet.
35343CU3150 . . . **Ret. $62.50**
Aqua Nurse "A" . . . *Same as above with yellow top.*
35344CU3685 . . **Ret. $75.00**

Surf-Skipper "21" "Z" 21-jewels. Luminous black dial. Waterproof.* Sweep second hand. 10K yellow rolled gold plate top, stainless steel back. Leather inlaid expansion band
35345CU3860 . . . **Ret. $79.50**
Surf-Skipper "21" . . . *Same as above with white dial*
35346CU3860 . . **Ret. $79.50**

EXQUISITE BENRUS & EMBRACEABLE WATCHES

Embraceable Val . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Case is dust-protected, has 10K yellow-rolled gold plate top, stainless steel back. Unbreakable mainspring Safety chain. Guaranteed accurate.
35347CU2990. Ret. $65.00
Embraceable Val "W" . . . *As above in white.*
35348CU2990 Ret. $65 00

Embraceable Susan "21" . . . 21 jewel movement heightens the value of this entrancing bracelet-watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Gift boxed.
35039CU3685 Ret. $71.50
Embraceable Susan "W" "21" . . . *Same as above in white.*
35040CU3685 Ret. $71 50

Embraceable Dream . . . 17 jewels. Lovely bracelet watch combination encircles the wrist with glamour. Charming 10K yellow gold-filled case, has square cut crystal for added beauty. Unbreakable mainspring. Safety chain.
35041CU4145. Ret. $75.00
Embraceable Dream "B" . . . *As above in white.*
35042CU4145 Ret $75 00

Embraceable Dance "21" . . . 21 jewels. Smartly stylist watch and stunning bracelet combined in delightful fashion 10K yellow gold filled case is fully dust-protected. Unbreakable mainspring. Safety chain. Gift boxed.
35349CU4785 Ret. $95.00
Embraceable Dance "B" "21" . . . *Same as above in white.*
35350CU4785. Ret $95 00

Embraceable Diamond Liz . . . 17 jewels. Two fiery diamonds impart radiant beauty to this fabulous bracelet-watch combination 10K white rolled gold plate top, stainless steel back. Safety chain
35351CU4375 . . . . . **Ret. $89.50**
Embraceable Diamond Liz "Y" . . . *Same as above in yellow*
35352CU4375 . . . . . **Ret. $89.50**

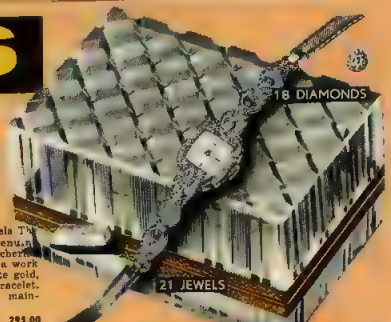
Add 10% Federal Excise Tax to prices if not for resale.

*When case, crown and crystal remain intact

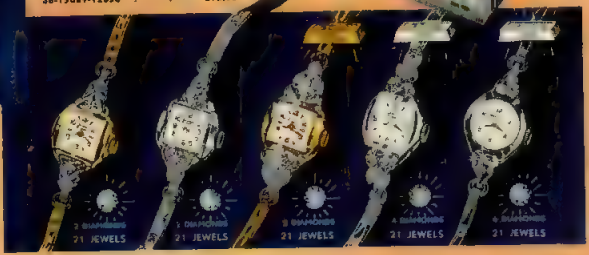
BENRUS

Diamond WATCHES

Diamond Beau . . 17 jewels. A watch of decided elegance with 4 brilliant diamonds on the gold applied dial Impressive case has rich yellow top, stainless steel back, genuine leather strap
36-14039-4610 . . . . . **92.50**
Diamond Beau "A" . . . *Same as above in white.*
36-14047-4610 . . . . . **92.50**



Diamond Regal "21" . . . 21 jewels The shimmering beauty of 18 genuine diamonds create a watch to cherish a lifetime The case itself is a work of art in luxurious 14K white gold, adorned with unique mesh bracelet. Dust-protected, unbreakable mainspring, gift boxed
36-15689-12656 . . . . **295.00**



Diamond Carol "T" "21" . . 21 jewels. Enhanced by 2 genuine 8 facet diamonds of fine brilliance 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet.
36-15309-3685 . . . **71.50**
Diamond Carol "21" . . . *As above in white.*
36-15317-3685 . . . **71.50**

Diamond Paree "21" . . 21 jewels, the gleam of 2 genuine 8 facet diamonds 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion bracelet
36-15325-4145 . . . **75.00**
Diamond Paree "P" "21" *As above in yellow*
36-15333-4145 . . . **75.00**

Diamond Cora "G" "21" . . 21 jewel movement. 2 genuine diamonds in precious 14K yellow gold case, ornamented in 14K white gold Full figure dia Expansion bracelet Gift-boxed
36-15697-5075 . . **115.00**
Diamond Cora "21" . . . *Same as above in white.*
36-15705-5075 . . **115.00**

Diamond Sweet "21" . . . Magnificent 21 jewel watch has 14K white gold case, sparked by 4 fiery genuine diamonds New cross-hair lime dial Matching expansion bracelet
36-15713-4050 . . **135.00**
Diamond Sweet "G" "21" . . . *As above in yellow*
36-15721-4050 . . **135.00**

Diamond Summit "21" . . 21 jewels. 6 genuine diamonds sparkle with fire in a lifetime quality 14K white gold case Faceted crystal Matching expansion bracelet.
36-15739-6400 . . **150.00**
Diamond Summit "G" "21" . . . *In yellow.*
36-15747-6400 . . **150.00**

NEW BENRUS DIAL-Φ-RAMA
MOVING NUMBERS FLASH THE TIME

Dial-O-Rama "BB" . . 17 jewels. *Flashes* the time with moving numbers Upper dial tells hour, lower dial the minutes Shock resistant, anti-magnetic. Chrome top, stainless steel back Expansion band
36-14054-3610 . . . . **69.50**
Dial-O-Rama "CC" . . *As above in yellow top, steel back*
36-14062-4190 . . . . **85.00**

Dial-O-Rama "N" . . . 17 jewels. Top dial flashes the hour, lower dial the minutes. Guaranteed waterproof,* shock-resistant Yellow top, stainless steel back, leather-inlaid expansion band.
36-13739-4785 . . . . . **92.50**
Dial-O-Rama "M" . . *As above in chrome top, steel back*
36-13767-4290 . . . . . **79.50**

WRIST ALARM

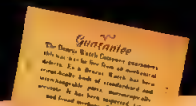
CALENDAR

Time Senior . . 17 jewels. Wrist-alarm Guaranteed waterproof.* Sweep second hand, luminous dial 10K yellow rolled gold plate top, stainless steel back Leather-inlaid expansion band
36-14070-4090 . . . . . **85.00**
Time Piabo . . . *As above in chrome top, steel back*
36-14088-3605 . . . . . **71.50**

Asteroid . . . 17 jewel movement. The world's most useful watch! Tells the accurate time, day of the week, and date of month, all at a glance 10K yellow rolled gold plate top, stainless steel back Unbreakable mainspring, leather-inlaid expansion band Beautifully gift packaged.
36-14096-3370 . . . . . **67.50**

BENRUS

The Fine Watch of Guaranteed Accuracy!



GLAMOROUS
PRECIOUS 14 K. GOLD
Inspired by Broadway's hit play

My Fair Lady

My Fair Lady "A" . . . 17 jewel accuracy in a fabulous watch inspired by the famous Broadway play. Exquisite show piece case of luxurious 14K yellow gold. Expansion bracelet perfectly matched to the lovely case
34-15569-3790 79.50
My Fair Lady "B" . . . *Arabic numerals in white*
34-15556 3790 79.50

My Fair Lady "C" "21"...21-jewel pinpoint precision in a watch as glamorous and exciting as the stage play itself! Precious 14K yellow gold case. Full figure dial. Harmonizing expansion bracelet. Unbreakable mainspring
34-15523-4290 85.00
My Fair Lady "D" "21" . . . *In white.*
34-15521-4290 . 85.00

My Fair Lady "E" "21"...21 jewels guarantee lasting precision in a watch as enchanting as the show whose name it bears. Lifetime quality 14K yellow gold case set with 12 sparkling genuine diamonds. Matching bracelet
34-15564-4900 . . . . . 110.00
My Fair Lady "F" "21" *Arabic numerals*
34-15572-4900 . . . . . 110.00

SELF-WINDING 25 JEWEL WATCHES

GUARANTEED WATERPROOF* • SHOCK-ABSORBER • UNBREAKABLE MAINSPRING

Sky Ace "25". . . Micro-accurate 25 jewel automatic movement winds itself as you wear it! Stainless steel case is guaranteed waterproof.* Shock-resistant, anti-magnetic, luminous dial. Sweep second hand. Leather inlaid expansion band
34-13700-4290 . . . 85.00

Sky Atom "25". . . Ultimate in automatic timekeeping – 25 jewels assure split-second perfection. Waterproof* case in rich yellow top, stainless steel back. Sweep second, shock-resistant, anti-magnetic. Luminous dial. Leather-inlaid expansion band
34-13924-4765 . . . . 95.00

Sky Cadet "25". . . Self-winding combined with marvelous 25-jewel precision. Guaranteed waterproof* case in 10K yellow rolled gold plate. Anti-magnetic, shock-resistant, sweep second. Luminous dial. Genuine leather inlaid expansion band
34-13726-5468 . . 110.00

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. Reminds itself to wind itself, with every motion of your wrist. Keeps accurate time for a lifetime, automatically!

SELF-WINDING 17 JEWEL WATCHES

GUARANTEED WATERPROOF* • SHOCK ABSORBER • UNBREAKABLE MAINSPRING

Sea Nurse . . . 17-jewel self-winding woman's watch. Waterproof* case has chrome top, stainless steel back. Sweep second hand, shock-resistant, luminous dial. Leather-inlaid expansion band
34-15580-3898 . . . 75.00
Sea Nurse "A". . . *Same as above with yellow top case*
34-15598-4310 . . . . . 87.50

Surf Swimmer . . . 17 jewels. This superbly accurate automatic winds itself with every wrist motion. Waterproof,* shock-resistant, anti-magnetic. Sweep second hand, unbreakable mainspring. Sturdy case has chrome top, stainless steel back. Luminous dial. Inlaid expansion band.
34-13932-3225 . . . . . 65.00

Oceanside . . . 17 jewels. Unique—magnificent self-winding watch. Waterproof,* shock-resistant, anti-magnetic. Luminous dial. Yellow-top case, stainless steel back. Metal expansion band
34-13940-4290 . . . . . 85.00
Oceanside "A" *Same as above with full numeral dial*
34-13957-4290 . . . . . 85.00

*When case, crown and crystal remain intact

BENRUS

The Fine Watch of Guaranteed Accuracy!

WORLD'S FINEST WATERPROOF* WATCHES

SHOCK-ABSORBER • ANTI-MAGNETIC • UNBREAKABLE MAINSPRING

Sea Ripple "21" . . . 17 jewel waterproof.* Chrome-top case, steel back. Thin design Luminous black dial. Sweep second hand Faceted leather-inlaid expansion band
36-13965-2940. . . . . **59.50**
Sea Ripple . . . *As above with white dial.*
36-13973-2940 . . . . . **59.50**

Aquajet . . . 17 jewels. Sweep second hand. Waterproof.* Chrome top case has stainless steel back, Luminous dial. Sweep-second hand. Expansion band.
36-13585-2735. . . . **49.50**
Aquajet "Z". . . *Same as above with black dial.*
36-13593-2735. . . . . **49.50**

Sea View "21" . . . 21 jewels give peak precision. Modern chrome-top case is guaranteed waterproof.* Anti-magnetic. Luminous dial, sweep second hand. Stainless steel back. Leather inlaid expansion band. Beautifully gift boxed.
36-13981-3075. . . . . **65.00**

Sea Beach . . . 17 jewels, Guaranteed waterproof.* Gift box. Luminous dial, sweep second hand. Full figure dial. Yellow top, stainless steel back Unique expansion band
36-13999-3085. . . . . **65.00**
Sea Beach "W". . . *As above with chrome top*
36-14003-2870. . . . . **55.00**

"My ship, the S.S. President Adams, towed three Benrus waterproof self-winding watches around the world underwater. They stayed absolutely waterproof!"

Capt. R. W. Sweetser, Jr.
American President Lines

Aqua Nurse . . . 17 jewels guaranteed waterproof.* Luminous full numeral dial. Sweep second hand. Chrome top, stainless steel back. Leather-inlaid expansion bracelet.
36-15606-3150. . . . **62.50**
Aqua Nurse "A" *Same as above with yellow top.*
36-15614-3685 . . . . . **75.00**

Surf-Skipper "21" "Z" . . . 21-jewels Luminous black dial Waterproof.* Sweep second hand. 10K yellow rolled gold plate top, stainless steel back. Leather inlaid expansion band
36-14013-3860 . . . . **79.50**
Surf-Skipper "21". *Same as above with white dial.*
36-14021-3860. . . . . **79.50**

EXQUISITE BENRUS EMBRACEABLE WATCHES

Embraceable Val . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial Case is dust protected, has 10K yellow-rolled gold plate top, stainless steel back Unbreakable mainspring. Safety chain. Guaranteed accurate
36-15622-2990 . . . . **65.00**
Embraceable Val "W" . . . *As above in white*
36-15630-2990 . . . . **65.00**

Embraceable Susan "21" 21 jewel movement heightens the value of this entrancing bracelet watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back Safety chain Gift boxed.
36-15168-3685 . . . **71.50**
Embraceable Susan "W" "21" *Same as above in white.*
36-15176-3685 . . . **71.50**

Embraceable Dream . . . 17 jewels. Lovely bracelet-watch combination encircles the wrist with glamour. Charming 10K yellow gold filled case, has square cut crystal for added beauty. Unbreakable mainspring. Safety chain
36-15200-4145 . . . **75.00**
Embraceable Dream "B" *As above in white.*
36-15218-4145 . . . **75.00**

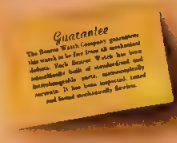
Embraceable Dance "21" . . . 21 jewels Smartly styled watch and stunning bracelet combined in delightful fashion. 10K yellow gold filled case is fully dust protected Unbreakable mainspring Safety chain. Gift boxed.
36-15648-4785 . . . **95.00**
Embraceable Dance "B" "21" *Same as above in white.*
36-15655-4785 . . . **95.00**

Embraceable Diamond Liz . . . 17 jewels. Two fiery diamonds impart radiant beauty to this fabulous bracelet-watch combination. 10K white rolled gold plate top, stainless steel back Safety chain
36-15663-4375. . . . . **89.50**
Embraceable Diamond Liz "T" . *Same as above in yellow*
36-15671-4375. . . . . **89.50**

*When case, crown and crystal remain intact

BENRUS

The Fine Watch of Guaranteed Accuracy!



Benrus watches come complete with guarantee, in elegant presentation box.

The pinnacle of precision, the last word in fashion, every Benrus watch is a lasting investment in dependable timekeeping and lifetime beauty.

Paramount "Z" . . 17 jewels Jet black dial contrasts smartly with 10K yellow rolled gold plate top Stainless steel back Matching leather inlaid expansion band Gift box.
36-13536-3085 . . . **65.00**
Paramount . . *Same as above with white dial.*
36-13544-3085 . . . **65.00**

Sunlight . . 17 jewels. Magnificent case so trim and tiny it slips through the daintiest ring Dust protected Unbreakable mainspring, 10K yellow rolled gold plate top, stainless steel back Expansion bracelet.
36-15465-3240. . . . . . **67.50**
Sunlight "W" . . . *Same as above in white.*
36-15473-3240. . . . . **67.50**

Matthews . . 17 jewel shock resistant movement is ultra precise Dust-protected case has 10K yellow rolled gold plate top, stainless steel back Modern dome crystal Unbreakable mainspring Matching expansion band.
36-13528-2960 . . . . . **59.50**

Bolle . . 17 jewels. Stunning dust-protected case has 10K yellow rolled gold plate top, stainless steel back Easy-view full-figure dial. Matching expansion bracelet
36-15481-2490. . . . . **49.50**
Bolle "W" *As above in white.*
36-15499-2490. . . . . **49.50**

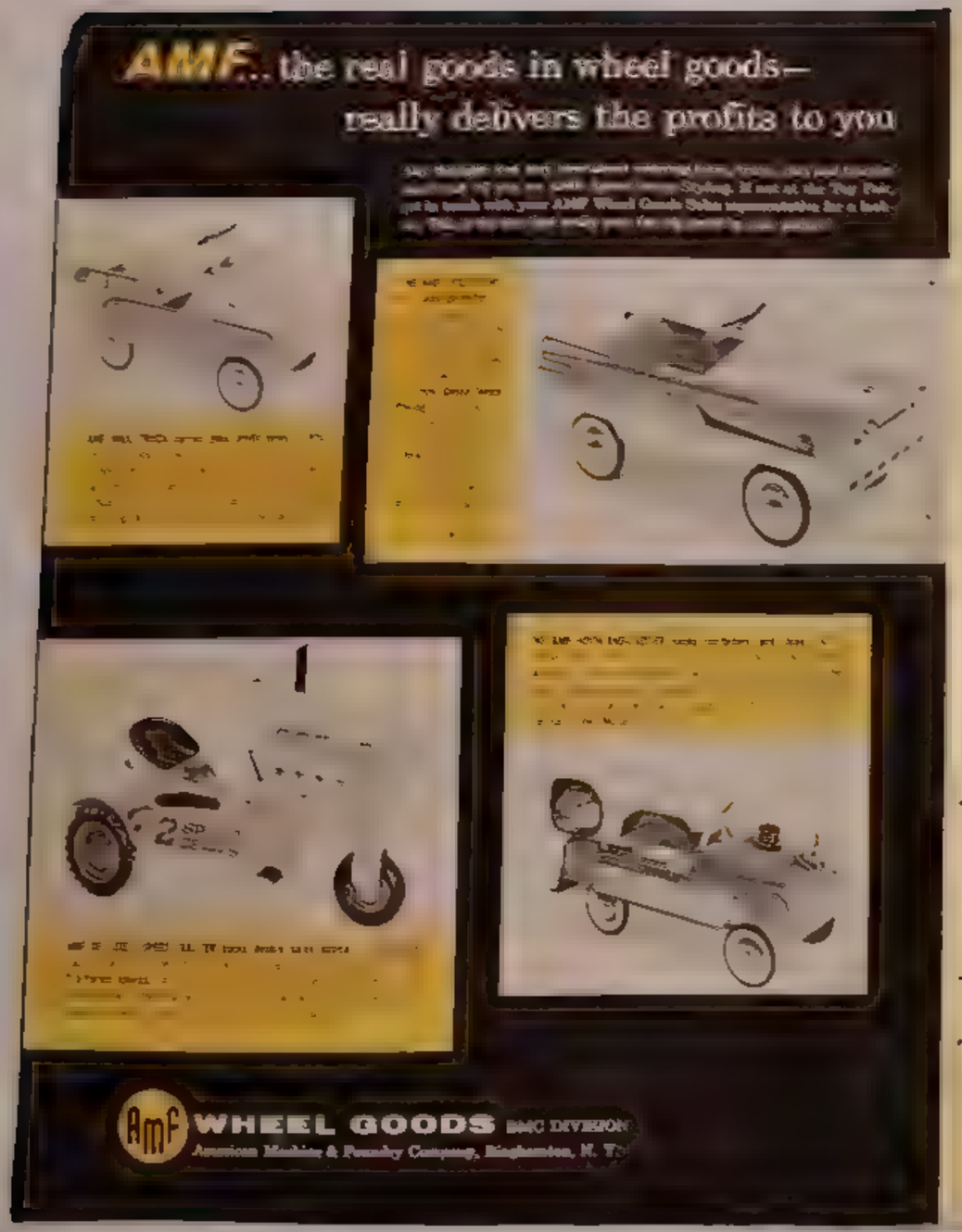
Walker . . . 17 jewels Magnificent watch value! Luxurious 10K yellow rolled gold plate top, stainless steel back Unbreakable mainspring, shock-resistant Easy-view full figure dial Matching expansion band Gift boxed.
36-13882-2490 . . . . . **49.50**

Rhapsody . . 17 jewel movement Exquisite case with 10K yellow rolled gold plate top, stainless steel back Blending case and exquisite expansion bracelet. Gift box
36-13036-2995 . . . . . **59.50**
Rhapsody "W" . . *In white*
36-13044-2995. . . . . **59.50**

Governor "21". . 21 jewel super accurate movement has unbreakable mainspring Lustrous 10K yellow rolled gold plate top, stainless steel back. Expansion band beautifully inlaid with genuine leather. Beautifully gift packaged.
36-13899-3560. . . . . **75.00**

Riviera "21". . Superb 21-jewel movement Smart case in 10K yellow rolled gold plate top Stainless steel back Blending case and exquisite expansion bracelet.
36-15507-3280 . . . . . **71.50**
Riviera "W" "21" . . . *In white.*
36-15515-3280 . . . . . **71.50**

Citation Shane "21" . . . 21 jewels. Perfection in an ultra-thin luxury case of precious 14K yellow gold Shock resistant, Unbreakable mainspring, leather strap
36-13908-1500. . . . . **135.00**
Citation Clifford "21" . . . *As above in 10K yellow rolled gold plate.*
36-13916-3690. . . . . **75.00**



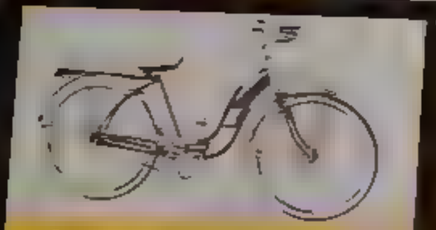
EXTRA!!

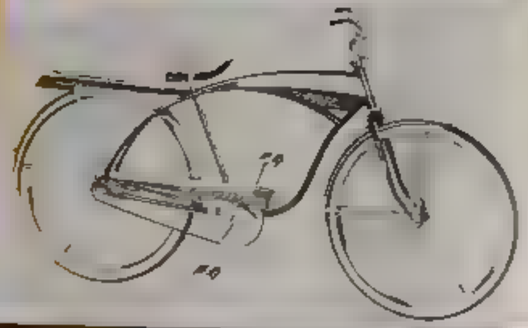
AMF scoops the industry

DELIVERS THE REAL CO[illegible]
IN WHEEL GOODS

...to please your [illegible]hest cust[illegible]

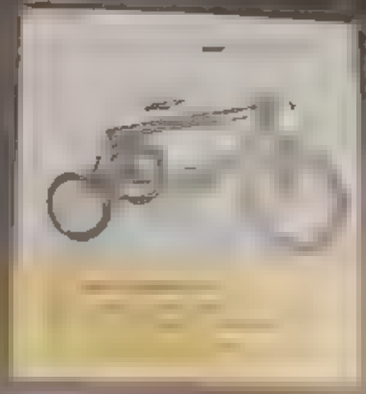
featuring all-new, dynamic **AMF**

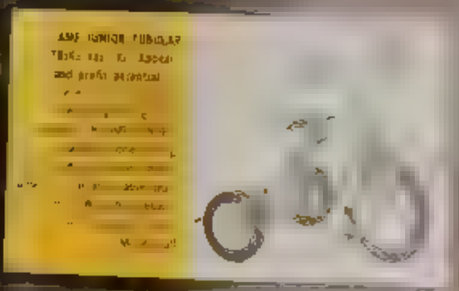




AMF **WHEEL GOODS** AMF CYCLE DIVISION
American Machine & Foundry Company, Little Rock, Arkansas

SPEED-SWEEP STYLING





AMF **WHEEL GOODS**

what's new... in GUNS
STAGECOACH SET
WINCHESTER SADDLE GUN AND BANDOLIER
WINCHESTER SADDLE GUN BY MATTEL
Loads and ejects all-metal play bullets
Fires 50 perforated roll caps with smoking action
Complete with 8 bullets
BULLET PAK
FIREBOLT DOUBLE-ACTION GUN
Stock #382 Retail Price $6
Two-way gun. Pull back bolt — fire bursts or single shots. Flip selector switch for smoking cap firing, or loud chattering bursts and vibrating action. Realistic moving firebolt
SWIVELSHOT TRICK HOLSTER
Stock #558 Retail Price $6
MATTEL M TOYMAKER
592
593
544
583
582
558

what's new...

more inside

MATTEL POWERARM BARBELLS

BARBELLS

MATTEL, INC. TOYMAKERS

POWERARM BARBELLS

580

579

580

490

576

POPEYE MUSICAL GETAR

POPEYE POP UP

576

577

MATTEL INC

E F G

21 LIFETIME JEWELS

E DIPLOMAT. Aristocratic dress watch for the man who demands the finest! Clean contemporary design is evident in every detail . . . from the smart 10K yellow rolled gold plate case, with stainless steel back . . . to the handsome matching expansion bracelet. Neat numeral and marker dial. Sweep second hand. Accurate 21 Lifetime Jewel movement.
55320H3495.....Retail **$69.75**

F MERIDIAN "B." Distinguished! Chrome top, stainless steel back case sets off the black dial with luminous hands and hour dots; sweep second hand. Matching combination leather expansion bracelet. 21 jewel movement. Water resistant*, shock-protected, and anti magnetic!
35188BH2935 Retail **$59.75**
MERIDIAN. As above with white dial.
35188WH2935 .....Retail **$59.75**

G DELAWARE. Masterpiece of design! Dapper 10K yellow rolled gold plate case, stainless steel back. Water-resistant* Shock protected Luminous hands and dial. Fashionable leather link expansion bracelet. 21 Lifetime Jewels
35970H3355.....Retail **$67.50**

World-famous watches for men and women . . . superbly styled . . . engineered with 21, 23, and 25 Lifetime Jewel movements.

Helbros

Magnificent timepieces, renowned for supreme LIFETIME accuracy . . . unexcelled beauty . . . each in a smart gift box.

*Water-resistant when opened and closed by a competent watchmaker.

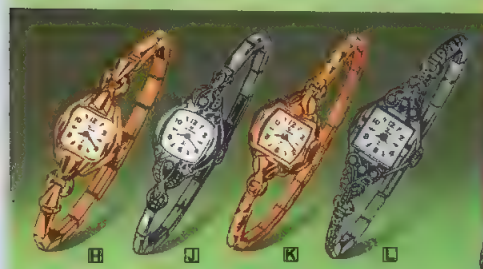
Helbros

LIFETIME JEWEL MOVEMENTS

★ Engineered for lifetime accuracy
★ Guaranteed Unbreakable Mainsprings
★ Unmatched in beauty
★ Nationally advertised

The watch of a lifetime...
A gift to be cherished forever

A



H J K L

21 LIFETIME JEWELS

H GAIETY. A happy blending of trim simplicity and dainty styling. Charming 10K yellow rolled gold plate case has stainless steel back. Matching expansion bracelet. Modern textured dial. 21 Lifetime Jewels.
24620H3355 .....Retail **$67.50**
GAIETY "W." In 10K white RGP
24620WH3355 .....Retail **$67.50**

J MELODY "W." Fabulously fashioned! Glamorous end pieces aglow with 2 fiery diamonds crown the 10K white rolled gold plate case, stainless steel back. Matching expansion bracelet. 21-jewel movement.
24456WH3775.....Retail **$75.00**
MELODY. In 10K yellow RGP.
24456H3775.....Retail **$75.00**

K BOUQUET. Feminine beauty! A garland of gleaming 14K yellow gold to grace her wrist . . . precision 21-jewel movement to keep her on time! Textured dial with numerals and markers. Trim expansion bracelet
24354H3775 Retail **$75.00**
BOUQUET "W." In 14K white gold.
[redacted] Retail **$75.00**

L FESTIVAL "W." Celebrated timepiece, crowned with 6 precious, shimmering diamonds . . . artistically set on a 10K white rolled gold plate case, stainless steel back. Matching expansion bracelet. 21 jewels
24326WH4615 .... Retail **$92.50**
FESTIVAL. In 10K yellow RGP.
24326H4615 ... ... Retail **$92.50**

B C D

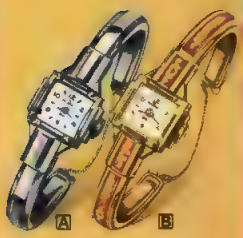
25 and 23 LIFETIME JEWELS

A CHAMPION. Prize possession! 25 jewels' Self winding automatic water-resistant*, shock-proof' 10K yellow RGP case stainless steel back. Matching basket weave expansion band. Luminous hands, dial Sweep second.
64750H4900 .Retail **$100.00**
CHAMPION "W." Chrome top case.
64658H4195 Retail **$85.00**

B PANAMA "W." 25 jewels Self-winding Shock/water-resistant* anti-magnetic Sleek stainless steel case, matching expansion bracelet Luminous hands, dial Sweep second
70809H4195 Retail **$85.00**
PANAMA. In 10K yellow RGP
70800H4615 Retail **$92.50**

C NORMANDY. 25 jewel, self winding automatic' 10K yellow rolled gold plate case, stainless steel back. Water-resistant* shock proof Luminous hands dial Sweep second Modern ribbed expansion bracelet
70850H4760 . Retail **$95.00**

D JUNIPER. For active women Winds itself' Water-resistant* anti-magnetic, shock-protected. 23 jewels Trim 10K yellow rolled gold plate case, stainless steel back Luminous hands and dial Jaunty hzard strap.
86280H4335 Retail **$87.50**
JUNIPER "W." Chrome top case.
86388H4195 . Retail **$86.00**



Bangle Watches

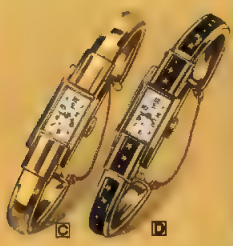
A ADORN "W." Dramatic simplicity! Sleek, stainless steel back case and bangle bracelet fashioned in gleaming 10K white rolled gold plate. Safety chain. 17 Lifetime Jewels.
22940WH3075.....Retail **$62.50**
ADORN. In 10K yellow RGP.
22940H3075.....Retail **$62.50**

B CHERIE "R." Delightfully different! Chic 10K yellow rolled gold plate case, stainless steel back . . . matching bangle bracelet with red enamel panels accented with golden scrolls. Safety chain. 17 jewels.
22910RH3495.....Retail **$69.75**
CHERIE "B." As above, with golden scrolls on black enamel background.
22910BH3495.....Retail **$69.75**

AS ADVERTISED IN

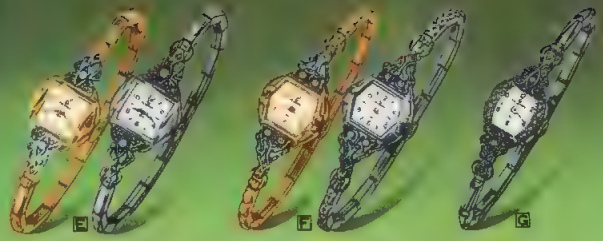
LIFE — The Saturday Evening POST

TELEVISION • RADIO



C AMORIST. Sophisticated beauty! Lovely baguette-shaped all yellow case and matching bangle bracelet! Safety chain. 17 Lifetime Jewels.
17102H4195.....Retail **$85.00**
AMORIST "W". In all white case.
17102WH4195..... .Retail **$85.00**

D CARESS "B." Stunning costume watch in all yellow case . . matching bangle bracelet set with golden stars on a black enamel background. Safety chain. 17-jewel movement
17202BH4475.....Retail **$89.50**
CARESS "R." As above, with golden stars on red enamel background
17202RH4475.....Retail **$89.50**



PRECIOUS DIAMOND 17-JEWEL WATCHES

E ECSTASY. Exciting elegance! Exquisite end pieces illuminated with 2 flashing diamonds, compliment the 10K yellow rolled gold plate case, stainless steel back. Matching expansion bracelet. 17 jewels.
22666H3215. .....Retail **$65.00**
ECSTASY "W." In 10K white RGP
22666WH3215 .....Retail **$65.00**

F VANESSA. Striking serenade of 4 sparkling diamonds . . . magnificently starred on a 10K yellow rolled gold plate case, stainless steel back . . . combined with a scintillating expansion bracelet. 17 jewels.
22286H3635. . . . . Retail **$72.50**
VANESSA "W." In 10K white RGP.
22286WH3635..... Retail **$72.50**

G ROMANCE. Breathtaking beauty! The glittering perfection of 12 shimmering diamonds imaginatively woven on a dainty 14K white gold case . . . combined with a slender matching expansion bracelet. 17 Lifetime Jewels. Trim numeral and marker dial. A watch of matchless elegance!
31377H8750.....Retail **$195.00**

Helbros

WATCHES FOR WOMEN

The perfect gift for any woman . . . the gift of a lifetime . . . a magnificent HELBROS watch!

Fabulously fashioned in every detail, executed in luxurious gold . . . some set with fine, fiery diamonds . . . all expertly engineered for a lifetime of split-second accuracy! Internationally acclaimed as masterpieces of modern watchmaking skill . . . with Guaranteed Unbreakable Mainsprings, 17 Lifetime Jewel Movements. Prized possessions in lovely gift boxes . . . a joy to own or to give!

GLAMOROUS GOLD 17-JEWEL WATCHES

H MODERNE. Marvelously petite! Enchantingly executed case of 10K yellow rolled gold plate, stainless steel back . . . matching expansion bracelet. Fashionable skip-figure dial. 17 Lifetime Jewel movement.
31480H3075 .Retail **$62.50**
MODERNE "W." In 10K white RGP
31480WH3075 .....Retail **$62.50**

J CAMILLE. Captivating timepiece on a tailored note! Uniquely styled in gleaming 14K yellow gold with matching expansion bracelet. Smart textured dial with numerals and markers. 17-jewel precision movement.
22374H3255.. ..... Retail **$67.50**
CAMILLE "W." In 14K white gold.
22374WH3255 .....Retail **$67.50**

K LYRIC. Artistry in simplicity! Tiny 14K yellow gold case, staged with a delightful matching expansion bracelet . . . a lovely melody to grace any woman's wrist! Trim skip-figure dial. 17 Lifetime Jewel movement
31334H3635 ..... Retail **$72.50**
LYRIC "W." In 14K white gold
31334WH3635 .....Retail **$72.50**

17-JEWEL SELF-WINDING WATCHES

A OBSERVER. Self winding automatic has *indicator to show reserve power!* Water-resistant*. Shockproof Handsome 10K yellow rolled gold plate case, stainless steel back Luminous hands and skip-figure dial Sweep second hand. Combination leather expansion bracelet 17 jewels.
69970H4195 Retail **$85.00**

B NORFOLK "W." Winds itself as you wear it! Water-resistant*, shock protected anti magnetic! 17 jewels Chrome top, stainless steel back case Matching expansion bracelet Luminous hands, dial Sweep second.
69718H3215 Retail **$65.00**
NORFOLK. With yellow top case
69712H3495 . Retail **$69.75**

C ONTARIO "8." Self winding automatic Black dial, 10K yellow RGP case, stainless steel back Combination gold mesh expansion band Luminous hands, dial, sweep second 17 jewels. Shock/water-resistant*
69820H4195 Retail **$85.00**
ONTARIO. As above, with white dial
69820H4195. Retail **$85.00**

POCKET WATCH

D LEHIGH. Specially designed for easy time telling! Masculine style dial has large black numerals and second hand. Sparkling chrome case. Shock-resistant 17-jewel movement assures lifetime accuracy!
29028H2395 . Retail **$49.75**

Helbros

PRESTIGE WATCHES FOR MEN

Master-crafted, precision-engineered timepieces designed for men who demand the finest in style and accuracy! World-famous HELBROS watches . . . recognized for their distinguished beauty and dependable lifetime service in dress or rugged sport wear. Guaranteed Unbreakable Mainsprings. Supremely accurate 17 Lifetime Jewel movements . . . water-resistant, anti-magnetic, shock-protected. For yourself, or for a prestige gift, choose the finest—choose a HELBROS watch!*

*Water-resistant when opened and closed by a competent watchmaker.

E SOUND-OFF. Clear sounding wrist alarm! Water-resistant*, anti-magnetic shock-proof! 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial Sweep second Combination leather expansion band.
79088H3595 Retail **$72.50**

F SENTINEL. As above, in 10K yellow rolled gold plate.
79080H4195 . Retail **$85.00**

17-JEWEL WATER-RESISTANT WATCHES

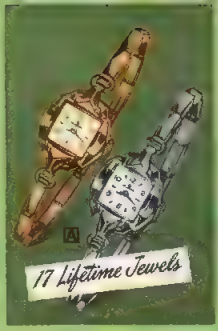
G DECATUR. Designed for the man on the go! Water resistant*, shock resistant, anti-magnetic! Yellow top case, stainless steel back Luminous hands and hour dots Sweep second Matching expansion bracelet 17 jewels
32083H2375 Retail **$49.75**
DECATUR "W." With chrome top case
32089H2095 Retail **$42.50**

H CONVOY "W." Nautical beauty! Sparkling stainless steel case matching combinat on leather expansion bracelet Luminous hands dial Sweep second Water-resistant* anti-magnetic, shock-protected 17 jewels
34699H2635 Retail **$55.00**
CONVOY. In 10K yellow RGP
34690H3075 Retail **$62.50**

J BISCAYNE. Distinctive timepiece for dress or sport wear Very thin 10K yellow rolled gold plate case stainless steel back Water resistant* anti magnetic shock-resistant 17 jewels Luminous hands and hour dots Sweep second hand Matching expansion bracelet
45770H3355 . . Retail **$67.50**

7-jewel movements! Water-resistant!
K BAMBI "W." Chrome top stainless steel back case. Gray leather strap.
14088H1465 Retail **$29.75**
BAMBI. Yellow top, ivory strap.
14083H1595 Retail **$33.75**
L ALADDIN "W". Chrome top, stainless steel back Expansion bracelet
32088H1330 Retail **$29.75**
ALADDIN. With yellow top case
32083H1473 Retail **$33.75**

AS ADVERTISED IN LIFE The Saturday POST TELEVISION • RADIO



Watches of superb beauty ... supreme lifetime accuracy ... expertly engineered with Lifetime Jewel movements ... Guaranteed Unbreakable Mainsprings!

A HARMONY. In tune with the latest fashions ... on time with the stars! Beautifully carved 10K yellow rolled gold plate case has stainless steel back ... lovely matching expansion bracelet. Trim numeral and marker dial. Accurate 17 Lifetime Jewel movement.
22520H2305 Retail **$47.50**

HARMONY "W." Same as above, in 10K white rolled gold plate.
22520WH2305, ... Retail **$47.50**

B FANTASIA. Smart as a new sports car! Chic 10K yellow rolled gold plate case, stainless steel back ... combined with a glamorous expansion bracelet highlighted with red leather inserts! Modern, textured skip-figure dial. 17 Lifetime Jewels.
22110H2795, ...Retail **$57.50**

FANTASIA "W." As above, in 10K white RGP; gray leather inserts.
22110WH2795 Retail **$57.50**

Helbros

The choice of smart men and women everywhere! Watches of proven quality ... designed by master craftsmen ... engineered for a lifetime of absolute accuracy! Each timepiece bears the mark of HELBROS' supremacy in the watchmaking art ... Guaranteed Unbreakable Mainsprings ... precision Lifetime Jewel movements ... beautifully fashioned cases, artistically accented with trim, comfortable expansion bracelets. Choose from this magnificent array of dress and sport watches for men and women ... handsomely styled, popular-priced 17 Lifetime Jewel watches ... plus outstanding values on budget-priced 7-jewel specials. Each watch comes in an attractive gift box, ready for presentation on any gift occasion ... destined to be worn proudly for a lifetime.

D BUNNY. Exciting beauty for any woman ... price-perfect for any purse! Dependable 7-jewel movement enclosed in a smart yellow top case with stainless steel back. Neat numeral and marker dial. Matching expansion bracelet.
21360H1505.....Retail **$29.75**

BUNNY "W". Same as above, with white top case and matching bracelet.
21360WH1505 . ..... Retail **$29.75**

C DUCHESS. Simple elegance for the lady fair! Deftly designed case of 10K yellow rolled gold plate has stainless steel back. Delightful numeral and marker dial. Slim, matching expansion bracelet. 17 jewels.
22380H2515.....Retail **$52.50**

DUCHESS "W." Same as above, in 10K white rolled gold plate.
22380WH2515.....Retail **$52.50**

TOP VALUE!

E BILLY. Handsome 7-jewel dress watch is an outstanding value in price, appearance, and accurate timekeeping! Distinctive yellow top case has stainless steel back. Matching expansion bracelet. Smart textured skip-figure dial; second hand.
42973H1505 . . . Retail **$29.75**

HANDSOME 17-JEWEL WATCHES FOR MEN

F RUSSELL. Rugged beauty with 17-jewel accuracy! Dapper yellow top, stainless steel back case . . . matching expansion bracelet. Numeral and marker dial; second hand.
41610H2275 Retail **$47.50**

G WYATT. Unique masculine styling! Gleaming 10K yellow rolled gold plate case, stainless steel back. Handsome combination leather expansion bracelet. Second hand. 17 jewels.
46220H2515 Retail **$52.50**

H DIRECTOR. A leader in smart design! Distinctive 10K yellow rolled gold plate case, stainless steel back. Second hand. Combination leather link expansion bracelet. 17 jewels.
51420H2795 Retail **$57.50**

J COIN. Thin-as-a-coin 10K yellow rolled gold plate case, with stainless steel back. Elegant combination basket weave expansion bracelet. Second hand. 17-jewel movement.
47020H3215 Retail **$65.00**

original-round

LINCOLN LOGS

America's National Toy

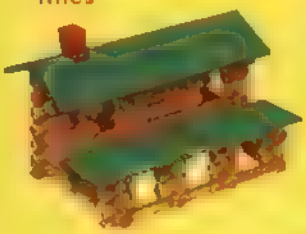
a new face for 1958

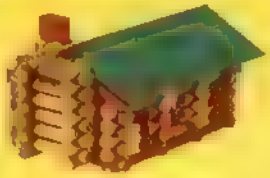
Lincoln Logs has been a best seller for more than a quarter of a century. As educational toys, Lincoln Logs provide hours of pure enjoyment, encourage the child's imagination, create a background for trains, trucks, figures, etc. They are ideal for play alone or for group activity. Realistic forts, cabins, stockades, houses and many other buildings and structures will be built

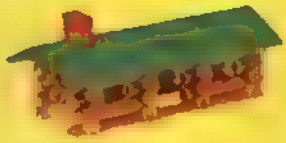
Lincoln Logs are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. Lincoln Logs are standard ¾" in diameter and each set is complete in itself. All sets interchange one with another

NOW IN SPACE SAVING—COUNTER STACKING—CONTENTS SEALED—SQUARE CAN CONTAINERS

- Original, realistic round Logs
- Even better values at lowest prices
- Sturdy, colorful gables
- 4 page colored design sheets in each set
- 6 sets in $1 00—$2 00—$3 00—$4 00—$5.00—$6 00 price lines







SET 1C *Suggested Retail Price* **$1.00**
53 wood pieces with 4 page colored design sheet. Excellent for beginners and may be added to or bought as a refill for replacing parts in larger sets.
Standard package 12 cans—weight 17 pounds.

SET 2C *Suggested Retail Price* **$2.00**
91 wood pieces and 4 page colored design sheet. Individual can container for consumer storage of contents.
Standard package 12 cans—weight 30 pounds.

SET 3C *Suggested Retail Price* **$3.00**
129 wood pieces and 4 page colored design sheet. Includes 4 gables. Authentic Lincoln cabin can be built.
Standard package 6 cans—weight 21 pounds.

SET 5C *Suggested Retail Price* **$5.00**
178 wood pieces and 4 page colored design sheet. The largest set made. Constructs larger buildings or more than one small building.
Standard package 4 cans—weight 24 pounds.

STANDARD TERMS AND DISCOUNTS APPLY

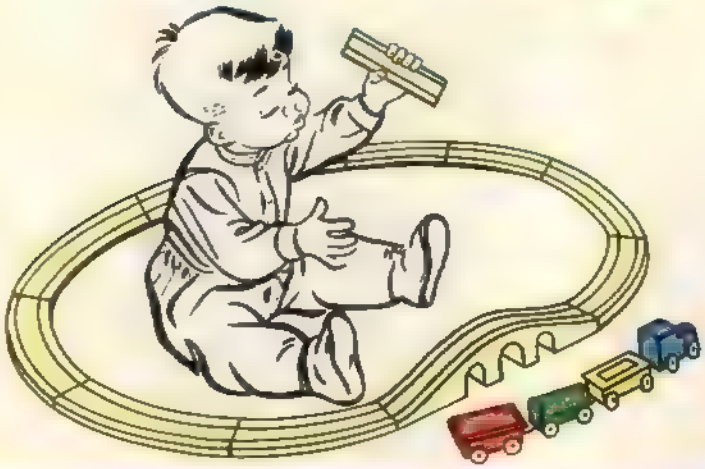
Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

Printed in U.S.A.

NEW! "ToT" RAILROAD

TRAIN AND TRACK SETS

Manufactured by Lincoln Logs



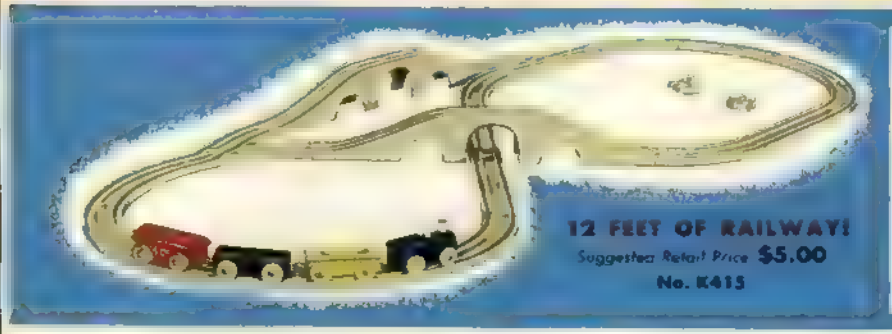
A wonderful toy with endless interest for children of all ages. Specifically recommended for 2 to 9 year age group. High impact interchangeable plastic track layouts. Colored train units and illustrated booklet showing different track, bridge, switch combinations.

SAFE • SANITARY • USEFUL • CREATIVE • DURABLE

No. K421—ADVANCED TOT TRAIN SET

CONSISTS OF: 207" track—including 16 curves, 6 straights, 1 switch, 3 complete bridges, 1 yoke, 1 lead-in, 1 bumper and 2 colored four car trains, wood blocks for bridge extension or 2 level layout, wood station and 3 piece tunnel. Design booklet. 4 color setup box.
Packed 3 pieces to master carton.
Weight of carton 13 pounds.

19 FEET OF RAILWAY!
Suggested Retail Price **$8.00**
No. K421



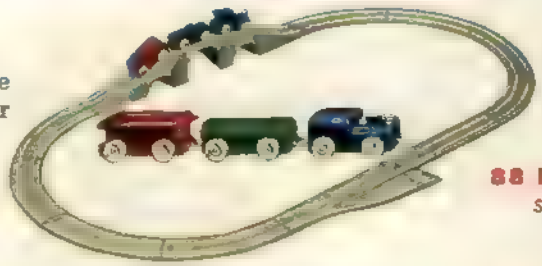
12 FEET OF RAILWAY!
Suggested Retail Price **$5.00**
No. K415

No. K415—REGULAR TOT TRAIN SET

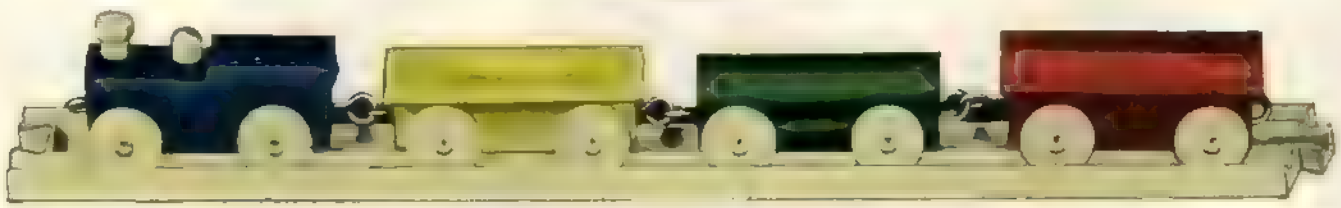
CONSISTS OF: 144" track—including 11 curves, 3 straights, 1 switch, 2 complete bridges, 1 yoke, 1 lead-in, 1 bumper and a colored four car train. Design booklet. 4 color set up box.
Packed 6 pieces to master carton.
Weight of carton 13 pounds.

No. K406—BEGINNER TOT TRAIN

CONSISTS OF: 8 curves, 1 switch, 1 complete bridge, 1 straight, 1 lead-in and a colored 3 car train. Design booklet. 4 color set up box.
Packed 12 pieces to master carton.
Weight of carton 13 pounds.



88 INCHES OF RAILWAY!
Suggested Retail Price **$3.00**
No. K406



STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.), 1750 N. Lawndale Ave., Chicago 47, Illinois

Roy Rogers

CABIN CONSTRUCTION SET—with

LINCOLN LOGS

BOX INCLUDES—

- 3 dimensional vacuum formed vinyl pieces in full color lithography for a variety of "set-ups"
- Fence rails to build 5 FEET of corral enclosure with DOUBLE R BAR ranch gate

Set builds each of the illustrated cabin variations in complete detailed realism of a cowboy town building. An exciting combination of materials—and a different concept for full play activity.

No. 30R ROY ROGERS CABIN CONSTRUCTION SET

Consists of assorted LINCOLN LOG pieces, roof boards and chimney for Cabin. Fence Rails and pins. Gate Posts. Figure Bases.

Also the following vinyl accessories:

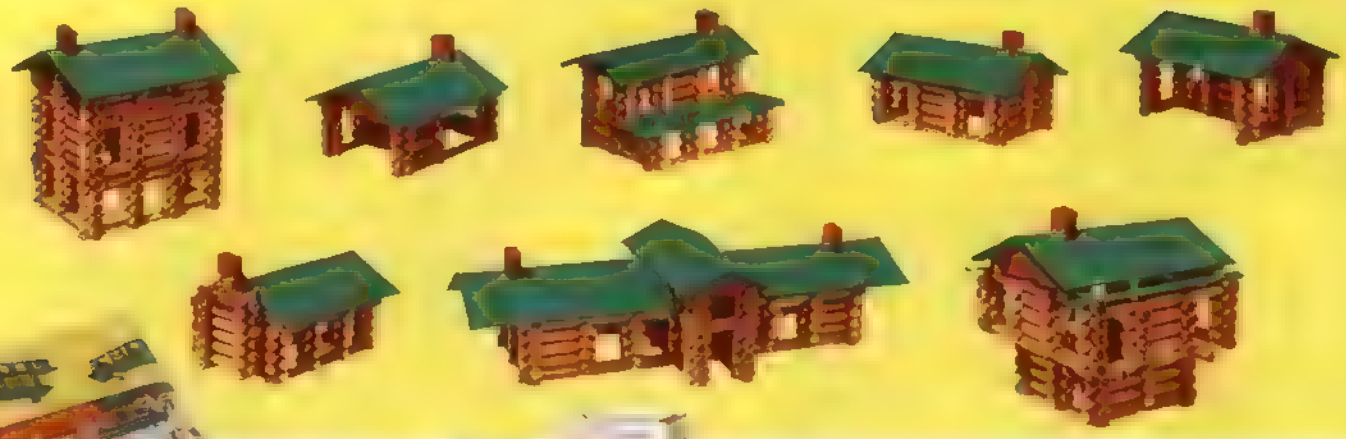
8 windows, 5 doors in a variety of styles. 1 each Ranch sign, General Store sign, Cafe sign, Livery Stable sign, Jail sign. 1 each figurines of Roy and Trigger, Dale and Buttermilk, Pat with Bullet and Nellie Belle—plus other 3 dimensional accessories.

Packed 6 pieces. Weight of pack 13 pounds.

Suggested Retail Price **$3.00**

STANDARD DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.), 1750 N. Lawndale Ave., Chicago, Illinois



new face—new figures—bigger count

original-round

LINCOLN LOGS

with figures

LOGS

America's National Toy

IN SQUARE CAN CONTAINERS

New containers save stock space, stock sturdily on counter displays.

Sealed contents guarantee factory fresh materials in correct count.

SET 4CF *Suggested Retail Price* **$4.00**
129 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals, 4 page colored design sheet
Standard package 6 cans—weight 27 pounds

SET 6CF *Suggested Retail Price* **$6.00**
178 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals 4 page colored design sheet This is the deluxe Lincoln Log set
Standard package 4 cans—weight 29 pounds.

Vinyl figures are nontoxic—full colors—scaled for use with Lincoln Logs.

PEG BLOX

Multiple unit system of ⅞" thick wood block shapes with drilled holes ⅞" between centers allow connecting dowels to build realistic, mobile models of any description. Can be used with Makit Toy sets. All blocks are in primary colors.

NO. 15 PEG BLOX
Suggested Retail Price **$1.50**
11 shapes, 44 pieces and design sheet.
Standard package 12 cans—weight 14 pounds.

NO. 25 PEG BLOX
Suggested Retail Price **$3.00**
13 shapes, 74 pieces and design sheet.
Standard package 6 cans—weight 13 pounds.

STANDARD TERMS AND DISCOUNTS APPLY

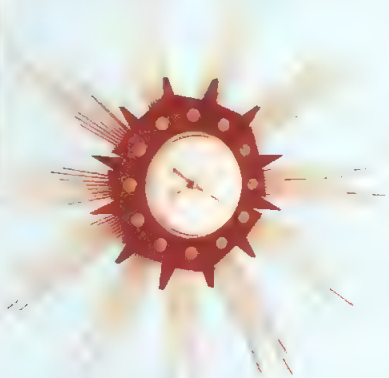
Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

Sessions

CORDLESS ELECTRIC* CLOCKS
NO CORD—NO WINDING
A NEW TREND IN TIME.

SIGNATURE -- This beautiful cordless electric* clock is a striking wall size reproduction of grandfather's gold watch, 12" diameter brass case. White Dial.

JM82W/S2840 $44.00



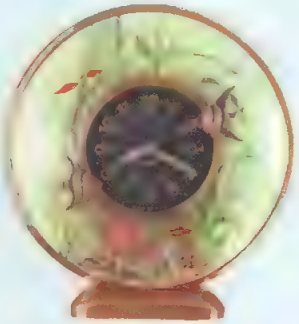
GEOMETRY - Impressive cordless electric* wall clock has brass rods bursting out from cinnamon colored birch wood case. Overall diam. of 26". Dramatic decoration for any wall.

JM81W S3530 White dial $55.00
JM81Y/S3530 Brass dial $55.00

*Contains 2 mercury cells (Power Pack) available at drug stores or any other stores handling hearing aid supplies, Sessions Clock retailers or service stations. Power Pack provides absolutely uniform current throughout life of the cell. Clock will operate one year or more before cells are exhausted. Old cells are easily removed, replacements slip conveniently into bracket in case back

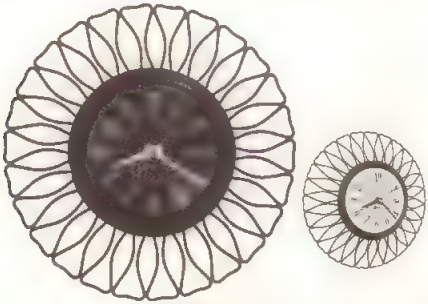
ELEGANCE — Classic kitchen wall clock now available in gleaming brass case. Also available in bright chrome case. Highly readable and adaptable to practically any room decor. 7½" diameter.

RK54Y/S461 Brass case $6.95
RK54W S461 Chrome case $6.95



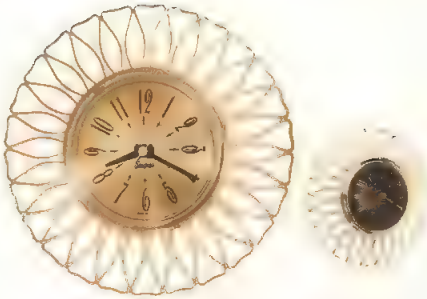
AQUARIUS — Accredited year's most unusual clock. Realistic angel fish seemingly swim in full-color underwater setting. ON-OFF switch illuminates scene. 8" diam. 9" high.

CM62/S1617 $24.95



HUNTINGTON — Handsome black wrought iron decorator clock. Fits well in living room, den or kitchen. 12" diameter.

CM66A/S725	Black dial	$10.95
CM66W/S725	White dial	$10.95



ADORATION — Exposed hands and numerals give this exquisite brass wall clock added dimension. 12" diameter.

CM80Y/S839	Brass dial	$12.95
CM80A S839	Black dial	$12.95

SAVANNAH Delightful antebellum design, in excellent taste. Light mahogany finished wood case 23" high with brass side rails and pineapple finial of polished brass.

RM63D/S1617 $24.95

STYLING BY MAC TORNQUIST

MEADOWBROOK — New unique tambour chime clock for mantel or shelf. Rich fruitwood finish. Chimes each quarter hour, full Westminster melody on the hour. 17⅜" wide, 5¾" high.

RC95D/S4355 $67.00

BRADFORD — Majestic hand finished solid block of Honduras mahogany. Chimes each quarter hour and full Westminster melody on the hour. 6" high, 18" long.

CC68D S5119	Mahogany	$79.00
CC68L/S5119	Blonde finish	$79.00

MADISON — Delicate modern tambour design mantel clock. Light mahogany finished wood case, 16" long.

RM67D/S1165 $17.95

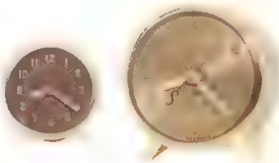
Sessions

PEEK — Smart little bedroom clock with dependable buzzer alarm. Budget price. 4" diameter.

RL10W/S399	Luminous	$5.95
RA10W/S342	Non Luminous	$4.95

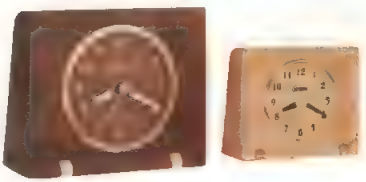
BELLAIRE — Saucy, swept-back design for beauty. Fabric effect dial. 4" high. Buzzer alarm.

RL51W S461	Luminous	$6.95
RA51W/S399	Non Luminous	$5.95



SWEETHEART — Rich sunburst brass luminous dial or cocoa-brown non-luminous. Sturdy plastic case is easy to keep clean. 3⅝" diameter.

CA55W S399	Non Luminous	$5.95
CL55W/S461	Luminous	$6.95

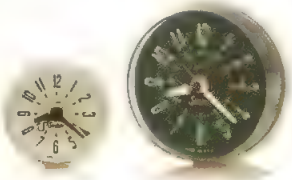


INTERLUDE — Popular wood alarm. Dark or blonde mahogany finish case with matching wood grain dial. Felted brass feet. 4⅝" x 5¼".

RL54D/S725	Luminous	$10.95
RA54L/S663	Non Luminous	$ 9.95

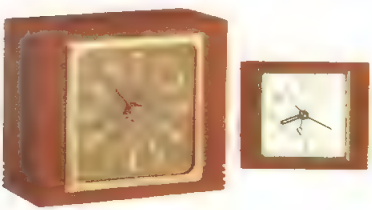
ENCHANTMENT — Smart modern design combines honey colored plastic case and etched pattern dial. 6½" x 4½". Buzzer alarm.

CL73R/S528	Pink dial, luminous	$7.95
CL73N/S528	Brown dial, luminous	$7.95
CA73B/S461	Blue dial, non luminous	$6.95
CA73V/S461	White dial, non luminous	$6.95



PIXIE — Beautifully styled budget alarm. Open face allows easy reading from any angle. 4" diam.

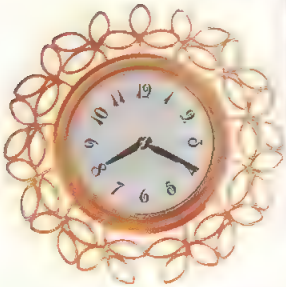
CA63W/S342	Non Luminous	$4.95
CL63G/S399	Luminous	$5.95



BRAVO — Solid polished mahogany finished wood case. Modestly priced for office, den or bedroom 4" high.

RL57L/S663	Luminous	$9.95
RA57I/S604	Non Luminous	$8.95

Sessions

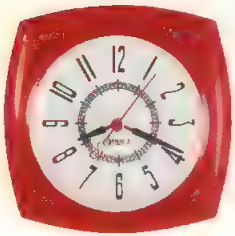


GLIMPSE — Most popular wrought iron kitchen clock now made in lustrous brass finish as well as black . . . both at a new low price.

CM61Y/S528	Brass Frame	$7.95
CM61A S528	Black Frame	$7.95

COPPERSMITH — Copper is the style keynote. Tarnish-proof, too. Slim case hugs wall, looks built in. 7½" diam.

CK58X/S528 $7.95



FAVOR — Looks custom built against wood, wallpaper or painted wall. Smart and functional. 7¼" diam. Specify color.

RK61W/S399	White Case	$5.95
RK61R/S399	Red Case	$5.95

PREFERENCE — White plastic case with choice of dial colors. 7½" diameter. Specify color.

RK53W/S342	White dial	$4.95
RK53R/S342	Red dial	$4.95

BEAUTY — Square plastic case in red, white or yellow. The right clock for any kitchen. 7¼" square. Specify color.

CK51W/S342	White	$4.95
CK51R/S342	Red	$4.95
CK51Y/S342	Yellow	$4.95

TEA PARTY — Always America's popular kitchen clock. Silver colored metal dial. 7" high. Specify color.

RK39W/S399	White	$5.95
RK39R/S399	Red	$5.95
RK39Y/S399	Yellow	$5.95

SAUCER — Sessions budget priced kitchen clock. Sturdy white plastic case. 6½" diameter. Specify color.

RK55W/S315	White dial	$4.50
RK55R/S315	Red dial	$4.50
RK55Y/S315	Yellow dial	$4.50

CHAIRMAN

OFFICE CLOCK

CHAIRMAN — Large and legible. Handsome office clock. 12½" diameter.

RB21N/S969 $14.95

OFFICE CLOCK — Functional, dependable, easy to read. 13½" diameter.

RB88W/S1034	Chrome case	$15.95
RB89W/S839	White case	$12.95
RB89E/S839	Blue case	$12.95
RB89N/S839	Brown case	$12.95

America's First Watchmaker Since 1850

WALTHAM

17, 21,* 25* and 30 Jewel WATCHES Fully Guaranteed

Guarantee
All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory.

*Includes RESEVOIL oil reserve jewels.

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art! Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand. Shock protected by **Incabloc.**
4200W5370.....Retail **$135.00**

Shock-Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

Lady Petite BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold filled expansion bracelet. Raised crystal, modern skip figure dial. 17 Jewel movement. Shock protected by **Incabloc.**
4201W2485.....Retail **$62.50**

B Martha Washington: Perfectly styled lady's watch. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc.**
4202W2295.....Retail **$57.50**

C Mary Todd: A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement. Shock protected by **Incabloc.**
4203W2660.....Retail **$67.50**

Jean LaFitte. Swashbuckling style in a man's dress watch. Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination expansion band with black leather insets. 17 Jewel movement. With **Incabloc.**
4204W2650.....Retail **$67.50**

Waterproof**

25* JEWELS

D Sarah Bernhardt: 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement.
4205W3995.....Retail **$100.00**

E Saratoga: 25* Jewels. Waterproof.** Attractive man's watch for general wear. All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected.
4206W3860.....Retail **$95.00**

F Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination mesh expansion band. Two-tone textured dial with modern skip figures.
4207W3450.....Retail **$87.50**

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc.** 17 Jewels.
4208W2295.....Retail **$57.50**

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS
Fully Guaranteed

SELF-WINDING

25 JEWELS
Waterproof** and Self-Winding

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather insets. Luminous hands and figures can be read in the dark. Red sweep second hand. **Incabloc** protection.
4209W4695 . . . . . Retail **$120.00**

25 JEWELS
Self-Winding

Brandywine 25 Jewels Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With **Incabloc**
4210W4445 Retail **$110.00**

Farragut: Waterproof, Self-winding watch. Advanced design. Case of yellow gold filled with non-corrosive back. Matching gold-filled expansion band. Textured dial, sweep second hand. 17 Jewels. With **Incabloc**.
4211W4060 Retail **$100.00**

Waterproof** and Self-Winding

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding. Waterproof** Chrome top case, steel back. Steel combination expansion band. Luminous dial. **Incabloc.**
4212W3995 Retail **$100.00**

Asabove. 17 Jewel movement
4238W3195. Retail **$82.50**

Watches illustrated are ⅔ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof dress watch.** Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet. 17 Jewels. **Incabloc** protected.
4213W3850. . . . . Retail **$95.00**

J Olympiana: Self-winding waterproof sports watch.** All gold-filled case and matching combination expansion bracelet. 17 Jewels With **Incabloc.**
4214W4300. . . . . Retail **$110.00**

K Virginia Dare: 23 Jewels. Self-winding waterproof watch** with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. **Incabloc** shock protection
4215W5320. . . . . Retail **$135.00**

FOR THE CAREER WOMAN

L Pavlova: Lady's waterproof self-winding** watch. Daintily styled. Dust-protected case is color of natural gold. Stainless steel back. Matching gold-filled combination expansion bracelet. 17 Jewel movement **Incabloc** shock protected
4216W3930. . . . . Retail **$95.00**

M Salome: As above. Chrome top case, stainless steel back. Matching combination expansion band
4217W3710. . . . . Retail **$90.00**

Capt. Kidd: Waterproof and self-winding.** Debonair style for men. Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather Jet black dial; luminous hands. 17 Jewels **Incabloc** shock protection.
4218W3570 . . . . Retail **$87.50**

Each watch sits in a cushioned . . . "GUARANTEED WATERPROOF" As long as case, crown and crystal remain intact, . . . Retail prices include Federal Excise Tax.

17, 21*, 25* JEWELS

Fully Guaranteed

America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ¾ actual size

*Includes RESEVOIL oil reserve jewels.

Beauty Supreme Diamond Watches

N Queen Anne: Two dazzling genuine diamonds set in a regal white gold-filled case. Non-corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc**.
4221W3940.....Retail **$100.00**

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc**.
4222W5495 .....Retail **$135.00**

P Queen Mary. 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold filled expansion bracelet. Shock protected by **Incabloc**. 17 Jewels.
4223W7420.... ... . Retail **$185.00**

T Marie Antoinette 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc**.
4224W9975 . Retail **$250.00**

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold-filled expansion bracelet. 17 Jewels. With **Incabloc**.
4225W6230...Retail **$175.00**

V Melba: Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back. Matching expansion bracelet. 17 Jewels. **Incabloc** shock protection.
4226W3130.. ..Retail **$77.50**

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels. **Incabloc** shock protection.
4227W3130....Retail **$77.50**

R La Duse: 21* Jewels. Continental design with a fashion flair. Case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected.
4219W3195.....Retail **$80.00**

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust-protected. Shock protected.
4220W5485 . ...Retail **$135.00**

Dainty . . . Delightful . . . Dependable

Solid 14K Gold Case

du Barry Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal. 17 Jewels. Shock protected by **Incabloc**.
4228W3035...Retail **$75.00**

Julia Marlowe: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc**.
4229W3055 ..Retail **$75.00**

Each watch gift boxed.

Retail prices include Federal Excise Tax. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America... to time the pulse of America

Fully Guaranteed

1 **For women at work; nurses . . . laboratory technicians . . . homemakers,** etc. Dust protected case of yellow rolled gold plate with non-corrosive back. Matching gold filled combination expansion band with leather like inserts Sweep second hand. 17 Jewels. Shock protected by **Incabloc.**
4230W2650.....Retail **$71.50**

2 Same as above. White rolled gold plate case, stainless back
4231W2650.....Retail **$71.50**

Westchester: Waterproof self-winding** watch with suave masculine styling. Dust-protected case is yellow rolled gold plate, stainless steel back. Matching gold filled combination expansion bracelet. Two-tone textured dial. Luminous hands, dots. Red sweep second hand. 17 Jewels. With **Incabloc.**
4232W3495 ..... Retail **$87.50**

3 **La Salle.** Deluxe presentation watch at an unusually low price. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Red sweep hand. 17 Jewels. Shock protected by **Incabloc.**
4233W2595 . . . . . .Retail **$67.50**

4 **Peary Waterproof**** watch with all the features of a fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching combination expansion band. Sweep hand. Shock protected by **Incabloc.** 17 Jewels
4234W2850.....Retail **$72.50**

5 **Amundsen: Waterproof**** watch designed to take rough treatment. Case has chrome top, stainless steel back. Matching expansion bracelet. Luminous figures and hands. Sweep second hand. Shock protected by **Incabloc.** 17 Jewels
4235W2275.....Retail **$57.50**

*Includes RESEVOIR (U. S. Pat. No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear.

Rogers: 21* Jewel waterproof** watch with the smartest styling in its class. Case has chrome top and stainless steel back. Matching combination expansion bracelet. smart stick figure dial with luminous hands and dots that glow in the dark. Red sweep second hand. Shock protected movement
4236W2880.....Retail **$69.50**

Transportation and Railroad Style Watch

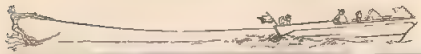
Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen—all who can't use a wrist watch. Engraved case of yellow rolled gold plate. Large black enamel figures on a white dial is very easy to read. 17 Jewel movement is shock protected with **Incabloc.** Black leather fob included without extra cost
4237W2595.....Retail **$65.00**

Watches illustrated are ⅔ actual size

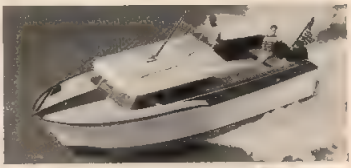
**GUARANTEED WATERPROOF. As long as case, crown . . . Retail prices include Federal Excise Tax

New 21-ft Continental (top) with optional landau hardtop. Engines to 300 hp, speeds to 43 mph. Spirited 18-ft. Holiday (center). Engines to 131 hp, speeds to 37 mph. 18-ft. Continental (bottom). Engines to 131 hp, speeds to 37 mph.

Brilliant new measure of boating



Smart, new 25-ft. Sport Fastback Cruiser sleeps 2. Wraparound windshield streamlined hardtop. Private toilet room forward. Single- or twin-engine options to 210 hp, speeds to 33 mph. See your dealer!



Nimble 25-ft. Cadet with modern galley, private cadet compartment. Sleeps 4 in richly paneled, full-height cabin. High-thrust design, raised sheer forward. Single or twin engines to 210 hp, speeds up to 33 mph.

Versatile, new 32-ft. Commander for [illegible] cruising or enclosed cruising. Sleeps 6. Galley to let transportation [illegible] Optional deck equipment. Twin engines to 350 hp, speeds up to 32 mph.

Distinctive 33-ft. [illegible]ura. Wide teak cockpit; teak walk-around side decks, raised sheer, paneled cabin. Sleeps 4. Real open-water thrills with twin-engine options to 500 hp, exciting speeds to 34 mph.

SEE YOUR CHRIS-CRAFT DEALER—OR WRITE FOR FREE, FULL-COLOR LINE FOLDER • CHRIS-CRAFT DIVISION,

Chris-Craft SEA SKIFFS FOR 1958

Here's round-bilge boating at its best

...with a bonus of lapstrake strength and performance!

Get ready for he-man boating in a new 1958 Chris-Craft Sea Skiff. More models, more features, more built-in confidence than any other boat in its class!

Every Chris-Craft Sea Skiff features the traditional performance of a round-bilge design — instant response and maneuverability . . . handling ease . . . a soft-cushioned ride, *PLUS* all the advantages of sturdy lapstrake construction to give you the fastest, driest, most seaworthy ride ever built into a round-bilge boat!

One secret of the strength and performance of every Chris-Craft Sea Skiff is in the exclusive synthetic-rubber-based Sea Skiff Sealer. It provides Sea Skiffs with exceptional durability and watertightness, yet allows the strakes to remain flexible and "work" in rough water.

So visit your Chris-Craft Sea Skiff dealer. See the new 1958 open models, fly bridge cruisers, semi-enclosed cruisers, convertible sedan, and fishing-bridge models — 18 ft. through 40 ft. — for fishing, water sports, cruising and utility work. Select your power from a wide choice of engines; and tailor your Sea Skiff to your individual boating plans from the big selection of optional accessories. And ask for your free copy of the new full color Sea Skiff Catalog. Do it today!

You get quality features at no extra cost on every Sea Skiff

Fuel tank vented overboard, with two fuel shut-off valves, copper fuel lines, ventilated bilges.

Husky 18-ft. Open Sea Skiff gives a soft-cushioned ride at all speeds, with exceptional ease of handling. Top speeds to 31 mph, engines to 105 hp. Toilet, folding top, icebox or fishbox are available as optional extras.

All Sea Skiffs have bronze underwater parts. Cleats, chocks, and other trim and fittings are chromium-plated.

Reliable worm-and-pinion steering, with rod to bronze rudder, gives instant response, positive control at all speeds.

Bronze shoe protects propeller. Standard equipment on all 18-ft., 22-ft., and 26-ft. open models.

Seams and joints in Sea Skiff hulls are banded with exclusive Chris-Craft Sea Skiff Sealer for watertightness and flexibility.

Sturdy skeg protects bottom, guards against damage from hidden underwater obstructions.

Beamy 22-ft. Open Sea Skiff. Top performance with maneuverability, plus the extra power you need for carrying big loads. Speeds to 31 mph; engines to 130 hp. And double strength where it counts.

All-new 22-ft. Ranger 2-sleeper. Beam, beam and freeboard for open water. Many outstanding features, accessories and appointments are standard equipment. Engines to 130 hp; speeds to 30 mph.

Action-packed 40-ft. Semi-Enclosed Cruiser with Fishing Bridge. Excellent visibility, fast response, maneuverability. Built to take rough seas. Also 40-ft. Semi-Enclosed Cruiser, 40-ft. Convertible Sedan. Engines to 450 hp; speeds to 30 mph.

Here's what owners say about Sea Skiff dependability

"... the finest deep-water cruiser I have ever had the pleasure of operating."
D. W., Portland, Oregon

"... finest performing boat of its kind on the market today ... has speed when needed, a level, dry ride, and is constructed so that you need have no fear of the elements."
C. T., Middletown, Ohio

"... so thoroughly pleased with our Sea Skiff, that we would not change a feature. And meeting Sea Skiff owners all along the coast, we have yet to hear anything but praise."
T. B., Miami, Florida

Rugged 35-ft. Semi-Enclosed Cruiser. Accommodations for 4 or 6. Fast, dry, seaworthy performance makes it ideal for extended offshore cruising. Also Fishing-Bridge Model. Husky engines to 450 hp; speeds to 32 mph.

Roomy 26-ft. Fisherman. Ideal for family cruising. Roomy 12-ft cockpit. Enclosed toilet room. Sleeps 2. Single or twin engines to 210 hp; speeds to 31 mph. Also 26-ft. Open, Trunk Cabin, Enclosed Cruiser Models.

Versatile 30-ft. Semi-Enclosed Cruiser. Most popular round-bilge, lapstrake cruiser ever built. Sleeps 4. Single or twin engines to 450 hp, speeds to 36 mph. Also Fly-Bridge, Fishing Bridge or Open Models.

CHRIS-CRAFT Sea Skiff®

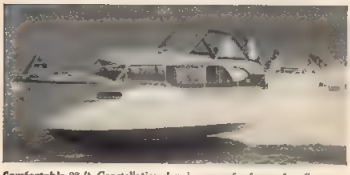
SEA SKIFF DIVISION

CHRIS-CRAFT CORPORATION
POMPANO BEACH, FLORIDA

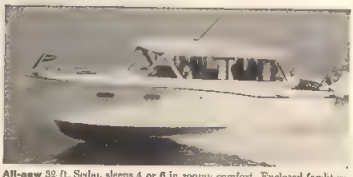
WORLD'S LARGEST BUILDERS OF SEA SKIFFS

Luxurious 38-ft. Constellation (top) sleeps 4 or 6. Tastefully appointed, rich decor. Engines to 550 hp (diesel optional), speeds to 29 mph. Swift 21-ft. Capri (bottom) with engine options to 300 hp, speeds up to a fast 43 mph.

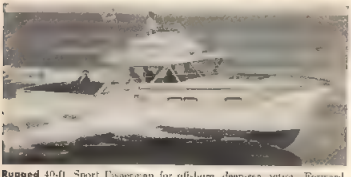
pleasure . . . Chris-Craft for '58



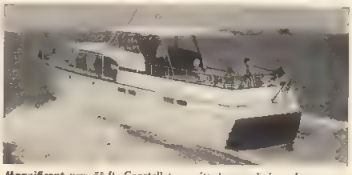
Comfortable 28-ft. Constellation, family-pleaser for family fun. Spacious flush-deck cockpit, walk-around side decks. Sleeps 4 in big, cruiser comfort. Twin engines to 350 hp, sports-boat speeds up to 93 mph.



All-new 32-ft. Sedan sleeps 4 or 6 in roomy comfort. Enclosed facilities include: stateroom with adjoining toilet room, helmsman's station, galley, dinette; optional lounge. Twin engines to 350 hp, speeds to 31 mph.



Rugged 40-ft. Sport Fisherman for off-shore, deep-sea action. Forward "pulpit" controls or fixing fly bridge cockpit controls optional. Sleeps 5. Stainless-steel galley. Twin engines to 550 hp, speeds to 40 mph.



Magnificent new 55-ft. Constellation with lounge, dining, sleeping accommodations for 10. Walk-around side decks, large, flush aft deck. Luxurious salon. Twin engines to 600 hp (diesel optional), speeds to 25 mph.

CHRIS-CRAFT CORPORATION, POMPANO BEACH, FLORIDA • WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CLINTON

A Timepiece to Treasure

A ▸ TEN BRILLIANT DIAMONDS radiantly set in an inimitable white 10K Rolled Gold-plate top filigree case reflects elegant fashion in all its glory! This precious timepiece requires little care because of its sturdy stainless-back and functional dome crystal. Notice the distinctive elevated combination dial and dramatic new diamond-cut matching Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W304-5968 . . . . . **$170.00**

B ▸ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14K white SOLID GOLD case. A diamond-appointed timepiece she'll treasure and wear with great pride for decades. A shapely dome crystal arches over fashionable clear dial. Irresistible Gold-filled expansion bracelet circles her wrist with flattery. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W306-4981 . . . . . **$140.00**

C ▸ SIX SELECT DIAMONDS in an exotic white 14K SOLID GOLD timepiece she'll cherish for life! Fascinating diamond design is incorporated in lovely harmonizing Gold-filled expansion band. Raised numerals on distinctive stark white dial are crowned with dome crystal. So smart and graceful! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W308-5988 . . . . . **$170.00**

D ▸ 36 BRILLIANT DIAMONDS that would dazzle a queen! 14K white SOLID GOLD case and endpieces are paved with glittering diamonds. Regal new display of fine watchmaking would proudly be owned by Europe's Royal Families. Diamond-cut Gold-filled expansion bracelet is majestic, inspiring, enduring! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W310-15288 **$440.00**

E ▸ 25 JEWEL AUTOMATIC self-winding WATERPROOF** watch! Rounded 14K Gold top case, stainless back, gilt figures, sweep hand, raised crystal. Gold filled and leather expansion band! Dust protected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W312-5566 . **$160.00**
YELLOW Gold-plate
35W313-3675 . **$105.00**

F ▸ "MUSKETEER" is a dashing AUTOMATIC watch in yellow 14K SOLID GOLD boldly executed! Rugged wearing features of self-winding watch include rock crystal, combination dial, sweep hand, Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W314-6742 . . . . . **$195.00**
As above, with Gold-filled case.
35W315-4523 . . . . . **$130.00**

G ▸ "HIDDEN TREASURE" describes this AUTOMATIC, WATERPROOF** watch! Mirror-lapped all stainless steel case has hidden crown. Self-winding, sweep hand, curved crystal and all-stainless steel expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W316-3895 . . . . . **$110.00**
In Rolled Gold-plate; steel-back.
35W317-3798 . . . . . **$105.00**

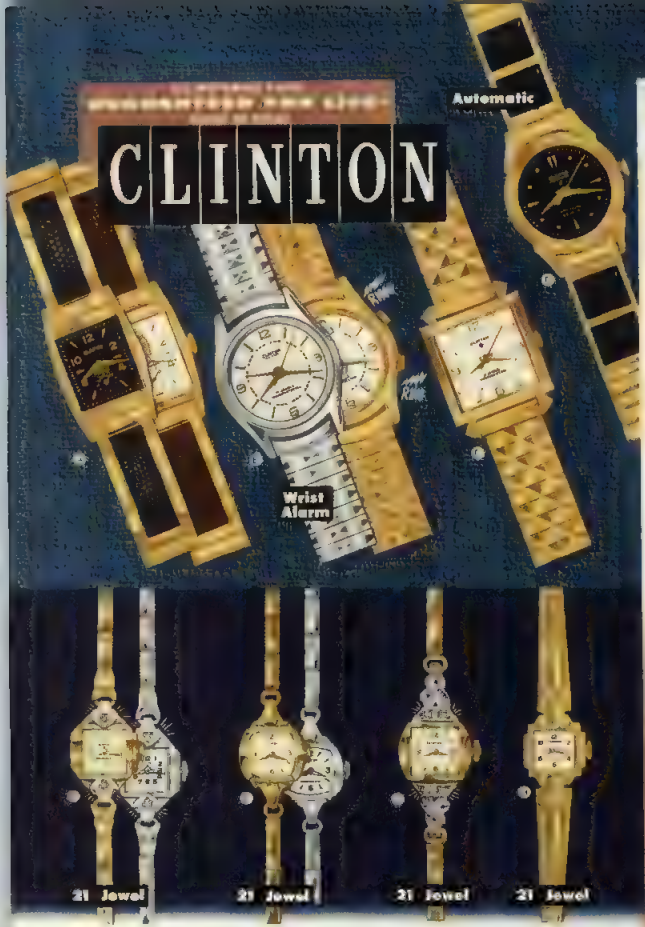
H ▸ "THE MARINER" is a 21 JEWEL CALENDAR watch! This WATER RESISTANT timepiece is SELF-WINDING with the motion of your wrist! Yellow Gold-plated case is stainless backed. Dial has calendar window and date changes automatically. Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W318-3675 . . . . . **$105.00**

J ▸ "JET" is AUTOMATIC and WATER RESISTANT! Black dial. Gold plated case, steel back, sweep hand, raised crystal! Self-winding watch has Gold filled expansion band and patent leather! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W320-3895 . . . . . **$110.00**
With CHROME top case, stainless band, leather inset.
35W321-3895 . . . . . **$110.00**

***The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ⅞ actual size.*



Mainspring Guaranteed Never to Break. *Dust Protected*

[A] ▸"JET FLIGHT" has gilt figures on black dial! Fashioned in 10K Rolled Gold-plate case has stainless back and heavy crystal. Gold filled expansion band has leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W322-2644 .....$75.00
WHITE DIAL; brown leather insets.
35W323-2644 .....$75.00

[B] ▸"TIME PACER" WATER-RESISTANT WRIST ALARM reminds you of any appointment! You'll like the chrome case, stainless back, sweep hand, elevated figures and all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W324-3798 .....$105.00
Same, in Gold plate steel back case.
35W325-3895 .....$110.00

[C] ▸EAGERLY AWAITED is this 14K yellow SOLID GOLD watch! Gold filled expansion band matches case. Features include sweep hand, modern dial, rock crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W326-5478 .....$160.00
Same as above, with Gold-filled case.
35W327-3455 .....$100.00

[D] ▸"BLACK EBONY" AUTOMATIC WATER-RESISTANT watch! Black dial, sweep hand, yellow Gold plate case, steel back. Patent insets in Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W328-3479 .....$100.00

[E] ▸SOLID GOLD AND DIAMONDS will surely capture her fancy! TWO RADIANT DIAMONDS are imaginatively set in a 14K SOLID GOLD case that features a raised-figure white dial, dome crystal and matching Gold filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W330-4454 (YELLOW SOLID GOLD) $130.00
35W331-4454 (WHITE SOLID GOLD) .$130.00

[F] ▸"CARLOTTA" in precious 14K SOLID GOLD distinguishes this elegant watch. Fashionable case and Gold filled expansion bracelet form a flow of beauty 'round your wrist. Truly an heirloom time piece that maintains beauty as years pass on. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W332-3067 (YELLOW SOLID GOLD) $87.50
35W333-3067 (WHITE SOLID GOLD) . . $87.50

[G] ▸FOUR DAZZLING DIAMONDS in a sculptured watch of 10K yellow Rolled Gold plate. Delicate end-pieces set off the precious jewels. Stainless-back case has dome crystal, Gold-filled expansion bracelet! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W334-3964 ..... $110.00
As above, in WHITE Rolled Gold plate case
35W335-3964 .....$110.00

[H] ▸"BRACELET WATCH" will impress her with its design. Square-shaped case is perfect for raised gilt figures and crystal. Stainless steel back for added durability. Bracelet-styled expansion band adds extra touch! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W336-2783 .....$79.50

[J] ▸"THE THIN-MAN" is the thinnest watch you've ever seen! And what's even more important . . . this extra thin watch is WATERPROOF**, too! Styling perfected in a yellow Gold-plated case with stainless-back, hand some dial, curved crystal, sweep hand and Gold-filled expansion band. You'll rate "ace-high" when you present him with this watch! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W338-2989 . . $85.00

**Guaranteed waterproof as long as case, crown and crystal are intact

Retail prices include federal excise tax. Prices are subject to change without notice

[K] ▶"SEA OR SKI" WATER PROOF** watch has all STAIN LESS STEEL case. Dial features sweep hand, radium markers-and-hands, unbreakable curved crystal. All-stainless expansion band has leather insets! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W340-2308 . . . . **$65.00**

YELLOW Gold-plate case, stainless back. Gold-filled expansion band.

35W341-2504 . **$71.50**

[L] ▶"BLACKSTONE" is a WATER-RESISTANT watch with jet dial and patent leather-accented steel expansion band. Chrome-top timepiece has sweep hand, sculptured markers and stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W342-2425 . . . . . **$71.50**

[M] ▶"IMPERIAL 21" has dignity which keynotes yellow Gold-plate case. Stainless-back, sweep hand and rock crystal. Gold-filled expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W344-2852 . . . . . **$82.50**

[O] ▶"BLACK TREASURE" 21 JEWEL WATERPROOF** has black dial, Gold markers, yellow Gold-plate case, stainless-back, sweep hand. Patent leather overlaid in Gold on Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W346-2989 . . . . . **$85.00**

With Chrome case, stainless hand

35W347-2852 **$82.50**

[V] ▶"MEN ON THE GO" prefer this railroad-type pocket watch! Heavy duty white chrome timepiece has highly legible black markers. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W356-1994 . . . . . **$59.75**

Gift Boxed *"Shock resistant" balance staff for added protection.*

[P] ▶"GLOBE TROTTER" all steel AUTOMATIC, SELF WINDING, WATER-RESISTANT watch will take the ruggedness of travel and still be the fashion of the hour. This important timepiece is designed in a handsome round case with raised crystal that enhances visibility of a radium dial. Added features are precision sweep second hand and superb all-steel case. Contemporary sculptured steel expansion band completes this striking watch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE *

35W348-3063 **$92.00**

[R] ▶"BLACK GEM" is our luxurious AUTOMATIC self-winding watch in a yellow 10K Rolled Gold-plate case! Black elegance prevails in raised dial and in gleaming leather insets of the Gold-filled expansion band. Dome shaped crystal, stainless-steel back and sweep hand are precision made. Here, at last, is a watch designed to please HIM for life! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

35W350-3798 . **$105.00**

[S] ▶"EXCLUSIVE" DAY AND DATE CALENDAR watch for today's busy executive is AUTOMATIC, SELF-WINDING and WATER-PROOF!** Yellow Gold-plate case fashioned with a sturdy stainless-back, sweep second hand and Gold filled expansion band. This timepiece is being acclaimed for its manly design and tailored appearance. An important watch! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W352-4243 **$125.00**

[T] ▶PEOPLE ARE TALKING about the expensive appearance of this AUTOMATIC, SELF-WINDING yellow 10K Rolled Gold plate timepiece. Distinguished square shaped watch is characterized by rock crystal, precision sweep-second hand, elevated combination dial, stainless back, Gold-filled expansion band. This watch leads the field for dependability and master-craftsmanship. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W354-3479 . . . . . **$100.00**

**The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ¾ actual size*

Triple Selected Diamonds.

[A] ▸"ACTION PACER" is our tiny WATERPROOF** watch fashioned in a yellow Gold plate case. The pride of nurses, sportswomen and careerists. Particular features include sweep second hand, curved unbreakable crystal, radium detailed dial, stainless backing and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W358-2715 . . . . . **$75.00**

[B] ▸NURSES AND HOMEMAKERS depend on our WATER RESISTANT, AUTOMATIC self-winding watch* Yellow Gold-plate case, sweep hand, stainless back, radium dial, curved crystal. Gold filled expansion band has brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W360-3827 . . . . . **$105.00**

Chrome top case; stainless band.

35W361-3616 . . . . . **$100.00**

[C] ▸'FLORENCE NIGHTINGALE' styled for Nurses or Homemakers in 14 K yellow SOLID GOLD. Minute track and sweep hand assure perfect timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W362-3337 . . . . . **$95.00**

In 10 K Rolled Gold-plate; steel back

35W363-2783 . . . . . **$79.50**

The Ultimate in Design and Artistry.

[D] ▸"SUZANNE" is a shapely design in a yellow 10 K Rolled Gold plate, stainless-back case. This watch has raised figure dial, dome crystal and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W364-2367 . . . . . **$67.50**

[E] ▸"PRISCILLA" is a new timepiece with easy-to-read dial, 10K yellow Gold-plate case, stainless back and Gold-filled expansion bracelet is styled with leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W366-2367 . . . . . **$67.50**

[G] ▸"FAIR LADY" is what we call our new 14 K SOLID GOLD watch . . . especially designed for lovely ladies! As pleasing as a picture because of its beautiful dome crystal, combination dial and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W368-2989 (YELLOW) **$85.00**

35W369-2989 (WHITE) **$85.00**

[H] ▸"PETITE NOIRE" is a yellow 10K Rolled Gold-plate timepiece! Jet dial has gilt numerals; black insets in Gold-filled expansion band; stainless back. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

35W370-2573 **$75.00**

Mainspring Guaranteed Never to Break.

[J] ▸TWO BRILLIANT DIAMONDS in an unusual watch designed to enthrall her with its shimmering beauty. Filigree case created in white 10 K Rolled Gold plate. Notice the harmonizing Gold-filled diamond-cut expansion bracelet. Case has dial of classic simplicity, stainless back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W372-2920 . . . . . **$85.00**

[K] ▸"MISS DU BARRY"—Our 'Best Buy' 21 JEWEL beauty. 14 K yellow SOLID GOLD case is distinguished by simplicity of design, dome-crystal, chic Gold-filled band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE *

35W374-3063 . . . . . **$87.50**

With YELLOW 10 K Rolled Gold plate top, stainless back.

35W375-2435 **$71.50**

Retail prices include federal excise tax. Prices are subject to change without notice.

**Guaranteed Waterproof as long as case, crown and crystal are intact.

CLINTON

A Timepiece to Treasure

[A] ▶TEN BRILLIANT DIAMONDS radiantly set in an immutable white 10K Rolled Gold-plate top filigree case reflects elegant fashion in all its glory! This precious timepiece requires little care because of its sturdy stainless-back and functional dome crystal. Notice the distinctive elevated combination dial and dramatic new diamond-cut matching Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C30415968 ..... $170.00

[B] ▶FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14K white SOLID GOLD case. A diamond-appointed timepiece she'll treasure and wear with great pride for decades. A shapely dome crystal arches over fashionable clear dial. Irresistible Gold filled expansion bracelet circles her wrist with flattery. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C30614949 ..... $140.00

[C] ▶SIX SELECT DIAMONDS in an exotic white 14K SOLID GOLD timepiece she'll cherish for life! Fascinating diamond design is incorporated in lovely harmonizing Gold-filled expansion band. Raised numerals on distinctive stark white dial are crowned with dome crystal. So smart and graceful! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C30815988 ..... $170.00

[D] ▶36 BRILLIANT DIAMONDS that would dazzle a queen! 14K white SOLID GOLD case and endpieces are paved with glittering diamonds. Regal new display of fine watchmaking would proudly be owned by Europe's Royal Families. Diamond-cut Gold filled expansion bracelet is majestic, inspiring, enduring! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C31015288 $440.00

[E] ▶25 JEWEL AUTOMATIC self-winding WATERPROOF** watch! Rounded 14K Gold top case, stainless back, gilt figures, sweep hand, raised crystal. Gold filled-and leather expansion band! Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C31215566 ..... $160.00
YELLOW Gold plate
C31313675 $105.00

[F] ▶"MUSKETEER" is a dashing AUTOMATIC watch in yellow 14K SOLID GOLD boldly executed! Rugged wearing features of self winding watch include rock crystal combination dial sweep hand, Gold Filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C31416742 ..... $195.00

As above, with Gold-filled case.

C31514523 ..... $130.00

[G] ▶"HIDDEN TREASURE" describes this AUTOMATIC, WATERPROOF** watch! Mirror lapped all stainless steel case has hidden crown. Self winding, sweep hand, curved crystal and all stainless steel expansion band. Dustprotected 21 JEWEL shock resistant movement, GUARANTEED FOR LIFE.*

C31613895 ..... $110.00

In Rolled Gold-plate; steel back.

C31713798 ..... $105.00

[H] ▶"THE MARINER" is a 21 JEWEL CALENDAR watch! This WATER RESISTANT timepiece is SELF WINDING with the motion of your wrist! Yellow Gold plated case is stainless backed. Dial has calendar window and date changes automatically. Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C31813675 ..... $105.00

[I] ▶"JET" is AUTOMATIC and WATER RESISTANT! Black dial. Gold plated case, steel back, sweep hand raised crystal! Self winding watch has Gold filled expansion band and patent leather! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C32013895 ..... $110.00

With CHROME top case, stainless band, leather inset.

C32113895 ..... $110.00

**The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ⅞ actual size.*

ALL MOVEMENT PARTS

Guaranteed for Life*

NEVER TO BREAK

CLINTON

(A) "SEA POWER" . . . Automatic and Waterproof—a wonder watch! Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial. Steel back. Gold-filled band inset with fine brown leather. And 17 JEWELED, shock-resistant movement is GUARANTEED FOR LIFE.

C402L2770 . . . . . **$82.50**

As above with black dial

C403L2770 . . . . . **$82.50**

(B) "VERI-THIN" . . . the thinnest watch you've ever seen and the most elegant! This extra thin timepiece is Waterproof too! Perfection of styling in the yellow gold plate case and band with stainless back. Curved crystal over handsome dial with sweep hand The gift for a great occasion, designed to be admired. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE

C404L2890 . . . . . **$85.00**

(C) "SKIN DIVER—WATERPROOF UNDER ALL CONDITIONS" . . . wash it with soap and water! This marvel is also AUTOMATIC . . . self-winding! 14K yellow gold top case is steel backed . . . gold-filled steel back expansion band Dial has raised gilt markers and crystal; sweep second hand. Superb 30 JEWEL movement dust protected, shock-resistant, GUARANTEED FOR LIFE.

C406L6370 . . . . . **$195.00**

As above, all stainless steel case.

C407L5145 . . . . . **$155.00**

BEAUTIFULLY GIFT-BOXED

(D) "SEA SPRITE" . . . WATERPROOF watch of distinction! Clinton's superior 23 JEWEL movement is the result of years of watchmaking skill . . . it's dust protected, shock resistant and GUARANTEED FOR LIFE. Gold plated case with sturdy steel back. Easy to read dial, Sweep second hand. Gold filled expansion band has mesh insets.

C408L2795 . . . . . **$82.50**

As above, chrome case with steel expansion band.

C409L2695 . . . . . **$79.50**

(E) "PRINCESS"—An irresistible YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection. Case has stainless steel back, high domed crystal. Encircles the wrist with up to the minute fashioned glamour she will treasure forever. Dust-protected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C410L2598 . . . . . **$75.00**

As above, in WHITE

C411L2598 . . . . . **$75.00**

(F) "CLARA BARTON" . . . AUTOMATIC, WATER-RESISTANT WATCH. Whether she's a nurse, busy mother or of the desk set, this watch she'll treasure. Graceful chrome, stainless back case. Radium dial with sweep second hand, curved crystal. Black leather inset stainless steel expansion band 17 JEWEL shock resistant, dust protected movement GUARANTEED FOR LIFE.

C412L3373 . . . . . **$95.00**

Yellow Gold plate top case, and band

C413L3825 . . . . . **$105.00**

(G) "ELIZABETH". Designed in SOLID 14K YELLOW GOLD . . . a regal timepiece to capture her admiration forever! 25 JEWEL movement a masterpiece of watchmaking dust protected, shock resistant and GUARANTEED FOR LIFE Dial with raised figures and dome crystal, framed by the delicate case. Beautiful gold-filled expansion bracelet echoes the lovely case motif

C414L2865 . . . . . **$85.00**

Rolled Gold Plate case, steel back.

C415L2590 . . . . . **$75.00**

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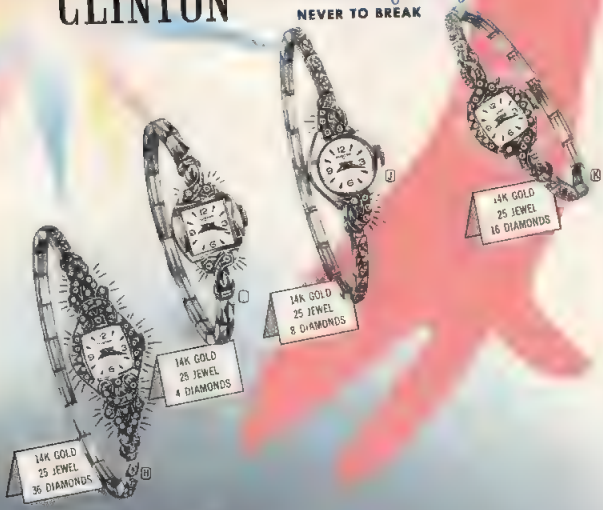
ALL MOVEMENT PARTS

CLINTON *Guaranteed for Life**

NEVER TO BREAK



(H) 36 BRILLIANT DIAMONDS create a dazzling treasure of a timepiece. 14K white SOLID GOLD case and endpieces are paved with sparkling diamonds . . . a queen would be proud to add this fabulous watch to her collection. In perfect harmony, the gold filled diamond-cut expansion bracelet. 25 JEWEL movement is dust protected, shock resistant and GUARANTEED FOR LIFE.
C416L16170 ..... **$450.00**

(I) FOUR FIERY DIAMONDS blaze against the beauty of a 14K white SOLID GOLD case. Dome crystal arches over fashionably small dial. Gold filled expansion bracelet circles her wrist beguilingly And, most important, the dust protected 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE
C418L5145 ..... **$155.00**

(J) EIGHT BLAZING DIAMONDS rival the stars in their brilliance . . . are set in a lovely white 14K SOLID GOLD case. Diamond-cut gold filled expansion bracelet echoes the beauty of a watch designed to be cherished. Dial with raised markers and crystal. Superlative 25 JEWEL dust protected, shock resistant movement is GUARANTEED FOR LIFE.
C420L6360 **$195.00**

(K) 16 REGAL DIAMONDS radiantly set in a lovely white 14K SOLID GOLD case. This extravagantly jeweled timepiece is every woman's dream come true. Curved cushion-design case a classic with fascinating diamond design repeated on the gold filled expansion bracelet. Raised numerals on dial crowned by dome crystal. And the master-crafted 25 JEWEL movement is shock resistant, dustprotected, GUARANTEED FOR LIFE.
C422L8085 ..... **$225.00**

(L) "CHAMPION" . . . fully AUTOMATIC and WATER RESISTANT. Your daily wrist movements keep it wound! Gold-plated oval case has steel back. Radium dial with sweep second hand, raised crystal. Highly polished wide links form the gold filled expansion band. Magnificent 25 JEWEL movement is dust protected, shock resistant and GUARANTEED FOR LIFE.
C424L3575 ..... **$95.00**
As above, Chrome top case
C425L3480 ..... **$92.00**

(M) "EMPEROR" . . presents the always dependable 21 JEWEL precision movement in an aristocratic case of impressive design. Gleaming yellow gold plate, set off by the leather accented gold filled expansion band. Case is steel backed. Square dial with modern markers, sweep second hand and rock crystal. Shock resistant, dust protected movement is GUARANTEED FOR LIFE. A timepiece he'll be proud to own through the years.
C426L2795 ..... **$82.50**

(N) "EXCELSIOR" . . the watch that wins top honors for timekeeping and exciting design AUTOMATIC and WATER RESISTANT with 25 JEWEL movement that is dust protected, shock resistant and GUARANTEED FOR LIFE. Circular case is all rugged steel, has radium dial with sweep second hand, raised crystal. Unusual expansion band combines stainless steel and supple leather. The watch that never needs winding
C428L3870 **$105.00**

(O) "BLACK BEAUTY" is AUTOMATIC; it winds itself, never overwinds or runs down. Superior 25 JEWEL movement keeps perfect time . . you're always punctual. Square case of 10K rolled gold plate, steel backed. Black dial has raised gilt markers, sweep second hand and dome crystal Gold-filled expansion band accented with black Best of all, the dust protected, shock resistant movement is GUARANTEED FOR LIFE
C429L3993 ..... **$110.00**

**Guaranteed waterproof as long as case, crown and crystal are intact

Retail prices include federal excise tax. Prices are subject to change without notice.

ALL MOVEMENT PARTS

Guaranteed for Life*

NEVER TO BREAK

CLINTON

(P) "BLACK TREASURE" WATER PROOF 21 JEWEL watch has yellow gold plate case, stainless back. Legible gold markers and sweep second hand on striking black dial. Gold-filled expansion band overlays patent leather with gold banding. Shock resistant, dust protected movement GUARANTEED FOR LIFE.

C430L2555 ..... **$75.00**

As above, Chrome top case.
C431L2453 ..... **$71.50**

(Q) "ESQUIRE" AUTOMATIC, accurate to the split second, never needs winding! Eye-catching styling to the square case of 10K rolled gold plate, steel backed. Raised gilt markers and sweep second hand under dome crystal. 21 JEWEL dust protected movement is shock resistant and GUARANTEED FOR LIFE.

C432L3970 ..... **$110.00**

As above, 17 JEWELS.
C433L3345 ..... **$89.50**

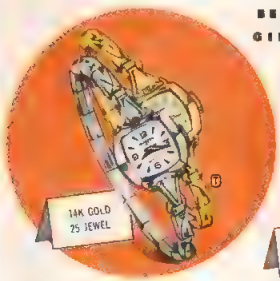
(R) TWO STARRY DIAMONDS shine to light up all the delicate beauty of this 21 JEWEL timepiece. Faceted cushion-shape case in 10K rolled gold plate provides the perfect setting for glowing diamonds. Dial with raised markers, dome crystal. Faceted gold filled expansion bracelet. Movement is shock resistant, GUARANTEED FOR LIFE.

C434L2655 (WHITE) **$79.50**
C435L2655 (YELLOW) **$79.50**

(S) SIX SUPERB DIAMONDS blaze in a case of 10K white rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond-cut expansion bracelet carries out the theme. Raised figures and crystal on the easily read dial. Case with stainless back. Fine 21 JEWEL shock resistant movement is dust protected and GUARANTEED FOR LIFE.

C436L3840 ..... **$105.00**

BEAUTIFULLY GIFT-BOXED

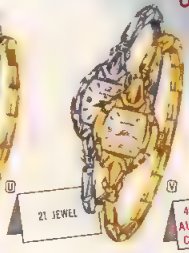


(T) "CARLOTTA" . . . in 14K SOLID GOLD with 25 JEWEL movement. The artfully curved case gleaming with all the warmth of true gold . . . the gold-filled expansion bracelet . . . they combine to create a fine jeweler's piece . . . an heirloom watch that maintains its beauty through the years. And the heart of this superlative watch, Clinton's 25 JEWEL shock resistant movement is dust protected and GUARANTEED FOR LIFE.

C438L2890 (WHITE) **$85.00**
C439L2890 (YELLOW) **$85.00**

(U) "FANTASIE", a chic design modern as tomorrow to delight her with its originality and dependability. Unique case in 10K rolled gold plate is steel backed. Fascinating black dial has raised gilt figures, raised crystal. Expansion band is inset in black for harmonizing effect. 21 JEWEL movement dust protected, shock resistant and GUARANTEED FOR LIFE. A watch that goes from office to opera.

C440L2499 (YELLOW) **$71.50**
C442L2499 (WHITE) **$71.50**



(V) "GRANADA" . . . destined to be a favorite with fashion-conscious women. The tonneau-shape case of 10K rolled gold plate is backed with stainless steel. Easily legible gilt figures under the dome crystal. Slender graceful gold filled bracelet. For years of perfect timekeeping, the 21 JEWEL movement . . . dust protected, shock resistant and GUARANTEED FOR LIFE. A sure-to-be-loved gift.

C444L2255 (YELLOW) **$67.50**
C445L2255 (WHITE) **$67.50**

49 JEWELS

(W) "MASTERPIECE" 49 JEWEL, AUTOMATIC, WATER RESISTANT . . . CALENDAR . . . every feature master watchmakers can design! Faceted case of Yellow gold plate has steel back. Radium dial with raised markers, sweep hand, raised crystal. Gold filled expansion band is inset with leather. Finest of all movements is self-winding, dust protected and shock resistant; GUARANTEED FOR LIFE.

C446L4750 ..... **$165.00**

As above, Chrome top case.
C447L4750 ..... **$165.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated 7/8 actual size

ALL MOVEMENT PARTS

GUARANTEED FOR LIFE*

NEVER TO BREAK

CLINTON

(AA) "MONROE" . . dynamic design with sweeping lines 17 JEWEL shock resistant dust protected movement is GUARANTEED FOR LIFE Chrome case stainless steel backed. Sweep second hand Unique steel expansion band inset with leather.
C448L1695 $52.50

(BB) "NEVADA" . Squared 10K Yellow rolled gold plate case, steel-backed. Dome crystal, raised gilt figures, sweep second hand. Gold-filled expansion band inset with leather 17 JEWEL shock resistant movement dust protected, GUARANTEED FOR LIFE.
C450L2445 . . . $71.50

(CC) "DIPLOMAT" — WATERPROOF**, shockprotected 17-jewel movement in yellow goldplate case with steel back. Black dial, raised gold markers, radium dots, sweep hand. Inset expansion band.
C453L2250 . . . $67.50
With chrome case, steel band.
C453L2150 . . . $65.00

(DD) "DIANA" . . . 14K YELLOW SOLID GOLD . . . ideal for nurse, career woman Minute track, sweep second hand. Narrow gold-filled expansion band flatters the wrist. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.
C454L3430 . . . $92.00
10K Rolled Gold Plate, steel back.
C455L2595 . . . $75.00

(EE, "NURSES' WATER-RESISTANT WATCH" never fails in a crisis! Radium dial with all-important sweep second hand, unbreakable crystal. Simple yellow case stainless steel-backed blends with gold-filled expansion band. 17 JEWEL movement GUARANTEED FOR LIFE
C456L2295 . . . $67.50
Same as above, Black dial.
C457L2295 . . . $67.50

(FF) "DAY AND DATE CALENDAR WATCH" for fast-moving executives! Automatic and Waterproof, this self-winding wrist secretary gives perfect performance under all conditions. Yellow gold plate case has rugged steel back! Classic gold-filled expansion band crafted for comfort combination of genuine leather. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE He'll thank you for this 365 times a year.
C458L4350 $125.00

(GG) "TIME PACER WRIST ALARM" keeps you punctual for appointments! Water Resistant, this excellent watch is crafted to meet exacting Clinton standards. 17 JEWEL dust protected movement is shock resistant, GUARANTEED FOR LIFE. Gold plate case with stainless steel back . . . gold-filled expansion band accented with leather Dial has elevated figures, sweep hand.
C460L3895 $105.00
As above, chrome case, stainless steel inset band
C461L3480 . . . $92.00

(HH) "SEA OR SKI" . . WATER PROOF wonder of a watch at home on snowy slopes or deep blue sea . . . designed for the outdoor man. All stainless steel case with all steel expansion band . . . a rugged combination. Dial features sweep second hand, radium markers and hands, unbreakable curved crystal. For absolute accuracy, the dust protected shock resistant 17 JEWEL movement , it's GUARANTEED FOR LIFE Another Clinton precision watch
C462L2295 $67.50

(JJ) "TRANSPORTATION POCKET WATCH" America's long-time favorite is respected for its unvarying accuracy . . . makes a splendid gift for any time-conscious man of traditional tastes A railroad-type watch, this heavy duty chrome timepiece has highly legible black numerals. Dust protected 17 JEWEL shock resistant movement by Clinton is GUARANTEED FOR LIFE. For the farmer, mechanic or railroad man . . . sure to be enjoyed.
C464L1995 $59.75

**Guaranteed waterproof as long as case, crown and crystal are intact

Retail prices include federal excise tax Prices are subject to change without notice

CLINTON

A Timepiece to Treasure

A ▶ TEN BRILLIANT DIAMONDS radiantly set in an inimitable white 10K Rolled Gold-plate top filigree case reflects elegant fashion in all its glory! This precious timepiece requires little care because of its sturdy stainless-back and functional dome crystal. Notice the distinctive elevated combination dial and dramatic new diamond-cut matching Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J427X5968 .....$170.00

B ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14K white SOLID GOLD case. A diamond-appointed timepiece she'll treasure and wear with great pride for decades. A shapely dome crystal arches over fashionable clear dial. Irresistible Gold-filled expansion bracelet circles her wrist with flattery. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J428X4949 .....$140.00

C ▶ SIX SELECT DIAMONDS in an exotic white 14K SOLID GOLD timepiece she'll cherish for life! Fascinating diamond design is incorporated in lovely harmonizing Gold-filled expansion band. Raised numerals on distinctive stark white dial are crowned with dome crystal. So smart and graceful! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J429X5988 .....$170.00

D ▶ 36 BRILLIANT DIAMONDS that would dazzle a queen! 14K white SOLID GOLD case and endpieces are paved with glittering diamonds. Regal new display of fine watchmaking would proudly be owned by Europe's Royal Families. Diamond cut Gold filled expansion bracelet is majestic, inspiring, enduring! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J430D15288 .....$440.00

E ▶ 25 JEWEL AUTOMATIC self-winding WATERPROOF** watch! Rounded 14K Gold top case, stainless back, gilt figures, sweep hand, raised crystal. Gold-filled and leather expansion band! Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J431X5566 ....$160.00

YELLOW Gold plate.

2J432X3675 ....$105.00

F ▶ "MUSKETEER" is a dashing AUTOMATIC watch in yellow 14K SOLID GOLD boldly executed! Rugged wearing features of self-winding watch include rock crystal, combination dial, sweep hand, Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J433X6742 ..... $195.00

As above, with Gold-filled case

2J434X4523 ..... $130.00

G ▶ "HIDDEN TREASURE" describes this AUTOMATIC, WATERPROOF** watch! Mirror-lapped all stainless steel case has hidden crown. Self winding, sweep hand, curved crystal and all-stainless steel expansion band Dustprotected 21 JEWEL shock resistant movement. GUARANTEED FOR LIFE.*

2J435X3895 ....$110.00

In Rolled Gold-plate; steel-back.

2J436X3798 .....$105.00

H ▶ "THE MARINER" is a 21 JEWEL CALENDAR watch! This WATER-RESISTANT timepiece is SELF-WINDING with the motion of your wrist! Yellow Gold-plated case is stainless backed Dial has calendar window and date changes automatically. Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J437X3675 . . . . . $105.00

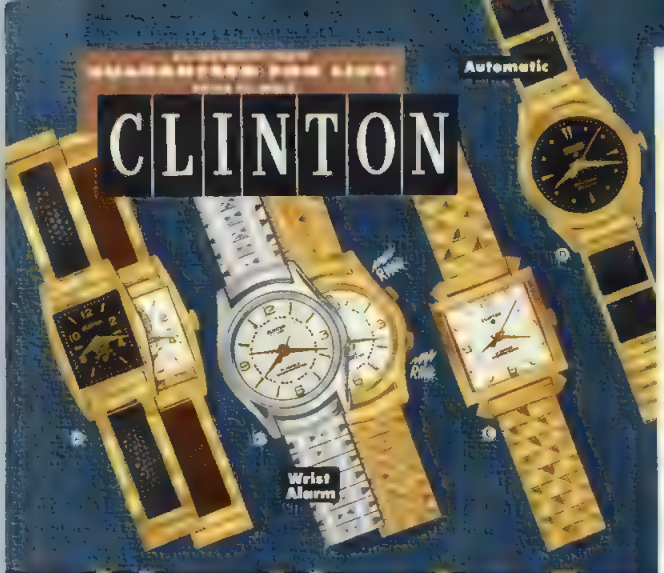
J ▶ "JET" is AUTOMATIC and WATER RESISTANT! Black dial. Gold-plated case, steel back, sweep hand, raised crystal! Self winding watch has Gold-filled expansion band and patent leather! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J438X3895 .....$110.00

With CHROME top case, stainless band, leather inset.

2J439X3895 .....$110.00

**The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ⅞ actual size*



Mainspring Guaranteed Never to Break. *Dust Protected*

A ▶ "JET FLIGHT" has gilt figures on black dial! Fashioned in 10K Rolled Gold-plate case has stainless back and heavy crystal. Gold-filled expansion band has leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J440X2644 .....**$75.00**
WHITE DIAL, brown leather insets.
2J441X2644 .....**$75.00**

B ▶ "TIME PACER" WATER-RESISTANT WRIST ALARM reminds you of any appointment! You'll like the chrome case, stainless back, sweep hand, elevated figures and all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J442X3798 .....**$105.00**
Same, in Gold plate steel back case
2J443X3895 .....**$110.00**

C ▶ EAGERLY AWAITED is this 14 K yellow SOLID GOLD watch! Gold-filled expansion band matches case Features include sweep hand, modern dial, rock crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J444X5478 .....**$160.00**
Same as above, with Gold-filled case.
2J445X3455 .....**$100.00**

D ▶ "BLACK EBONY" AUTOMATIC WATER-RESISTANT watch! Black dial, sweep hand, yellow Gold-plate case, steel back. Patent insets in Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J446X3479 . . . . **$100.00**

E ▶ SOLID GOLD AND DIAMONDS will surely capture her fancy! TWO RADIANT DIAMONDS are imaginatively set in a 14K SOLID GOLD case that features a raised-figure white dial, dome crystal and matching Gold-filled expansion band Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J447X4454 (YELLOW SOLID GOLD) **$130.00**
2J448X4454 (WHITE SOLID GOLD). **$130.00**

F ▶ "CARLOTTA" in precious 14K SOLID GOLD distinguishes this elegant watch. Fashionable case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist Truly an heirloom time piece that maintains beauty as years pass on Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J449X3067 (YELLOW SOLID GOLD) . .**$87.50**
2J450X3067 (WHITE SOLID GOLD) . .**$87.50**

G ▶ FOUR DAZZLING DIAMONDS in a sculptured watch of 10K yellow Rolled Gold plate Delicate end-pieces set off the precious jewels. Stainless-back case has dome crystal. Gold-filled expansion bracelet! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J451X3964 . . . . . **$110.00**
As above, in WHITE Rolled Gold-plate case.
2J452X3964 .....**$110.00**

H ▶ "BRACELET WATCH" will impress her with its design. Square shaped case is perfect for raised gilt figures and crystal. Stainless-steel back for added durability. Bracelet-styled expansion band adds extra touch! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J453X2783 .....**$79.50**

J ▶ "THE THIN MAN" is the thinnest watch you've ever seen! And what's even more important . . . this extra-thin watch is WATERPROOF**, too! Styling perfected in a yellow Gold plated case with stainless-back, handsome dial, curved crystal, sweep hand and Gold-filled expansion band. You'll rate "ace-high" when you present him with this watch! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
2J454X2989 . . . . . **$85.00**

**Guaranteed waterproof as long as case, crown and crystal are intact

Retail prices include federal excise tax. Prices are subject to change without notice

CLINTON

K ▶"SEA OR SKI" WATER PROOF** watch has all STAINLESS STEEL case. Dial features sweep hand, radium markers-and-hands, unbreakable curved crystal. All-stainless expansion band has leather inserts! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J455X2308 ..... **$65.00**
YELLOW Gold-plate case, stainless-back. Gold-filled expansion band.
2J456X2504 ..... **$71.50**

L ▶"BLACKSTONE" is a WATER-RESISTANT watch with jet dial and patent leather-accented steel expansion band. Chrome-top timepiece has sweep hand, sculptured markers and stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J457X2435 ..... **$71.50**

M ▶"IMPERIAL 21" has dignity which keynotes yellow Gold-plate case. Stainless-back, sweep hand and rock crystal. Gold-filled expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J458X2562 ..... **$82.50**

Q ▶"BLACK TREASURE" 21 JEWEL WATERPROOF** has black dial, Gold markers, yellow Gold-plate case, stainless-back, sweep hand. Patent leather overlaid in Gold on Gold filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J459X2989 ..... **$85.00**
With Chrome case, stainless band.
2J460X2852 ..... **$82.50**

V ▶"MEN ON THE GO" prefer this railroad-type pocket watch! Heavy duty white chrome timepiece has highly legible black markers. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J465X1994 ..**Ret. $59.75**

Gift Boxed

"Shock resistant" balance staff for added protection.

P ▶"GLOBE TROTTER" all steel AUTOMATIC, SELF-WINDING, WATER-RESISTANT watch will take the ruggedness of travel and still be the fashion of the hour. This important timepiece is designed in a handsome round case with raised crystal that enhances visibility of a radium dial. Added features are precision sweep second hand and superb all-steel case. Contemporary sculptured steel expansion band completes this striking watch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

2J461X3063 ..... **$92.00**

R ▶"BLACK GEM" is our luxurious AUTOMATIC self-winding watch in a yellow 10K Rolled Gold-plate case! Black elegance prevails in raised dial and in gleaming leather inserts of the Gold-filled expansion band. Dome-shaped crystal, stainless-steel back and sweep hand are precision made. Here, at last, is a watch designed to please HIM for life! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

2J462X3798 ..... **$105.00**

S ▶"EXCLUSIVE" DAY AND DATE CALENDAR watch for today's busy executive is AUTOMATIC, SELF WINDING and WATER-PROOF!** Yellow Gold-plate case fashioned with a sturdy stainless-back, sweep second hand and Gold-filled expansion band. This timepiece is being acclaimed for its manly design and tailored appearance. An important watch! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J463X4243 ..... **$125.00**

T ▶PEOPLE ARE TALKING about the expensive appearance of this AUTOMATIC, SELF WINDING yellow 10K Rolled Gold plate timepiece. Distinguished square-shaped watch is characterized by rock crystal, precision sweep-second hand, elevated combination dial, stainless back, Gold-filled expansion band. This watch leads the field for dependability and master-craftsmanship. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J464X3479 ..... **$100.00**

**The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ⅞ actual size.*

ALL MOVEMENT PARTS
*Guaranteed for Life**
Never To Break

CLINTON

A Timepiece to Treasure

Triple Selected Diamonds.

A ▶ "ACTION PACER" is our tiny WATERPROOF** watch fashioned in a yellow Gold-plate case. The pride of nurses, sportswomen and careerists! Particular features include sweep second hand, curved unbreakable crystal, radium-detailed dial, stainless backing and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

2J466X2715 . . . . . **$75.00**

B ▶ NURSES AND HOMEMAKERS depend on our WATER-RESISTANT, AUTOMATIC self-winding watch! Yellow Gold plate case, sweep hand, stainless back, radium dial, curved crystal Gold filled expansion band has brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J467X3827 . . . . . **$105.00**
Chrome top case; stainless band
2J468X3616 . . . . . **$100.00**

C ▶ "FLORENCE NIGHTINGALE" styled for Nurses or Homemakers in 14 K yellow SOLID GOLD. Minute track and sweep hand assure perfect timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J469X3337 . . . . . **$95.00**
In 10 K Rolled Gold-plate; steel back.
2J470X2783 . . . . . **$79.50**

The Ultimate in Design and Artistry.

D ▶ "SUZANNE" is a shapely design in a yellow 10 K Rolled Gold-plate, stainless-back case. This watch has raised figure dial, dome crystal and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

2J471X2367 . . . . . **$67.50**

E ▶ "PRISCILLA" is a new timepiece with easy-to-read dial, 10K yellow Gold plate case, stainless back and Gold-filled expansion bracelet is styled with leather insets Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

2J472X2367 . . . . . **$67.50**

F ▶ "FAIR LADY" is what we call our new 14 K SOLID GOLD watch . . . especially designed for lovely ladies! As pleasing as a picture because of its beautiful dome crystal, combination dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

2J473X2989 (YELLOW SOLID GOLD) **$85.00**
2J474X2989 (WHITE SOLID GOLD). **$85.00**

H ▶ "PETITE NOIRE" is a yellow 10K Rolled Gold-plate timepiece! Jet dial has gilt numerals; black insets in Gold-filled expansion band; stainless back. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE *

2J475X2573 . . . . . **$75.00**

Mainspring Guaranteed Never to Break.

J ▶ TWO BRILLIANT DIAMONDS in an unusual watch designed to enthrall her with its shimmering beauty. Filigree case created in white 10 K Rolled Gold-plate. Notice the harmonizing Gold-filled diamond-cut expansion bracelet. Case has dial of classic simplicity, stainless back and dome crystal Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *

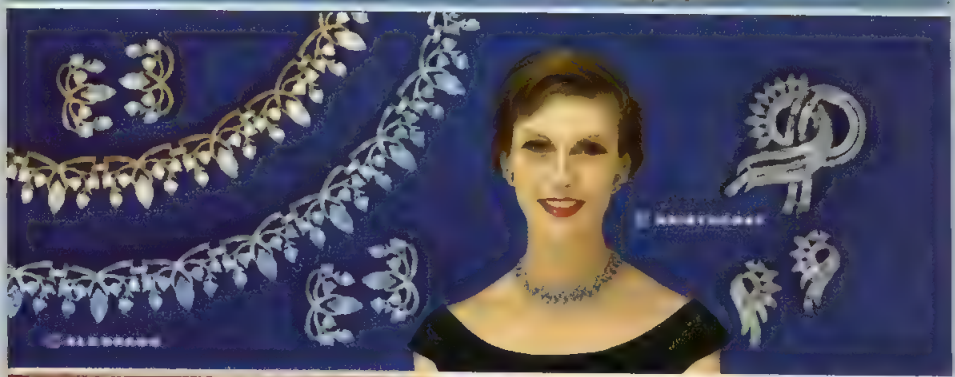
2J476X2920 . . . . . **$85.00**

K ▶ "MISS DU BARRY"—Our 'Best Buy' 21 JEWEL beauty. 14 K yellow SOLID GOLD case is distinguished by simplicity of design, dome-crystal, chic Gold-filled hand. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE *

2J477X3063 . . . . . **$87.50**
With YELLOW 10 K Rolled Gold-plate top, stainless back
2J478X2435 **$71.50**

Retail prices include federal excise tax
Prices are subject to change without notice.

**Guaranteed Waterproof as long as case, crown and crystal are intact.



A SERENADE. Fresh Water Pearls in a gold finish setting of grace and beauty. Adjustable necklace, earrings.

Necklace and Earrings . . .

4M206X975	2-Pc. Set	List **$19.50**
4M207X725	Necklace	List **$14.50**
4M208X450	Bracelet	List **$9.00**
4M209X250	Earrings	List **$5.00**

B EMPIRE. A captivating combination of simulated ruby stones in a gold finish Couturier jewelry certain to complement any costume.

Necklace and Earrings . .

4M210X2100	2-Pc. Set	List **$42.00**
4M211X1500	Necklace	List **$30.00**
4M212X900	Bracelet	List **$18.00**
4M213X600	Earrings	List **$12.00**

C ELDORADO. Stunning—distinctively different . . . graceful movement of this design will enhance any costume. Adjustable necklace, matching earrings. *Specify choice* **(a) gold finish with rhinestones,** or **(b) ice blue with silver finish.**

4M214X975a	2-Pc. Set	List **$19.50**
4M215X725a	Necklace	List **$14.50**
4M216X250a	Earrings	List **$5.00**
4M217X975b	2-Pc. Set	List **$19.50**
4M218X725b	Necklace	List **$14.50**
4M219X250b	Earrings..	List **$5.00**

D ARISTOCRAT. For a lovely lady . . . the glittering perfection of diamond-like rhinestones executed in a breath-takingly beautiful pin and earrings . . . dramatically elegant.

4M220X725	Pin only	List **$14.50**
4M221X450	Earrings	List **$9.00**

E REGENCY. Aristocratic jewels . . . deftly defined in slender graduated strands of blazing baguettes . . . ranked with gleaming gold finish . . yours for luxurious elegance. Adjustable caressing necklace and comfortable clip earrings form this desirable ensemble.

4M222X1800	2 Pc Set	List **$36.00**
4M223X1350	Necklace	List **$27.00**
4M224X450	Earrings	List **$9.00**

All necklaces adjust for faultless fit . . . Earrings have gentle clip-ease mountings . . . Clasps on pins have safety closure . . . Beautiful gift boxes for all jewelry . . . Illustrations are 2/3 actual size . . . Federal Excise Tax of 10% not included

A ROMANCE. Exquisite beauty . . . lovingly conceived with dainty Ice Blue flowers rhythmically blooming on slender silver-toned stems . . . for that loveliest, dewy-fresh look.

4M242X725 2-Pc. Set. . . . . List **$14.50**
4M243X450 Necklace only. . . . . List **$9.00**
4M244X275 Earrings only. . . . . List **$5.50**

B ELITE. Fashion flavor on a tailored note . intriguing . . . chic inspiration with any outfit. Trim adjustable necklace and matching clip ease earrings Gold finish only

4M245X550 2 Pc. Set . . . . List **$11.00**
4M246X250 Bracelet only List **$5.00**

C YOUNG ROMANCE. You'll set her young heart dancing with joy when you give her this adorable set . . . necklace and bracelet to match mother's or sister's. Please the "little miss" make her feel that she is growing up . . . her own precious possession. Ice Blue only.

4M247X225 2-Pc. Set. . . . . List **$4.50**

D COQUETTE. Four tiers of flashing, tiny rhinestones encircle this comfortable expansion bracelet. Choice of Ice Blue or White rhinestones—*please specify* when ordering.

4M248X225 White Rhinestone. . . . List **$4.50**
4M249X225 Ice Blue. . . . . List **$4.50**

E CHERUB. Glamour for the teenager and her younger sister. Beautiful sets for their very own! *Specify choice* of **Pink** or **Light Blue**

4M250X475 2-Pc Set, Pink . . . . . List **$9.50**
4M251X475 2-Pc. Set, Light Blue. . List **$9.50**

F MUSICALE Music box plays a merry tune at the touch of a button. Polished gold finish.

4M252X750 Bracelet. . . . . List **$15.00**

G BLOSSOM. Delicate leaves bloom in a symmetrical band of gleaming beauty. Adjustable. Necklace and earrings come in a gold finish only.

4M253X550 2-Pc Set. . . . . List **$11.00**
4M254X250 Bracelet only. . . . . List **$5.00**

Adjustable necklaces for a perfect fit . . . Safety clasp on all pins . . . Earrings have comfortable clip-ease mounting . . . All jewelry beautifully gift boxed . . . Illustrations are 2/3 actual size . . . Federal Excise Tax of 10% not included.

A JUBILEE. Distinctively designed for fashion fancies and moods . . . contributes a stunning accent to her dress ensembles.

4M225X300	Pin only	List **$6.00**
4M226X250	Earrings	List **$5.00**

B ENCHANTMENT. To capture her heart and to set her aglow . . . an eloquent array of shades to match or contrast *Specify choice.*

(a) Pink with gold finish.
(b) Fire red with gold finish.
(c) Light blue with silver finish.
(d) Gunmetal with silver finish.

Necklace and Earrings . . .

4M227X675	2-Pc. Set. .	List **$13.50**
4M228X375	Necklace. . .	List **$7 50**
4M229X350	Bracelet . .	List **$7.00**
4M230X300	Earrings . .	List **$6.00**

C ASCOT. The crowning achievement of simple elegance to highlight after-five fashions. Fiery rhinestones artfully encrusted on an adjustable necklace and on earrings of rare beauty.

4M231X950	2-Pc Set	List **$19.00**
4M232X600	Necklace	List **$12.00**
4M233X350	Earrings	List **$7.00**

D MONACO. Glamorous jewelry with fascinating flavor! Large lustrous simulated pearls give illusion of resting in mid-air . . . encircled by shimmering swirls of glowing gold finish metal and starlit rhinestones. Inter-matched pieces.

Necklace and Earrings . . .

4M234X725	2 Pc Set	List **$14.50**
4M235X450	Necklace	List **$9.00**
4M236X275	Earrings . . .	List **$5.50**
4M237X450	Bracelet .	List **$9.00**

E GOLDEN GLOW. Lustrous, luminous beauty of Aurora Borealis is captured in this aristocrat of jewels! All pieces inter-matched

Necklace and Earrings .

4M238X1275	2-Pc Set	List **$25.50**
4M239X900	Necklace	List **$18.00**
4M240X675	Bracelet	List **$13.50**
4M241X375	Earrings	List **$7.50**

All necklaces are adjustable for a perfect, easy fit . . . All earrings have comfortable clip-ease mountings . . . Federal Excise Tax of 10% not included

A EMPRESS. Exciting elegance in starlit rhinestones . . . delicately wound and culminating in a full-blown pendant . . . precious for her regal self. Matching shimmering earrings for her important moments.

4M191X825 2-Pc. Set . . . . List **$16.50**
4M192X550 Necklace only List **$11.00**
4M193X275 Earrings only List **$5.50**

B STARLITE. The "plus" piece that completes and complements her dressier outfits . . . charmingly fashionable for wristline importance. Safety clasp.

4M194X750 Bracelet only . . . . . List **$15.00**

C GOLDEN LEAF. Soft glow of satin gold finish is beautifully accented with **genuine cultured pearls** . . . sophisticated adornment.

4M195X450 Pin only List **$9.00**
4M196X340 Earrings only . . . . List **$6.80**

D MARDI GRAS. Frosted pseudo gem-stones in delicate pastel tones. Paris inspired, bringing a delightful continental fashion flavor. Adjustable necklace and matching earrings. Multi-color stones in silver finish setting.

4M197X950 2-Pc. Set . . . . List **$19.00**
4M198X600 Necklace only List **$12.00**
4M199X350 Earrings only . . . List **$7.00**

E SILVER WHEAT. Sparkling sprays of diamond-like rhinestones in a beautiful wheat design . . exclusively keyed to fashion.

4M200X675 Pin only . List **$13.50**
4M201X600 Earrings only List **$12.00**

F CORONATION. Breathtaking jewelry created by our most talented designers. Continental in flavor but perfectly suited to all tastes. Adjustable necklace, matching earrings and bracelet.

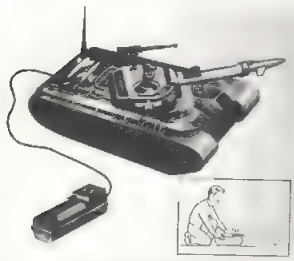
Necklace and Earrings . . .

4M202X2030 2-Pc. Set List **$41.00**
4M203X1500 Necklace only List **$30.00**
4M204X1050 Bracelet only List **$21.00**
4M205X550 Earrings only . . . . . List **$11.00**

Adjustable necklaces for a perfect fit . . . Safety clasp on all pins . . . Earrings have comfortable clip-ease mounting . . . All jewelry beautifully gift-boxed . . . Illustrations are 2/3 actual size . . . Federal Excise Tax of 10% not included.

REMOTE CONTROL TOYS

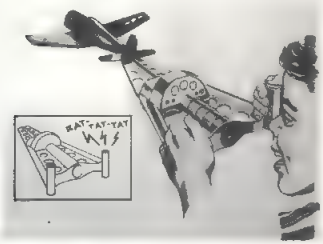
GENERAL MOLDS & PLASTICS



Remote Control Shooting Tank

Big rugged plastic tank, 8½ x 4¾ x 4 inches, powered by an electric motor. Forward and reverse. Revolving turret with machine gun and trigger operated missile firing cannon. Uses standard flashlight cells (not included).

No.	List Each	Packed	L.P.L.	P.L.
M43-035	$2.98	12 each, 22 lbs.	02X00	01X80



Run-A-Bout Fighter Plane

Electric motor powered, almost 2 feet overall. Control stick has left and right control buttons to spin the safe propeller or fire "clack-clack" machine gun bursts. Free control of loops, turns, banks. Uses 2 standard flashlight cells, not included.

No.	List Each	Packed	L.P.L.	P.L.
M43-152	$2.98	6 each, 10 lbs.	02X00	01X80

CRAGSTAN

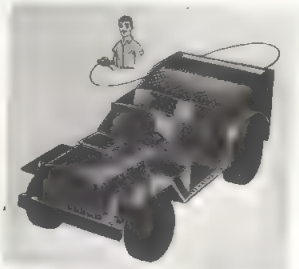
Trigger Airliner

Beautifully detailed 9¼ inch scale model of a DC-7C plane. By squeezing the trigger beneath the plane the 4 propellers rotate, simulating actual flight. Boxed.

No.	List Each	L.P.L.	P.L.
M43-10544	$1.00	00X67	00X60

Packed 12 each, 6 lbs.

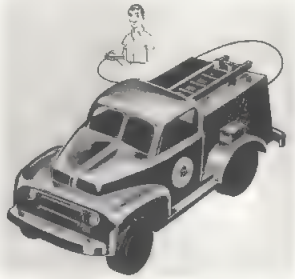
GENERAL MOLDS & PLASTICS



Remote Control Gee-I-Jeep

6¼ x 2¾ x 3 inches, in unbreakable polyethylene. Forward and reverse. Real electric motor runs on 2 standard flashlight batteries (not included). Poly bagged.

No.	List Each	Packed	L.P.L.	P.L.
M43-81	$1.00	48 each, 35 lbs.	00X67	00X60



Remote Control Telephone Truck

Real electric motor. Polyethylene, 7½ x 3 x 3½ inches. Removable ladder. Uses 2 standard flashlight cells (not included). Poly bag.

No.	List Each	Packed	L.P.L.	P.L.
M43-119	$1.00	48 each, 35 lbs.	00X67	00X60

CRAGSTAN

Remote Control DC-7 Airliner

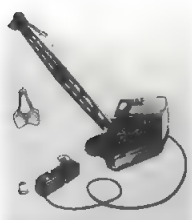
Battery operated. Big scale model plane has 19 inch wing span, 15 inch fuselage. Can be steered left and right. Propellers rotate while plane is in motion. Wing tiplights light up. In a box.

No.	List Each	L.P.L.	P.L.
M43-50502	$4.98	03X34	03X00

Packed 12 each, 21 lbs.

IMPORTED TOYS

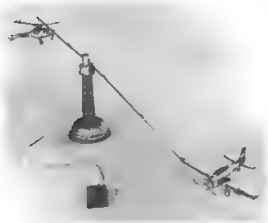
CRAGSTAN



Remote Control Magnetic Crane
Battery operated, 4-button control box to make crane go forward, reverse, left or right. Cab turns left or right. Realistic bucket action. Each in a box.

No.	List Each	L.P.L.	P.L.
M44-784	$6.98	04X67	04X20

Packed 12 each, 35 lbs.



Remote Control Plane & Tower
Operated by 3 'D' batteries, plane can be made to take off, fly and land by varying the propeller speed. Aluminum plane. 10¾ inch tower with red beacon light. In a box.

No.	List Each	L.P.L.	P.L.
M44-783	$5.98	04X00	03X60

Packed 12 each, 35 lbs.

Remote Control Army Stunt Plane
Operates with a 'D' battery. The prop actually drives the plane. 15 inch control bar permits operator to take off, land, loop and dive the plane. Authentic plastic plane. Demonstrator included in each pack lot of 12 planes.

No.	List Each	L.P.L.	P.L.
M44-610	$3.98	02X67	02X40

Packed 12 each, 14 lbs.

(Illustrated at left)

CRAGSTAN

Remote Control Drummer Bear
Battery operated. Cute bear walks forward beating his drum while his eyes light up and head turns from side to side. In a box.

No.	List Each	L.P.L.	P.L.
M44-40508	$2.98	02X00	01X80

Packed 12 each, 18 lbs.

Remote Control Helicopter
Battery operated. 9¾ inch Sikorsky 'copter goes forward and reverse, blades spin, piston action visible through plastic nose.

No.	List Each	L.P.L.	P.L.
M44-699	$1.98	01X34	01X20

Packed 12 each, 8 lbs.

CRAGSTAN

Remote Control Convertible
9¼ inch Ford "steel top" goes forward or reverse, is steered automatically. Top really lowers, goes into trunk area as on real car. Operates on 2 'D' cells.

No.	List Each	L.P.L.	P.L.
M44-748	$3.98	02X67	02X40

Packed 12 each, 18 lbs.

Remote Control Searchlight Truck
Battery control unit makes the 12½ inch truck go forward, reverse, left and right. While in motion the searchlight lights and revolves. Individually boxed.

No.	List Each	L.P.L.	P.L.
M44-40509	$3.98	02X67	02X40

Packed 12 each, 18 lbs.

Remote Control DC-7C Plane
11 inch Pan Am plane goes forward and reverse, props spin. Steers automatically. Battery operated. Propellers hum.

No.	List Each	L.P.L.	P.L.
M44-667	$1.98	01X34	01X20

Packed 12 each, 9 lbs.

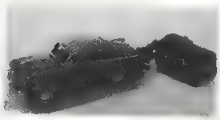
ELECTRICAL & MECHANICAL TOYS

CRAGSTAN

Remote Control Walking Mule
Operated by two 'D' batteries. 7¼ inch plush covered mule walks and balks, nods head. Each in a box.

No.	List Each	L.P.L.	P.L.
M45-661	$1.98	01X34	01X20

Packed 12 each, 9 lbs.



Remote Control Sedan
Powered by a single flashlight battery the 6 inch auto can be made to go forward or backward.

No.	List Each	L.P.L.	P.L.
M45-10559	$1.00	00X67	00X60

Packed 12 each, 6 lbs.

Remote Control Battery Operated Jet Plane
7 inch remote control Navy Sky Rocket Jet. Forward and reverse action. 'D' battery. Boxed.

No.	List Each	L.P.L.	P.L.
M45-585	$1.00	00X67	00X60

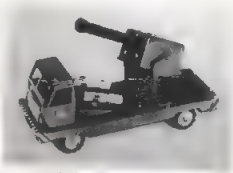
Packed 12 each, 5 lbs.

CRAGSTAN

Friction Jet Plane
9½ inch Navy jet with sparkling effect and visible spiral motor action.

No.	List Each	L.P.L.	P.L.
M45-613	$1.00	00X67	00X60

Packed 12 each, 7 lbs.



Friction Atomic Cannon
Exciting 8 inch replica of Army atomic cannon. Plunger action fires shells. Strong friction motor. In a box.

No.	List Each	L.P.L.	P.L.
M45-600	$1.00	00X67	00X60

Packed 12 each, 9 lbs.

Friction Piston Action Tractor
Realistic 6¾ inch tractor, with visible piston action. Individually boxed.

No.	List Each	L.P.L.	P.L.
M45-603	$1.00	00X67	00X60

Packed 12 each, 9 lbs.

CRAGSTAN

Mobile Color T-V Truck
8¾ inch replica of RCA-NBC truck. Goes forward and backward. While action camera man and camera on top turn round and round, and a "kiddy parade" is shown clearly and brilliantly on screen at side. Operated by two 'D' batteries.

No.	List Each	L.P.L.	P.L.
M45-723	$2.98	02X00	01X80

Packed 12 each, 21 lbs.

Battery Operated Housecleaning Bear
Run by 2 'D' batteries, 8¾ inch Mama Bear goes forward, stops, starts in a new direction, constantly turns her head. Light in the vacuum cleaner. In a box.

No.	List Each	L.P.L.	P.L.
M45-714	$2.98	02X00	01X80

Packed 12 each, 11 lbs.

OHIO ART

Satellite Patrol
Squeeze the rubber bulb and the flying saucer and rocket ship spin around the 5 inch litho'd metal globe. 16¾ inch space design base.

No.	List Each	L.P.L.	P.L.
M45-580	$2.98	02X00	01X80

Packed 6 each, 12 lbs.

IMPORTED TOYS

CRAGSTAN

Kitchen Assortment Set

A complete kitchen set in attractive pastel pink finish. Washing machine with hose, sink with cabinet beneath, cabinet with 3 action doors, stove with oven, refrigerator with removable tray, table and 4 chairs. All in a box.

No.	List Set	Packed	L.P.L.	P.L.
M46-744	$3.98	12 sets, 32 lbs.	02X67	02X40

CRAGSTAN

Battery Operated Washer-Dryer Combination

7½ inches long, 5½ inches high. Really works. Washer rotates, dryer spins. Rubber hoses attached to drain water. Two 'D' batteries run the machine. In a box.

No.	List Each	L.P.L.	P.L.
M46-739	$2.98	02X00	01X80

Packed 12 each, 17 lbs.

LANGFELDER, HOMMA & CARROLL

Electric Washer

6 x 4¼ x 4 inches. Modern pink porcelain style. Realistic washing action. Pilot light. Battery operated. In a box.

No.	List Each	L.P.L.	P.L.
M46-263	$1.98	01X34	01X20

Packed 12 each

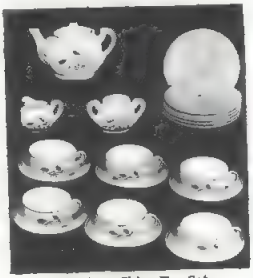
Matching Electric Dryer

Same size and finish. Spins doll clothes dry. Pilot light. Battery operated. Box.

No.	List Each	L.P.L.	P.L.
M46-267	$1.98	01X34	01X20

Packed 12 each

LANGFELDER, HOMMA & CARROLL

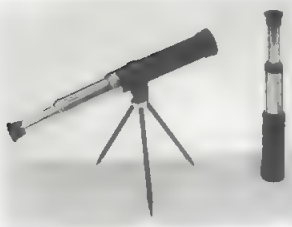


23 Piece China Tea Set

Service for six. Real china with gold decoration. 6 each of plates, cups and saucers. Teapot, sugar and creamer. Nicely boxed.

No.	List Each	L.P.L.	P.L.
M46-161	$1.98	01X34	01X20

Packed 6 each



LANGFELDER, HOMMA & CARROLL

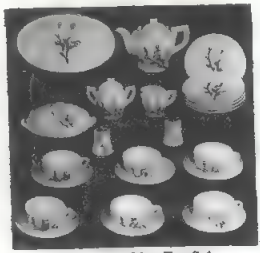
17 Inch Telescope with Tripod

5-power, 3-step telescope with detachable folding tripod. Clear, sharp image for young star gazers. In a box.

No.	List Each	L.P.L.	P.L.
M46-224	$3.98	02X67	02X40

Packed 6 each

(Illustrated at left)



28 Piece China Tea Set

Real china, just like mother's finest. Pink pussy willow decoration, enhanced by gold trim. Service for six; with teapot, sugar, creamer, casserole, salt and peppers. In partitioned box.

No.	List Each	L.P.L.	P.L.
M46-210	$2.98	02X00	01X80

Packed 6 each

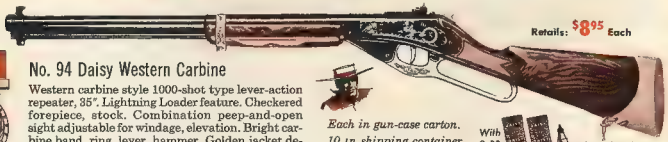
AIR RIFLES · OUTFITS · PISTOL

DAISY

NATIONALLY ADVERTISED

ANNIVERSARY
1888 – 1958

Gold Medal Series



Retails: $8.95 Each

GOLD MEDAL

No. 94 Daisy Western Carbine

Western carbine style 1000-shot type lever-action repeater, 35". Lightning Loader feature. Checkered forepiece, stock. Combination peep-and-open sight adjustable for windage, elevation. Bright carbine band, ring, lever, hammer. Golden jacket design; leather boot. Swivels for a sling. Tube gun oil.

Each in gun-case carton. 10 in shipping container. Weight: 33 lbs.

With 2 BB Packs

Plus Tube of Daisy Gun Oil

GOLD MEDAL

No. 1094 Daisy *Trail-Ridin'* Air Rifle Set

Outfit contains famous No. 94 Daisy Western Carbine (minus boot), with BBs, western canteen, genuine leather canteen "holster", leather belt. The molded pint capacity canteen won't dent, break or leak; carries on holster by snap-fastening leather straps. Tooled belt, holster. A tube of gun oil.

With 2 BB Packs, Tube of Gun Oil.

Retails: $9.95 Each

Each in a colorful display-type lined carton. 10 in a shipping container. Weight: 48 lbs.

GOLD MEDAL

SHOOTS STANDARD BB'S

No. 177
Daisy Bulls ⊙ Eye BB Target Pistol

Sensational new 150-shot repeater shoots standard Daisy Air Rifle BBs accurately at short range. A man-sized fun-and-practice pistol for all ages. Fast-loading device. Ramp-type front sight. Combination peep-and-open rear sight is adjustable. Checkered hand-fitting pistol grips. Pistol 10½". All heavy, durable steel; has "match target pistol" balance and "feel". Smokeless, noiseless—use even in apartments. The best of its kind for the money!

Retails $5 Each

Each (Pistol · 25 Nine Foot Targets—2 Tubes BBs) in wood-grained corrugated carton for display-mailing. 10 in a shipping container. Weight: 17 lbs.

DAISY MANUFACTURING COMPANY · PLYMOUTH, MICHIGAN, U.S.A.

D—125M—58AR Printed in U.S.A.

Prices subject to change without notice.

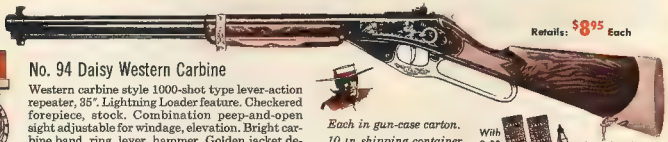
AIR RIFLES · OUTFITS · PISTOL

DAISY

NATIONALLY ADVERTISED

ANNIVERSARY
1888 – 1958

Gold Medal Series



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Plus Tube of Daisy Gun Oil

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With 2 BB Packs, Tube of Gun Oil.

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Retails $5 Each

Each (Pistol · 25 Nine Foot Targets—2 Tubes BBs) in wood-grained corrugated carton for display-mailing. 10 in a shipping container. Weight: 17 lbs.

DAISY MANUFACTURING COMPANY · PLYMOUTH, MICHIGAN, U.S.A.

D—125M—58AR Printed in U.S.A.

Prices subject to change without notice.

Retails: $7.95 Each

No. 107 Daisy Trombone Action—New!

500- shot type slide action repeater, 36". Cocks by sliding forearm straight back. Ramp-type front sight; double-notch rear. Checkered stock; grooved "non slip" forearm. Gold design on receiver. Name "Daisy" in raised metal letters on slide.

With 2 BB Packs

Available for Fall and Christmas Trade

Each in gun-case carton. 10 in shipping container. Weight: 30 lbs.

Retails: $6.95 Each

No. 75 Daisy Scout

A 500-shot type lever-action, 32" repeater with adjustable sight. Full-fashioned, checkered forearm, stock. Bright-plated trigger, forearm band, swivels, hardware. Sling is adjustable. Jacket design.

With 2 BB Packs

Each in gun-case carton. 10 in shipping container. Weight: 26 lbs.

Retails: $5.95 Each

No. 102 Daisy Cub

32 inches long—and every inch a Daisy! 500-shot type lever-action repeater with a checkered, full-fashioned stock. Bright-plated trigger. Big value.

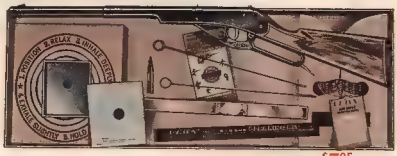
With 2 BB Packs

Each in gun-case carton. 10 in shipping container. Weight: 24 lbs.

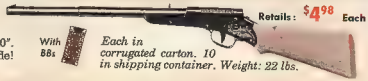
No. 1002 Daisy Air Rifle Beginner's Outfit

Set teaches proper marksmanship, gun care. Contains No. 102 gun, BBs, cleaning rod and brush rod, patches, tube of gun oil, steel bell-ringing target set into a stiff corrugated backstop plus corrugated wall rifle rack and a pad of targets.

Each in corrugated carton. 10 in a container. Weight: 53 lbs.



Retails: $7.95 Each



Retails: $4.98 Each

No. 106 Daisy Standard

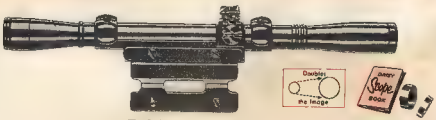
A 250-shot type break-action repeater. Full 30". Wooden stock. It's Daisy's lowest-priced air rifle!

With BBs

Each in corrugated carton. 10 in shipping container. Weight: 22 lbs.

No. 303 Daisy ®Eagle-Eye 2X Scope

A 4-lens system; 2-power magnification. Cross-hairs adjustable elevation, windage. Detachable. Adjustable universal mount. 11". Fits all Daisy BB Guns. 2 Caps, Scope Instruction Book, mounting fixtures.



Each in carton. 10 in shipping container. Weight. 7 lbs.

Retails: $4.98 Each

AMMUNITION • ACCESSORIES

NATIONALLY ADVERTISED

DAISY

ANNIVERSARY
1888 – 1958

FOR DAISY AIR RIFLES **BB SHOT** FOR DAISY BB PISTOL

No. 500 Daisy Re-Fill BB Pack

Sell the popular, famed Daisy Cellophane Pack that gives your shooters MORE BBs for their money than ANY OTHER! They're best for Daisy Air Rifles because they are made correct roundness, diameter and smoothness right in the Daisy plant.

100 in shipping case.
Weight: 11 lbs.

Retails **5¢** a Pack

No. 520 Daisy Bulls Eye BB Shot Tube

Copper-coated Daisy BBs in colorful cardboard tubes; Daisy quality!

100 in shipping case.
Weight: 20 lbs.

Retails: **10¢** Per Tube

No. 510 Daisy Bulls Eye BB Shot Tube

Copper-coated BBs in color cardboard tube. Daisy quality!

100 in shipping case.
Weight: 9 lbs.

Retails: **5¢** Per Tube

FOR DAISY AIR RIFLES **TARGETS** FOR DAISY BB PISTOL

No. 408 Official NRA 1-Bull Qualification Target

For 15' spring-type NRA award shooting.

20 pads (2000 sheets) in a shipping container.
Weight: 20 lbs.

Retails: **70¢** Per 100 Targets

No. 409 Daisy Practice 2-Bull Animal Target

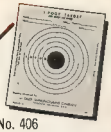
2 "animal bulls" per sheet; for air rifle use.

20 pads (2000 sheets, 4000 bulls) in a shipping case.
Weight: 20 lbs.

Retails: **70¢** Per 100 Targets

Important!

Daisys are **APPROVED** for and used in the 15 foot instruction programs of the National Rifle Association, the Boy Scouts of America, the National Education Association, thousands of summer camps, homes, BB Gun Clubs Make your store "BB Target Headquarters." Stock up now



No. 406 Daisy Air Rifle Small 1-Bull Practice Target

For 15' practice; fits steel target in set 1002.

80 pads (2000 sheets) in a shipping container.
Weight: 5 lbs.

Retails: **60¢** Per 100 Targets

No. 407 Daisy BB Pistol 9 ft. 1-Bull Target

For use with No. 177 BB Target Pistol.

80 pads (2000 sheets) in a shipping container.
Weight: 5 lbs.

Retails: **60¢** per 100 Targets

No. 304 Daisy Gun Cleaning Kit

For all Daisy Air Rifles and BB Pistol. Steel box holds gun oil, cleaning rod, brush rod, patches, "touch up" and brushes, a wax-impregnated polishing cloth. With Instructions.

Each in colorful metal self-display box. 6 in a shipping container.
Weight 5 lbs

Retails **$1.98** Each

No. 1800 Daisy Cowboy Canteen

Biggest selling canteen of its kind! Molded, pebble-finish; 6" diameter; pint capacity. Won't break, dent, leak. Nontoxic. With lock-tight cap, shoulder strap.

Each in colorful carton. 2 dozen in shipping container.
Weight: 10 lbs.

Retails **98¢** Each

No. 306 Daisy Rifle Rack

Metal rack holds any Daisy Air or Smoke Rifle. 2 "hang" rings. Natural-finish wood shelf for "parking" BBs, cleaning kit.

Each in display box. 6 in shpg. container.
Weight: 7 lbs.

Retails **$1.98** Each

DAISY MANUFACTURING COMPANY, PLYMOUTH, MICHIGAN, U.S.A.

D—125M—58-PR

PRINTED IN U. S. A.

HARVILL CORPORATION

presents

The DREADNOUGHT *Line*

of

ALL-METAL CANNONS

As indestructible as toys can be ...

ON VIEW—GRAND BALLROOM, MEZZANINE, HOTEL NEW YORKER

Permanent Showroom: **EYERLY ASSOCIATES, 1107 BROADWAY**

DREADNOUGHT

Super CANNON

Sug. Ret.
$7.95
#108 G.

Cast of metal like a real cannon!

Fires Projectiles —With or Without Caps

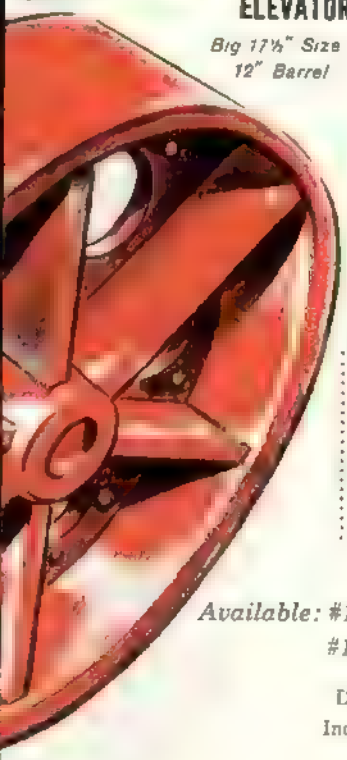
Shoots soft-nosed, rubber-tipped shells...with a real bang!

Mechanical aiming and firing action!

From HARVILL CORPORATION, one of America's leading makers of fine metal die castings, come the new Dreadnought Cannons – toys with eye and ear appeal, outstanding mechanical realism, true "service longevity". Press the fire control button and the projectile is off with a satisfying bang. Carefully engineered gears permit artillery accuracy in aiming and firing Once zeroed in, shell after shell lands smack on the target! Add Dreadnought Cannons to your list of bigger-ticket, guaranteed customer-pleasers. All metal – no breakage returns – no child disappointments! See and stock the year's most intriguing line of ordnance toys – today!

GEARED ELEVATOR

Big 17½" Size
12" Barrel



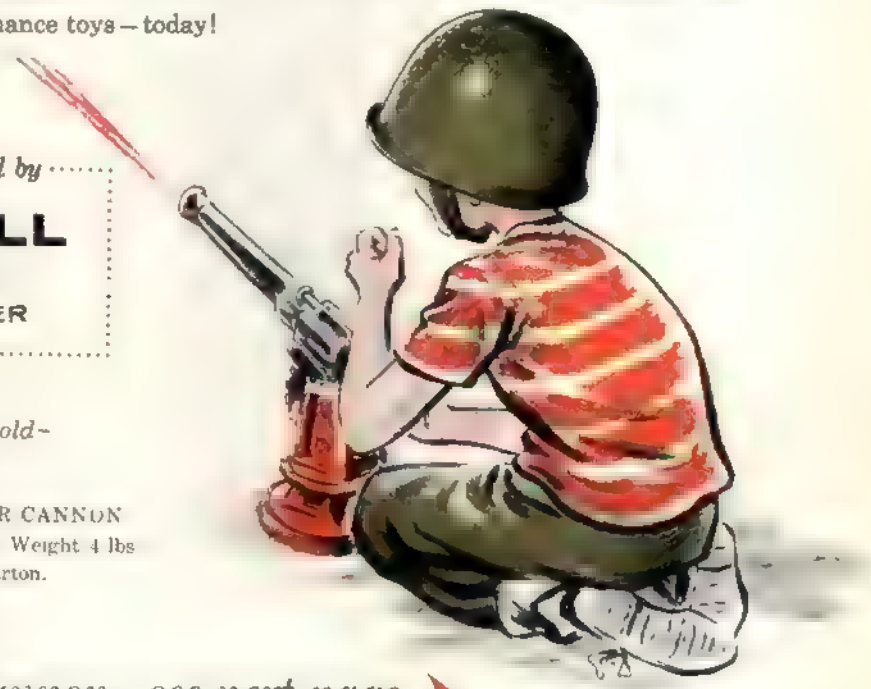
Manufactured by

HARVILL

Designed by
MATT MILLER

Available: #108 G., Orange and Gold–
#108 O. D., Olive Drab

DREADNOUGHT SUPER CANNON
Individually boxed Shipping Weight 4 lbs
Packed 6 to Master carton.



...cover the market with
Dreadnought Sky-Raider Cannon—see next page ▶

DREADNOUGHT

Sky-Raider CANNON

Sug. Ret. $6.95 #208 O.D.

Stands 15" High 12" Barrel

Rotating and Elevating Projectile Gun Fires With or Without Caps

CALIBRATED ACCURACY! Rugged stamina in metal die castings! A toy built for hard play, not mere display! With its realistic action and sound, Dreadnought Sky-Raider thrills the realism-minded "junior general", just as its ruggedness delights the adult "procurement officer" who has an eye on durability and value! Full 360° calibrated rotating base allows aiming at any sector of the sky! Elevating gear works like a real cannon ... exact degree of elevation can be read from calibrated indicator.

Available: #208 O. D., Olive Drab—
#208 B. R., Black and Red.

DREADNOUGHT SKY-RAIDER
Individually boxed. Shp. Wt. 3 lbs. Packed 6 to Master Carton

Manufactured by

HARVILL CORPORATION
6251 West Century Boulevard
Los Angeles 45, California

A. COMBINATION LAMP-ALARM CLOCK—when the alarm rings the lamp lights up! Works on ordinary flashlight batteries. Size of base, 4¾" in diameter. Height 9¾"

E120 (59FA—997) **$14.95**

B. MERRY NOTES to awaken you with a melodious cheerful Good Morning every day. 30 hour Musical Alarm. Distinctive enamel finish metal case and trim. Raised gilt figures, hour and minute indicators, luminous hands and hour dots. 4" x 3". Specify colour: White, Pink, Light Blue, Black, Green.

PW50 (59FB—1330) **$19.95**

C. BLOSSOM TIME—gay spring flowers add charm . . . for year-round contentment. Unusual beauty of lovely petite flowers, artistically colored. 30 hour Desk/Boudoir Alarm. Clear White plastic case, raised gilt figures, hour and minute luminous hands, hour dots. Size 3½" x 3".

PW46 (59FC—863) **$12.95**

D. ELG-ART LAURENTIAN—30-hour jewelled Desk Boudoir alarm clock. New superbly fashioned case. Luminous figures and hands. Size 2½" x 3". Colours: Gold, Blue, Red.

E15 (59FD—460) **$6.95**

E. ELG-ART PRIMA DONNA a musical alarm clock. The ballerina really performs a graceful dance to the beat of the music. Assorted tunes. Base of solid brass beautifully decorated. Size 6½" high.

E118 (59FE—1167) **$17.50**

F. PARADISE—truly divine. You can see it "tick off" the happy hours. 30-hour Desk/Boudoir Alarm. Clear Plastic case, raised gilt figures, hour indicators. Luminous hands, hour dots. Beautiful gay pastel colours. Specify choice: Clear-White, Rose, Light Blue, Amber. 3⅜" x 3".

PW32 (59FF—595) **$8.95**

G. SEA-DEEP—revealing "Time and Tide" in shimmering beauty. Unbelievable realism in sea-life that's fabulous. 8 day Desk/Boudoir Alarm. Clear plastic case, applied gilt hour indicators. Luminous hands, hour dots. 6¼" x 4".

PW92 (59FG—1995) **$29.95**

H. HEART-THROB brilliant rhinestones . . . with heart shapes . . . that'll express your true sentiment. Resplendent in colour. 30-hour boudoir alarm. Gilt case, raised gilt figures, hour and minute indicators. Luminous hands, hour dots. With Black taffeta envelope case. 3" x 2¾". Specify colour: Ice-Blue, Rose, Crystal.

PW42 (59FH—997) **$14.95**

J. LANTERN STYLE 400 DAY CLOCK glass front, polished brass trim. Gilt numerals and hands on white dial. Complete with wall brackets. Size 10½", 5¾" x 7¾".

903 (59FJ—2100) **$31.50**

K. ANNIVERSARY REPLICA an exact replica in miniature of the popular Anniversary Clock. A reliable 8 day movement with visible escapement. Size 3" x 2".

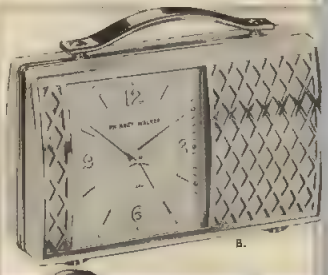
E110 (59FK—710) **$10.95**

L. ELG-ART GLORIA—coronation 8-day musical clock and jewel or cigarette-box. Musical movement operates when the jewel box is opened. Gilt finished brass, top and pillars. Size approx. 6½" high.

E119 (59FL—1634) **$24.50**

M. 400-DAY CLOCK—a new concept in style combining the traditional with the modern. Winding only once a year. Base highly polished brass with levelling wheels—platforms and pillars. Your choice of Bronze or Turquoise—Silver toned dial with polished gilt numeral strokes.

208 (59FM—1965) **$29.50**



N. SWEET 'N' LOVELY fashionable set together" of significant styling . . . exquisite colours. 30 hour Desk/Boudoir Alarm. A luxurious harmony of gilt and enamel. Distinctive hour indicators, luminous hands, hour dots. 3¾" x 2½". Specify colour: Black, Ivory, Gilt.

PW38 (59FN—710) **$10.95**

P. ELG-ART DURALARM a new double tone alarm clock. First a gentle buzz, then a loud ring. Very silent tick. Styled as modern as to morrow. Dependable one-day movement. Luminous alarm shutoff, numerals and hands. Colours: Ivory, Green, Blue, Dull Gilt. Size 3½" in diameter.

1515 (59FP—330) **$4.95**

R. MEMENTO here's a "natural" as a simple token of high esteem for him. 30 hour Desk/Boudoir alarm. Gleaming brass finish. Raised gilt figures, hour indicators. Luminous hands, hour dots. Size 3¼" x 2¼".

PW47 (59FR—530) **$7.95**

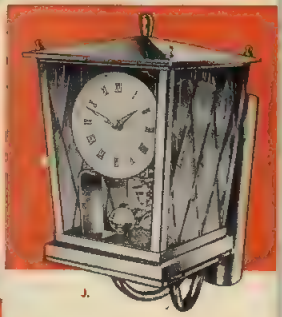
S. CUCKOO CLOCK handsome Rustic Brown or Tan shaded oak. The Cuckoo calls every hour and half hour. Size 12".

114 (59FS—950) **$14.25**

TIMEPIECES OF

G.

H.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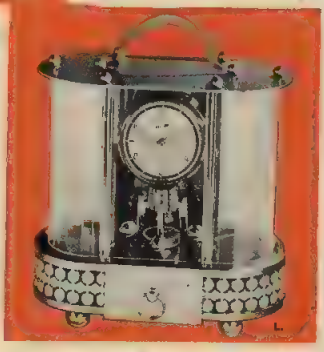
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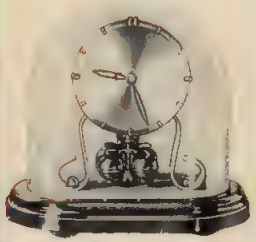
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BEAUTY FOR THE BEDROOM

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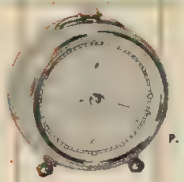
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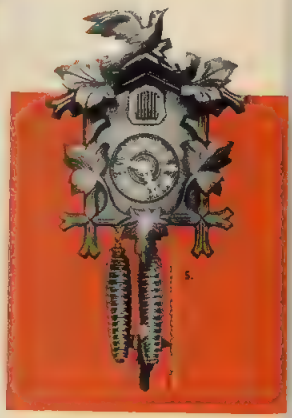
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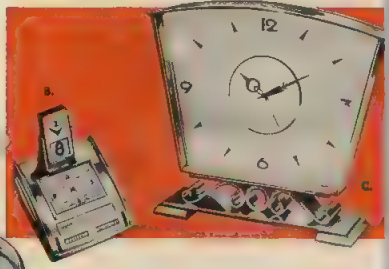


ELEGANT GIFTS OF TIME

A. CIGARETTE-CARD-BOX COMBINATION—three dimensional effect . . . Gold colour back ground with Gold colour continents on top cover, over a Black base. A never-to-be forgotten keep sake 30-hour Alarm . . . fashioned in plastic Gilt figures and hour indicators, luminous hands and hour dots. Also available in Silver colour top with raised gold colour continent outlines over Black base. Size 8" x 4½" x 1½"

PW22 **(59FA-930)** **$13.95**

B. 30-HOUR DESK/CALENDAR ALARM—conveniently shows day, date and time. Stream lined gilt case, novel flip-date unit, with day, month indicators. Raised gilt figures, indicators, luminous hands, hour dots. 4¾" x 4⅜".

PW66 **(59FB-1263)** **$18.95**

C. VISION IN TIME—an inspired creation . . . the "distinguished look" in any setting. 8-day, 7 jewel Desk/Boudoir Alarm Transparent dial combines gilt figures. "Spear-Point" hour indicators, sunburst dial motif, Luminous tipped hands hour dots. Artistic scroll base gracefully complements trim satin finished gilt case Size 10¼" x 9".

671 **(59FC-3930)** **$59.00**

D. DESK LIGHTER ALARM—30-hour alarm, excellent for office or home. Attractive gilt case with Evans lighter unit. Raised gilt figures and hour indicators with luminous hands and hour dots. Size 5" x 3½".

PW44 **(59FD-1730)** **$25.95**

E. COLONIAL CANDLE-STICK CLOCK—high-lighting a new concept in fashion . . . a classic in simplicity. 30-hour, 7 jewel Desk/Boudoir Alarm Gilt case, raised gilt figures, hour indicators, luminous hands, hour dots 3⅛" x 5 ¼".

PW45 **(59FE-1197)** **$17.95**

F. DUPLEX TWIN-DIAL—tells time front and back. Improved 8-day, 7 jewel alarm. A distinguished flare of elegance Satin finish gilt case grained motif backgrounds Tab handle, luminous hour dots and hands with raised gilt figures Overall size 3¼" x 5 ¼" x 2 ¼"

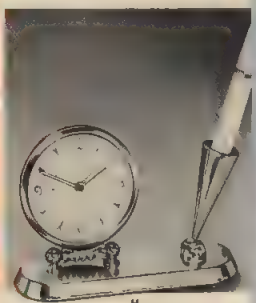
786 **(59FF-2290)** **$32.50**

G. DESK SET a smartly styled gift for any desk. 8-day jewelled desk clock with automatic calendar on which the day and date are self moving. Choice of French or English. Solid brass case with polished trim Clear silver dial with raised gilt numerals. Free form Black and Brass base adds a modern note.

F100/642 **(59FG-1900)** **$28.50**

H. DESK-MATES—30 hour alarm clock and desk pen. A colourful ensemble Paper-Mate desk pen matches the dial of this superb time piece. Gilt case, swivel pen holder, gilt figures and hour indicators. Luminous hands, hour dots. Size 4¾" x 3¼". Specify colours. Black, Red, White.

PW36 **(59FH-997)** **$14.95**



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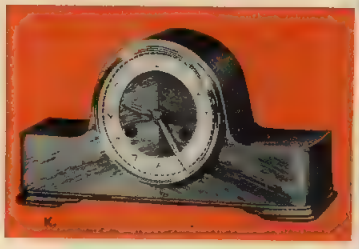


K.

L.

FOR THE DESK AND HOME

J. AMOUR—makes 'gifting' a pleasure. 30-hour Desk /Boudoir Alarm. Plastic crystal in rich, vivid colours, blended with lustrous gilt case. Gleaming gilt hour indicators, luminous hands, hour dots. 3" x 3¼". Specify colour. Red, Black, Blue.

PW37 **(59FJ-930)** **$13.95**

K. DESK MANTEL add a further touch of elegance to your office with this distinguished 8-day time piece. Beautiful walnut veneer finished wood case. Silver coloured dial, black numerals. Strikes on the hour and half hour

F513 **(59FK-1983** **$29.75**

L. PRINCE CHARMING -marvelous for television, office or mantel . . . luxurious, indeed! Today's most outstanding Battery Desk /Mantel Clock, with four jewels. Tested and proven . . one full year of accurate "care free" operation, on standard flashlight batteries. Beautiful gilt case. Distinctive tapered hour markers, curved above crystal, gilt hands. 10½" x 9" Dial 8".

184 **(59FL-3167)** **$47.50**

M. PENDULUM CLOCK—that is admired and desired by all who see it. Eight day, 4 jewel Pendulum movement without a suspension spring. Polished brass top, base and trim; bevelled glass front and sides. Size 4⅜" x 5¼".

F1300 **(59FM-1834)** **$27.50**

N. PEN SET DUET—"Write" on time . . ideal incentive award. 30-hour alarm with Barometer Gilt case, adjustable pen holders, two Paper-Mate desk pens. Raised gilt figures, indicators. Luminous hands and hour dots. 7⅞" x 3½".

PW31 **(59FN-1997)** **$29.95**

P. WESTMINSTER—eight day bell strike clock, 4 jewelled movement, brushed and polished brass case, silver coloured dial, gilt coloured minute circles, mounted gilt lines and dots. 5⅛" x 4⅛".

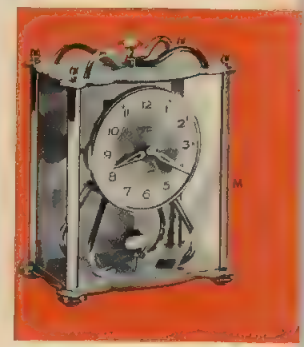
F155/3 **(59FP-1900)** **$28.50**

R. CRYSTAL DESK CLOCK modern 8 day timepiece with fine 7 jewelled movement Highly polished gilt figure dots, polished brass centre circle with gilt hands. Solid brass base and outer trim. 5¾" x 6¼".

F6514 **(59FR-1640)** **$24.60**

S. EIGHT DAY JEWELLED DESK CLOCK—with automatic calendar, on which the day and date are self-moving. Choice of French or English. Solid brass case with polished trim. Clears silvered dial, with raised gilt numerals. Designed with a special removable plate for engraving. The ideal gift for a man.

F6542 **(59FS-1834)** **$27.50**



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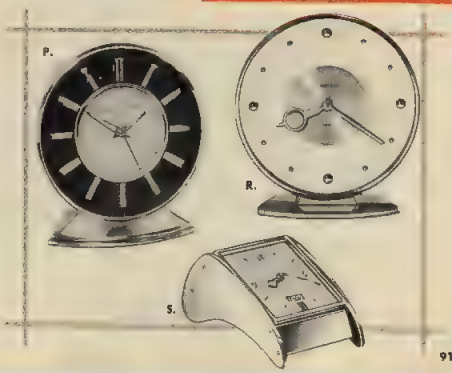


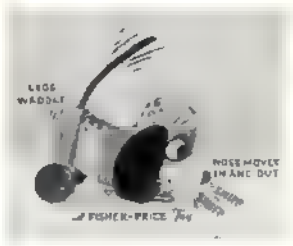
P.

R.

S.

FISHER-PRICE

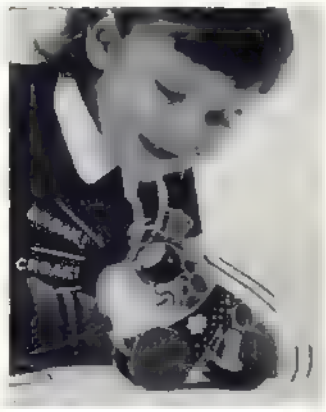
NOSEY PUP



For children 1½ to 5. Flexible vinyl tail and droppy felt ears. Legs waddle side to side. Nose pops in and out making a "sniff-sniff" sound. Wood body and wheels, full-color lithos. Size: 6" long, 4" high, 4" wide.

No. 547-445.....Each $0.79
Twelve in a carton

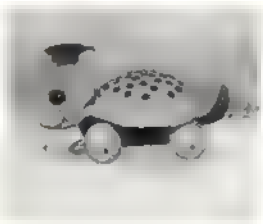
GRAN'PA FROG



"Gran'pa Frog" delights 1-5 year olds with his hippity-hop motion as his acetate feet "flip-flop" around rear wheel. Rolling, googly eyes, "croak-croak" sound provide fascinating, instructive play. Wood hat, body and wheels 5¾" long, 4" wide, 5¼" high. Finish lithographs laminated to wood, harmless non-toxic enamel trim.

No. 537-464.....Each $0.79
Twelve in a carton

TINY TIM



A poky, polka-dot turtle who "chuck-chuck-chuckles" at his amusingly decorated shell, and wags his little blue tail. Wide wheels prevent tipping. Solid wood construction, beautifully lithographed. Unbreakable acetate shell. Ages 10 mos.-4 years. Size: 6¼" long, 3½" high, 3¾" wide

No. 552-496 .....Each $0.79

BARKY

Barks "woof-woof," eyes rolling up and down Unbreakable wood body and wheels with non toxic lithographed and enameled finish. Ears and red tongue of flexible vinyl For 1 to 4 year olds. Size: 5¼" long, 4" high, 3" wide

No. 528-462 .....Each $0.79
Twelve in a Carton

SPORTS CAR

In the latest, assorted colors. To the sports car rally they go engines "roaring" The driver and his sweetie-pie spin their heads to see the way Bright acetate cap and ponytail. Exceptionally fine finish of smooth polyethylene top and grill, enameled wood body and wheels. Absorbing floor play for creepers and toddlers to 4 years old. Size: 6¼" long, 3¼" high, 3¼" wide

No. 526-674 Each $1.00
Twelve in a Carton (6 red, 4 pink 2 blue

GIANT SNAP-LOCK BEADS

Fifteen giant polyethylene beads attractively arranged on striking 4-color card Clear protective bag. Seven safe, lovely colors. The three correct shapes too big to swallow.

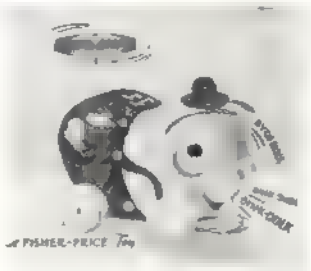
No. 530-658 .....Each $1.00
Twelve in a Carton

PERKY POT

The wood ball strikes the percolator dome! Safety concealed, jam proof mechanism shoots ball each time crank is turned. Enameled wood construction . . . unbreakable acetate handle and dome. For ages 1 through 4 Size: 5¼" long 6¾" high 3" wide

No. 525-686 .....Each $1.00
Twelve in a Carton

PINKY PIG



For children 18 mos. to 4 years. He twirls his nonbreakable poyethylene umbrella, rolls his eyes up and down, grunts "oink-oink, oink-oink"! Floppy vinyl ears. Indestructible wood body, safe colors, lithos permanently laminated to wood. Size: 6" long, 6" high, 2¾" wide.

No. 545-695 .....Each $1.00
Twelve in a carton

GIANT SNAP-LOCK BEADS

Sparkling appeal for every toy and infants' department 24 giant polyethylene beads in a Mylar window gift box assortment. 46" long strung together The ideal crib toy—a perfect teething toy

No. 522-949 .....Each $1.98
Twelve in a Carton

FISHER PRICE

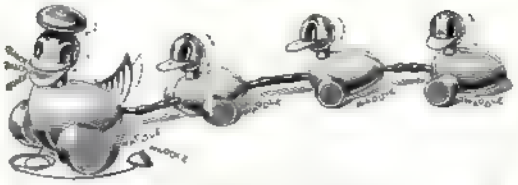
TINY TEDDY

Paws swing up and down tapping out gay musical sounds on 3 nickeled zilo keys, 6¼" long.

No. 533-636 ..... Each $1.25

Twelve in a Carton

QUACKY FAMILY



Waddle, Waddle and Quack-Quack

Mama duck and three wabble gaited ducklings. Rubber connectors can be separated and joined together. Hardwood turned bodies and heads colorfully enameled. Mama duck has concealed voice rubber tail and bill

No. 542-799 Each $1.50

Twelve in a Carton

CHATTER MONK

Says, "chatter-chatter-chatter" as he rolls along with a jumping motion. His front legs move round and round. Has long, flexible vinyl tail and soft vinyl ears. Indestructible wood construction, laminated with full-color lithographs. For ages 1-5. SIZE: 6½" long, 6½" high, 3½" wide

No. 550-798 .....Each $1.59

Twelve in a carton

WHISTLING ENGINE

Unique in-and-out action blows concealed whistle (familiar air pump principle—no parts to wear out). Repeating sound fascinates 2-4 year olds—provides lasting play value. Wood base and cab, fibre boiler. SIZE: 6¼" long (7½" extended), 4¼" high, 6¼" wide

No. 556-617 Each $1.25

Twelve in a carton

MUSICAL PUSH CHIME

As the chime is pushed, tuneful sounds come from the revolving cylinder which is decorated with familiar nursery rhyme characters and brilliantly colored center stripes. Lithographed 4 color patterns are laminated to solid wood wheels. Large enameled knob protects youngster. Easily assembled, push stick is threaded on end to fit the threaded cup of nickelplated yoke. No bolts or nuts to lose or bother with. Size 7¾" wide, 5" diameter. Push stick 18½" long

No. 535-722 ..... Each $1.50

Twelve in a Carton

SQUEAKY THE CLOWN

Squeaky's head jumps up and down with joy as it pumps out a comical "squeak, squeak" sound. Arms busily rotate. Colorfully lithographed and enameled wood body and wheels, shiny acetate collar, steel axles. For ages 1 to 5. Size 6½" long, 9" high, 3¾" wide

No. 541-777 * Each $1.59

Twelve in a Carton

TALKING DONALD DUCK

Ingenious voice mechanism sounds just like Donald "himself!" Arms swing up and down, feet flip-flop. 8" high, each in box.

No. 531-765 ..... Each $1.50

Twelve in a Carton

ZIGGY ZILO

He swings the mallets up and down, striking all four keys as the xylophone base pivots side to side. Sturdy wood construction, lithographed and enameled steel keys and axles. For 1 to 5 year olds. Size: 9" long 9" high 5" wide

No. 524-737 * * Each $2.00

Twelve in a Carton

FISHER PRICE

THIS LITTE PIG WENT TO MARKET

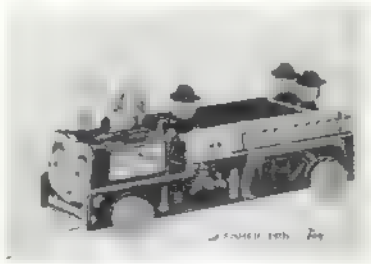
Polyethylene "squeeze-me" toy for children 6 months to 3 years. Engineered for safe play. Children love to squeeze all the little pigs as voices follow rhyme "This Little Pig Went to Market . . . etc." Non-toxic indestructible polyethylene bodies with tough, flexible vinyl connector. Size: 15" long, 3" wide, 3" high.

*

No. 543-900 .....Each $2.00

Twelve in a carton

WINKY-BLINKY FIRE TRUCK



When toy is pulled, eyes roll up-down, up-down, nickeled bell rings and heads of rear firemen revolve up and down. Roomy truck body, solid wood construction with red, white and gold lithographs. For children 1 to 5. Size 12" long, 5" high, 4½" wide.

No. 553-200 ..... Each $2.00

Twelve in a Carton

TEDDY TOOTER

"Toot-toot toot" sounds the trumpet as Teddy nods his head up and down. Lithographed sturdy wood figure, enameled wood base and wheels, high impact plastic trumpet. Ages 1-5. SIZE: 6¾" long, 9½" high, 4¾" wide.

*

No. 536-712 .. Each $2.00

Twelve in a carton

CORN POPPER

New and Fascinating Push and Watch Play

A unique mechanism continuously bounces the "pop-corn" (14 enameled wood balls) against the unbreakable acetate dome, making a corn popping sound. An incentive to exercise arm and leg muscles. Helpful for first walking efforts. Wood base, wheels and handle, beautifully enameled. Steel axle. Ages 9 mos. to 4 years. SIZE: 6¼" high, 6½" wide, 18½" handle.

**

No. 548-785 ..... Each $2.00

Twelve in a carton

GABBY GOOFIES

Daddy Goofy "chatters" happily (concealed new-type voice) as the family wobbles along. Their eight bright yellow wings whirl merrily. Wiggly action of spring-mounted heads adds to the pull toy fun. All hardwood turned parts, unbreakable steel connectors, safe primary colors. Size: 13" long, 5½" high, 6½" wide.

No. 544-775 .. .. Each $2.00

Twelve in a carton

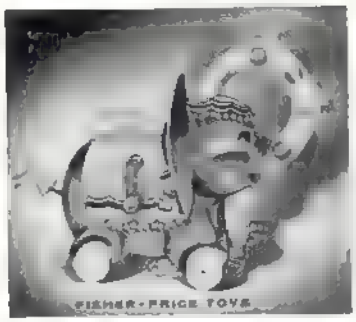
UNCLE TIMMY TURTLE

Legs paddle back and forth, tail wags, and he makes music. Bright red unbreakable acetate shell, polyethylene spectacles, sturdy wood construction, full-color lithos. Size: 12½" long, 7" high, 8½" wide.

No. 538-125 ....Each $2.50

Twelve in a carton

JUGGLING JUMBO



Turn the crank and this elephant "blows" 5 colored wooden balls through his amazing trunk! Spring tail wags . . . flexible vinyl ears . . . unbreakable acetate trunk. Durable wood construction with non-toxic lithographed and enameled finish. For ages 1 to 5. Size: 9¼" long, 7¾" high, 5¼" wide.

*

No. 540-735 .. ..Each $2.00

Twelve in a Carton

LOOKY CHUG-CHUG

Moving eyes look up and down the track! Realistic 'chug-chug' sound and authentic piston action. Tender permanently attached with strong vinyl connector. Lithographed and enameled with pure, safe colors. Unbreakable face and cow catcher. Hardwood wheels. For ages 1 through 5. Size: 12¼" long, 6" high, 5¼" wide.

No. 529-189 Each $2.50

Twelve in a Carton

THE CACKLING HEN

This hen "cluck-cluck-squawks" as she flaps her wings. Beautifully lithographed wood construction, bright red vinyl comb and tail feathers, hardwood wheels. Fully enclosed unbreakable steel sound mechanism. For ages 1 to 4. Size: 8½" long, 10" high, 5" wide.

No. 557-120 .... Each $2.50

Twelve in a Carton

FISHER PRICE

SNOOPY SNIFFER

Humorously lithographed as a friendly basset hound Snoopy hunts for affection with a "woof-woof-woof," wagging spring tail and most comical leg action. Big vinyl ears that can be arranged to provide the most ludicrous expressions. Unbreakable wood body and wheels. For 1 through 5 year olds but college kids love him. Size: 13¾" long, 11½" high, 3" wide.

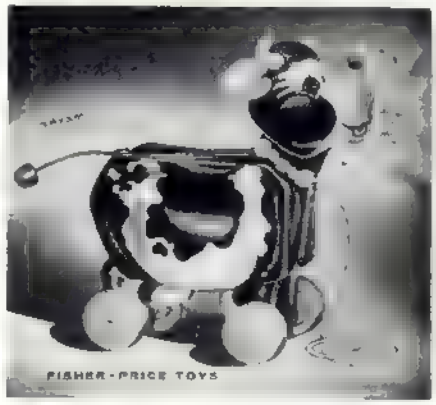
No. 551-180 ..... Each $2.50
Twelve in a Carton

DOCTOR DOODLE

Concealed bellows sounds "QUACK QUACK" each time his bill opens. Laughable action of wings and tail feathers synchronized with bill. Solid wood parts with full-color lithographs, hardwood and steel accessories. Ages 1-5. SIZE: 7½" long, 7¾" high, 6½" wide.

No. 532-132 ..... Each $3.00
Six in a carton

MOO-OO COW



As "bossy" tosses her head she sounds a long, low "moo-ooo." A swishing spring tail takes aim at the buttocks. Lithographed and enameled safe wood construction. Concealed patented "moo" sound device. Unbreakable, rounded acetate horns.

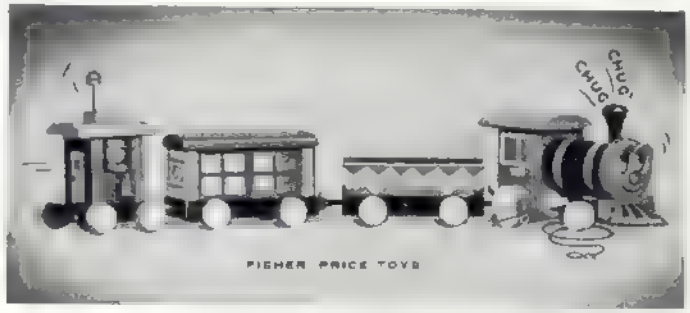
No. 534-155 ..... Each $3.00
Twelve in a Carton

POP 'N RING

Finished with bright primary colors on durable wood cage, wheels and handle. Shiny nickeled bells, concealed, patented "popping" mechanism. Size: 8½" wide, 7¼" high, 20" handle.

No. 529-808 ..... Each $2.50
Twelve in a carton

"HUFFY PUFFY" TRAIN



For ages 2 through 7! Eyes roll up and down. Pistons pump with authentic action. In the caboose a brakeman swings his lantern. Unbreakable wood engine, cars, and wheels brilliantly lithographed and enameled. Engine has acetate face, eyes, cowcatcher and piston rods . . . hidden sound device. Sliding acetate doors on cattle car, unbreakable acetate brakeman. Acetate couplers hold fast, yet unhook to rearrange cars. Size: 27" long, 5" high, 5¼" wide.

No. 549-999 ..... Each $5.00
Three in a Carton

PULL-A-TUNE XYLOPHONE

Concealed mallets automatically strike three keys for musical push-pull play . . . wood mallet on pull cord for normal playing on carefully tuned octave scale. Keys beautifully enameled, with colors scientifically arranged according to pitch. Develops color recognition and natural feeling for music. Unbreakable enameled sound chamber. Ages 1-7. SIZE: 14" long, 2¼" high, 5" wide, 9½" mallet.

No. 527-870 ..... Each $3.00
Six in a carton

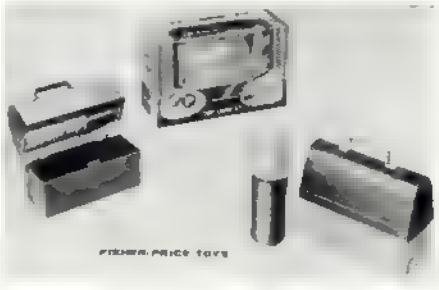
ROLLER CHIME

Clappers on roller strike revolving bright finish steel xylophone bars mounted on colorful sound pipes. Beautiful chime sounds result. Threaded handle easily assembled. Solid wood wheels.

Size 7½" wide, 6½" diameter.

No. 538-123 ..... Each $3.50
One in a Carton

TOY LUNCH KIT



Realistic design in durable, high-impact plastic. Hinged cover. Bottle holds liquids. Year around summer appeal. SIZE: Box 4¾" high, 1⅛" dia. Kit—5⅛" long, 2⅝" wide, 4½" high. Carton 7¾" x 2⅞" x 4¾". Colors assorted 6 red and white, 6 green and white.

No. 554-550 ..... Each $0.79
Twelve in a carton

America's No. 1 Sledding Thril

FIRST WITH THE NEW LOOI

Where There's Snow . . . There's A Flexible Flyer

For sixty-eight years Flexible Flyer has been recognized as the First and Best Steering Sled. Ever since the introduction Flexible Flyer in 1889, and with each succeeding generation Flexible Flyer has won the acclaim and admiration of all your Americans.

For many years the features which made Flexible Flyer outstanding in appearance and performance were the well known *groov runners* and the distinctive *goose neck* design. Attention to important details of design and construction merely marked the beginni of worth-while achievements.

Two of the most important improvements in the entire history of sled making were the additions—SUPER STEERING a AIRLINE SAFETY RUNNERS.

The combination of all the outstanding achievements in years of experience, are built into present day Flexible Flyer Sle They represent Sales Features No Other Sled Can Offer—

★ SUPER STEERING ★ TWO TONE EYE APPEAL ★ AUTOMOTIVE TYPE CHROME PLATED BUMPER
★ GROOVED RUNNERS ★ AIRLINE SAFETY RUNNERS ★ STRONG AND DURABLE BEYOND COMPARISON

FLEXIBLE FLYER LEADS THE WAY ★ FIRST ON THE HILL ★ FIRST IN STYLING FOR 1957

IT'S A BEAUTY!

OUTSTANDING—DISTINCTIVE—NEW BUY APPEAL

The Flexible Flyer No. 47

ONLY FLEXIBLE FLYER OFFERS YOU THE SLED WITH NEW STYLING . . .

The "rake" and the styling of the Model 47 - the new Ultra Modern Air Flow Deck -the attractive Chrome Bumper and Red Side Rails and Red Runners in contrast to the white ash give you the two-tone appeal, so popular in today's market.

- Flexible Flyer Sled Back Adjusts Easily To Any Width Sled.
- A Comfortable Curved Back and White Ash Hand Rails.
- Two-Tone Red and Black Combination.
- Collapsible and Occupies Little Space When Folded.
- Individually Packed in Attractive Four-Color Christmas Carton.
- Packed Six to a Shipping Container.

In addition to National Advertising Support for your Dealers, here is Another Real Sales Builder:

THE FLEXIBLE FLYER CLUB

Approved by National Safety Council

Your dealer can become Headquarters for Flexible Flyer Club by ordering the complete kits at 15c each or by telling the youngsters or their parents to send 15c to Flexible Flyer Club, P.O. Box 9727, Phila 40, Pa. Their Scotchlite Reflecto Emblem, membership card, and safety pledge will be sent immediately.

Dealer Participation in the Flexible Flyer Club program will be fea in this way:

VISIT YOUR NEAREST FLEXIBLE FLYER DEALER

He will show you the new line of Flexible Flyer Sleds and tell you Flexible Flyer Club Activities.

S. L. ALLEN & Co., INC. also manufactures Flexy Racer and Planet Jr. Farm and Garden Tools and Planet Jr. Garden Tractors.

Famous for Quality for Eighty-Five Years

S. L. ALLEN & CO., 5th Street and Glenwood Ave., Phila. 40, Pa.

BY 1506-2

Printed in U.S.A.

FLEXIBLE FLYER

Tops! Any Way You Figure It

Speed · Construction · Safety · Styling · SALES

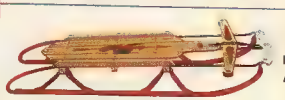
	Length	Width	Weight	Height Front	Height Rear	Steel Bumpers
No. 37	37 in.	13¾ in.	8½ lbs.	6¼ in.	6 in.	Chrome
DYNAMIC—NEW COLOR HARMONY						
No. 41	41 in.	13¾ in.	9 lbs.	6½ in.	4½ in.	Chrome
No. 44	44 in.	13¾ in.	10 lbs.	6½ in.	5¾ in.	Chrome
DISTINCTIVE—NEW CHROME BUMPER						
No. 47	47 in.	13¾ in.	12 lbs.	6½ in.	4¾ in.	Chrome
No. 251	51 in.	13¾ in.	12¾ lbs.	6½ in.	4¾ in.	Chrome
ULTRA MODERN—NEW AIR FLOW DECK						
No. 55	55 in.	15½ in.	19 lbs.	8½ in.	8 in.	Chrome
YEARS AHEAD—SUPER STEERING						
No. 60	60 in.	15½ in.	19 lbs.	8 in.	5½ in.	Chrome
No. 65	65 in.	17¾ in.	25 lbs.	8½ in.	8 in.	Black with Yellow Stripe

Equipped with two pairs of Foot Rests

SLED BACK FITS ANY SLED

NOTE THE RED RAILS

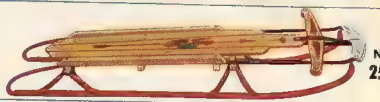
No. 37



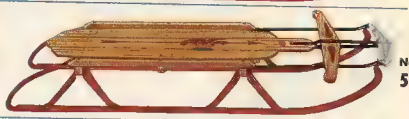
No. 41

No. 44

No. 47

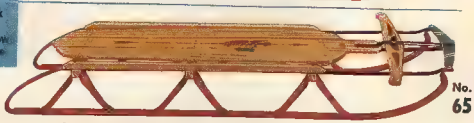


No. 251



No. 55

No. 60



No. 65

ALL SLEDS SHIPPED TWO IN A BUNDLE

S. L. ALLEN & CO., INC., 5th Street and Glenwood Ave., Phila. 40, Pa.

YANKEE CLIPPER SLEDS

MADE BY THE MAKERS OF

New as tomorrow . . . fleet as the wind . . . Yankee Clipper sleds are streamlined, rakish, speedy . . . combining the most modern features of design and style with a proven construction for safety and dependability.

New as Tomorrow

The spring steel runners are grooved for speed and safety, and turned over at the ends to eliminate sharp edges. The heavy reinforced standards absorb shock and side strain. The all-steel front is strong and shock-resisting.

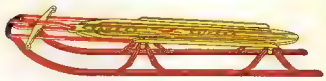
All wood parts are selected white ash, smartly decorated in a modern design, finished with clear varnish. The runners and standards are a new shade of chinese red, making a handsome contrast with the black enameled steel front and light wood.

Yankee Clipper sleds are all racing models . . . lower in back than in front . . . and tapering back from the rounded bumper in true streamline style. Handsome and modern in appearance . . . light in weight but strong and sturdy in construction . . . Yankee Clipper sleds set a new standard for popular priced sleds.

Fleet as the Wind

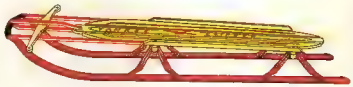
No. 10

Length	36 in.
Height—Front	6 in.
Rear	5 in.
Width	12 in.
Weight	7 lbs.



No. 11

Length	40 in.
Height—Front	6 in.
Rear	5 in.
Width	12 in.
Weight	8 lbs.

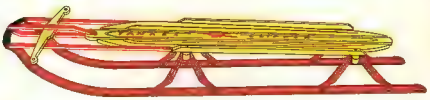


No. 12

Length	45 in.
Height Front	6 in.
Rear	5 in.
Width	12 in.
Weight	9 lbs.

No. 13

Length	49 in.
Height Front	6 in.
Rear	5 in.
Width	12 in.
Weight	10 lbs.



No. 14

Length	56 in.
Height Front	6 in.
Rear	5 in.
Width	12 in.
Weight	13 lbs.

YANKEE CLIPPER SLEDS

MANUFACTURED BY

S. L. ALLEN & COMPANY, INC.

5th Street and Glenwood Ave.
Philadelphia 40, Penna.

MADE BY THE MAKERS OF

Features . . .

Wood parts are selected white ash, handsomely decorated.

Steel runners are grooved and turned over at the ends to eliminate sharp edges.

All racing models—lower in back than in front.

Strong and sturdy—light in weight—a popular priced sled with appeal.

S. L. ALLEN & COMPANY, INC. also manufactures Flexible Flyer Skis and Planet Jr. Farm and Garden Tools and Planet Jr. Garden Tractors.

Famous for Quality for Eighty Years

S. L. ALLEN & COMPANY, INC.
5th Street and Glenwood Ave., Phila. 40, Pa.

TRAINS . . . 3/16 Authentic Scale Models of America's Big Railroads!

Exclusive PULL-MOR Power . . . 2-Rail "T" Track . . . Remote Control

"New Clipper" 3-Car Streamliner Of The New Haven Line

• 50-Watt Transformer Included

"NEW CLIPPER" STREAMLINED DIESEL PASSENGER SET No. 20340 WITH 50-WATT TRANSFORMER—Watch this New Haven beauty streak along the rails! Colorful, powerful "A" unit Alco Diesel speed merchant with worm-drive motor, Pull-Mor power and headlight. Illuminated cars, silhouetted passengers in windows. Remote control billboard with built-in Diesel horns warns of approaching train. Set includes Baggage Car, Coach, Observation Car, 12 curved track, 4 straight track (160" in all), remote control uncoupler, 16 track locks and track terminal. Transformer has built-in circuit breaker, guards against shorts, overloads. Train is 52¾".
5T85X3330 (Sh. wt. 13 lbs.) . . . . . **List $49.95**

New Haven Mainline Electric 6-Car Freight 50-Watt Transformer with Built-in Circuit Breaker

NEW HAVEN MAINLINE ELECTRIC FREIGHT SET No. 20345 WITH 50-WATT TRANSFORMER—Authentic model of the colorful New Haven electric locomotive . . . most powerful electric loco built! Has built-in electronic whistle; pantographs raise and lower; worm-drive motor, Pull-Mor power. 3 new pieces of rolling stock . . . Boston & Maine Box Car with sliding door, Mobilgas Tank Car and DeLuxe illuminated Caboose . . . *plus* C. & O. Pipe Car, Southern Gondola, C. B. & Q. Coal Car. Set includes electronic whistle control, remote control uncoupler, 12 curved and 4 straight track (160" in all), 16 track locks and track terminal. Train is 60½".
5T87X3500 (Sh. wt. 14 lbs.) . . . . . **List $52.50**

Union Pacific Challenger" 8-Car Freight New DeLuxe Caboose With Automatic Action Brakeman!

UNION PACIFIC "CHALLENGER" FREIGHT SET No. 20365—Featuring railroad's mightiest steam giant pulling 8 cars—the mammoth Union Pacific 4-8-4 "Northern," *plus new deluxe Caboose with automatic action brakeman!* When train stops, brakeman on rear platform leans out to check cars ahead, resumes post when train starts. Die-cast 16-wheel locomotive and tender with headlight, Pull-Mor power for long, heavy hauls, steep grade climbs. Colorful, authentic cars include new Stock Car plus Cement Car, Gondola, Box Car, Hopper, 3-dome Tank Car, Reefer. Set includes electronic whistle control, remote control uncoupler, 12 curved and 6 straight track (180" in all), 18 track locks, track terminal. Transformer not included. Train is 65".
5T86X4634 (Sh. wt. 18 lbs.) . . . . . **List $69.50**

4-Car . . . Vista Dome North Coast Limited

Real-Life Diesel Roar! Full Remote Control! 100-Watt Transformer!

"VISTA DOME NORTH COAST LIMITED" PASSENGER SET No. 20370 WITH 100-WATT TRANSFORMER—In a burst of speed, this two-tone Green streamlined beauty of the Northern Pacific R.R., races for the steep mountain grades ahead! Two worm-drive motors, Pull-Mor power provide this two-unit (A-A) Diesel with speed and climb no other can match. Illuminated cars, silhouette passengers. Set includes Baggage & Club Car, Vista Dome Car, Coach, Observation Car, electronic horn control, remote control uncoupler, 12 curved and 8 straight track (200" in all), 20 track locks, track terminal. Transformer with built-in circuit-breaker. Train is 79".
5T88X5300 (Sh. wt. 18 lbs.) . . . . . **List $79.50**

Santa Fe Chief 8-Car Freight

SANTA FE CHIEF FREIGHT SET No. 20380—Plenty of big railroad excitement in this big action-packed set! Powerful three-unit, Blue and Yellow Diesel giant *plus new deluxe bay window Caboose with automatic action brakeman . . . and remote control dump car!* At touch of button, dump car body tilts and coal spills out. Brakeman on Caboose rear platform leans out to check cars ahead when train stops, returns to post when train starts. Two worm-drive motors, Pull-Mor power provide this three-unit (A-B-A) Diesel with super climb and pull . . . can haul more than 40 cars! Authentic, colorful rolling stock includes Piggy-Back Car, two Box Cars, Lumber Car, Gondola, Reefer. Set includes electronic horn control, remote control uncoupler, 12 curved and 8 straight track (200" in all), 20 track locks, track terminal. Transformer not included. Train is 105½".
5T89X5634 (Sh. wt. 23 lbs.) . . . . . **List $84.50**

GREATEST HAULING AND CLIMBING POWER EVER!

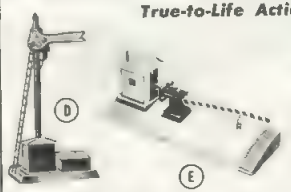
American Flyer Accessories with Big Railroad Realism and Newest Track Equipment

True-to-Life Action Accessories

(A) DUAL TRAIN POWER CONTROLLER WITH DOUBLE CIRCUIT BREAKERS — *Output: 300 watts, 115 volts, 60 cycles, A.C.* Finest train power controller made! Runs two trains at different speeds on separate track loops, or four trains (two running at same speed) on four layouts! Full directional control: when train stops, will re-start again in same direction. Panel meters show voltage, lights indicate shorts or power-on. Dead Man's Control: train stops when throttle released. Sh. wt. 12 lbs.
5T30X2664 . . . . . **List $39.95**

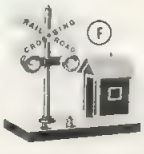
(B) TRAIN POWER CONTROLLER WITH CIRCUIT BREAKER — Output: *175 watts, 115 volts, 60 cycles, A.C.* A powerful performer! Gives full directional control of train: when train stops it can be started up again in same direction without going into reverse first. Has exclusive Dead Man's control, when throttle is released train automatically comes to a halt. Thermostatic circuit breaker guards against shorts and overloads. Red light shows short circuit; Green light indicates power-on. Sh. wt. 7 lbs.
5T32X1567 . . . . . **List $23.50**

(C) TRANSFORMER WITH CIRCUIT BREAKER— *Output: 100 watts, 115 volts, 60 cycles, A.C.* For the 'young railroader'! Ample power to operate train set plus accessories. Has automatic thermostatic circuit breaker, variable and fixed voltage. Simplified wiring. Sh. wt. 5 lbs.
5T79X797 . . . . . **List $11.95**



(D) AUTOMATIC SEMAPHORE—Works like a real railroad semaphore! When train nears, blade rises and light turns Green. After train passes, blade drops and bull's eye glows Red, automatically causing "dead block" and halting following trains. 7⅜" high. Sh. wt. 1 lb.
5T52X664 . . . . . **List $9.95**

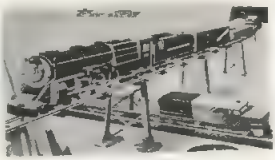
(F) CROSSING GATE BELL—Sound and action is automatic! When train approaches, gate lowers and Red light goes on, while warning bell sets up continuous clangor. After last car passes, gate rises, Red light winks off and bell stops. 8⅞ long, 2⅞" wide. Sh. wt. 1½ lbs.
5T29X664 . . . . . **List $9.95**



(E) BELL DANGER SIGNAL—Here's exciting sound and action! When train approaches bell sets up warning clang and flashing lights . . . sound and lights go off after train has passed 'danger' point. Track trips included. Size: 5" long, 2⅞" wide, 5" high. Sh. wt. 1 lb.
5T60X397 . . . . . **List $5.95**

(G) REVOLVING AIRCRAFT BEACON—Warns those 'low-flying planes!' Revolves automatically, slowly swinging Red and Green rays. Steel superstructure, molded base. 12" high, 5"x6" base.
5T36X330 (Sh. wt. 1 lb.) . . **List $4.95**

RAILROAD TRESTLE SET—Makes railroading twice the fun! Trains climb trestle grades; travel along elevated track stretches; cross over another or span ravines, gorges, etc! Trestles molded to resemble girder construction. Track section ties fit into trestle slots, held by clips. Rises to 4½" at highest point. Includes 24 trestles, 26 track locks.
5T57X530 (Sh. wt. 2¼ lbs.) **List $7.95**



AUTOMATIC CAR RE-RAILER—Position car . . . push it through . . . it's on track—automatically! One of the great train inventions of all time! Permits cars to be railed instantly—no need to line up wheel flanges on rails. Also re-rails running cars which become de-railed. No fuss, no bother—even a 2-year old can do it. 10" long. Sh. wt. ½ lb.
5T51X130 . . . . . **List $1.95**

REMOTE CONTROL SWITCHES — Switch freights, re-route speeding streamliners, dispatch work trains! Positive action prevents cars from leaving track, remote control box has 2 levers; Red and Green position light remain illuminated even when train is not running. Includes right and left hand switches.
5T20X1197 (Sh. wt. 3½ lbs.) **List $17.95**
5T25X264 **Railroad Crossing** **List 3.95**

DIETZ COMET ELECTRIC RED LANTERN—A delightful realistic toy to excite the imagination of every youngster! Twist of wrist lights bulb! Set it down, hang it up or carry it. A rugged 8½-incher, in bright Red with clear globe and Silver fittings. Uses standard flashlight batteries (not included). Wt. 2 lbs.
5T75X199 . . . . . **List $2.98**
2R34X13 **Battery** **List .20**

DEAD-END BUMPER—Prevents train from running off siding or terminal. Snaps on track; has warning light and recoil spring. Includes 10" track section.
5T36X130 (Sh. wt. ½ lb.) . **List $1.95**

SMOKE CARTRIDGES — SET OF 12 — Thick, clean realistic smoke. Safe, harmless.
5T50X67 **Package of 12** . . . . **List $1.00**

"T"-TYPE TRACK—Heavy gauge steel. 10".

5T21X20-12X18	**Straight Track**	**$0.30**
5T22X20-12X18	**Curved Track**	**.30**
5T23X20-12X18	**½ Straight 5" Track**	**.30**
5T24X20-12X18	**½ Curved 5" Track**	**.30**

RUBBER ROADBED — Cushions sound to realistic clatter. 10" lengths.

5T27X20-12X18	**Straight**	**List $0.30**
5T28X20-12X18	**Curved**	**List .30**

ADDITIONAL ORDER BLANKS AVAILABLE ON REQUEST

GILBERT® AMERICAN FLYER

- Baldwin "Flying Freighter"
- Baldwin Diesel Switcher Locomotive
- Plus 40-Watt Transformer

"New Crusader" Freight
- Puffs Smoke
- Choo-Choo Sounds
- Includes 40-Watt Transformer

BALDWIN "FLYING FREIGHTER" SET No. 20305 WITH 40-WATT TRANSFORMER—Authentic, value-packed starter set! Interchangeable with other sets. Powerful Baldwin Diesel locomotive with worm-drive motor and Pull-Mor power; N. & W. Gondola, Illinois Central Reefer and Caboose. Includes 12 sections of curved track, 120" in all, uncoupler and track terminal. Train is 33". Sh. wt. 10 lbs.
5T81X1500 ..... **List $22.50**

"NEW CRUSADER" FREIGHT SET No. 20310 WITH 40-WATT TRANSFORMER—Real-life railroad thrills with this Atlantic-type 4-4-2 Locomotive hauling its cargo, *puffing real smoke* with built-in Choo-Choo sounds. Pull-Mor power for added loads and climbing. Includes new Rio Grande Box Car for bakery goods, B. & O. Hopper, Caboose, 12 curved and 2 straight track (140" in all), uncoupler, track terminal. Train is 47".
5T80X1834 (Sh. wt. 11 lbs.) ..... **List $27.50**

Keystone Rocket Freight With Rocket Launcher Car
- Puffs Smoke
- Choo-Choo Sounds
- With 40-Watt Transformer

KEYSTONE ROCKET FREIGHT SET No. 20315 WITH 40-WATT TRANSFORMER—*Primed . . . ready . . . rocket all set to "blast" off into outer space at touch of a button!* Fun-filled! Safe! Rocket Launcher car automatically launches rocket into space by remote control while train moves or stands. Rocket harmlessly falls to earth. Powered by mighty 0-6-0 Pennsylvania yard goat with slope-back tender with front and rear couplers and lights. Puffs smoke, choo-choo sounds, worm drive motor and Pull-Mor power. Set includes Pennsylvania Gondola, Caboose, 12 curved and 4 straight track (160" in all), uncoupler and track terminal. Train is 36⅝".
5T82X2167 (Sh. wt. 11 lbs.) ..... **List $32.50**

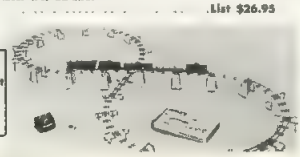
Union Pacific Diesel Freight
50-Watt Transformer With Built-In Circuit Breaker

UNION PACIFIC DIESEL FREIGHT SET No. 20325 WITH 50-WATT TRANSFORMER—Real railroad drama! *Smitty, the Walking Brakeman, patrols box car catwalk even while train is moving!* Continuous, automatic action while current is on. Big, powerful GM GP-7 Diesel locomotive hauls the heaviest loads, climbs the steepest grades. 2 headlights, worm drive motor, Pull-Mor power. Includes Frisco Gondola; Jersey Central Cement Car; C. & O. Pipe Car; Illuminated Caboose; 12 curved, 2 straight track (140" in all); remote control uncoupler; track terminal. Transformer built-in circuit breaker guards against shorts, burnouts. Train is 51" long
5T83X2664 (Sh. wt. 11 lbs.) ..... **List $39.95**

Save $26.95! Super Special Freight Set
$53.90 Value . . . *Slashed to Half Price!*

59-PC. SUPER SPECIAL FREIGHT SET No. 20123 WITH 40-WATT TRANSFORMER—Gilbert put this set together especially for you value-minded railroad fans! Real-life freight model. Locomotive and Tender with electric headlight, worm-gear drive, Pull-Mor power . . . hauls more than 40 cars! 28-pc. trestle set makes exciting figure-8 layout with steep grades to climb, overpass and underpass. Set includes Pennsylvania Gondola, Gulf Tank Car, Caboose, 20 curved track, 6 straight track (260" in all), track terminal. Sh. wt. 11 lbs.
5T84X1600 ..... **List $26.95**

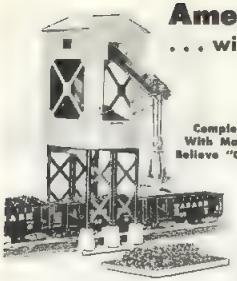
- Makes Exciting Figure 8 Layout
- 40-Watt Transformer



THE MOST REALISTIC MODEL TRAINS EVER BUILT!

American Flyer *Action-Packed* Cars & Accessories

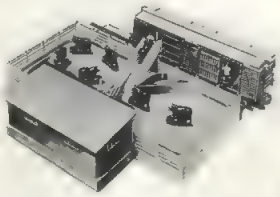
. . . with Real Railroad Action by Remote Control!



Complete With Make-Believe "Coal"

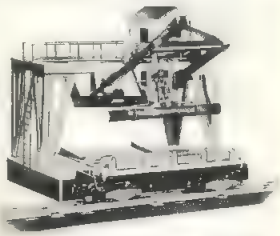
OPERATING COAL LOADER — Fill up your coal cars the way the big railroads do! Fully remote control operation. Clam shell scoop carries load from pile to tipple and deposits it in hopper. At touch of button, coal is released and cascades into car! Stands 14" high, base 5" square. (Cars not included.) Sh. wt. 4 lbs.

5T59X1330 .....**List $19.95**



OPERATING STOCKYARD AND CAR—Continuous and automatic action! Turn remote control switch, watch the cattle mill about the corrals. Then open one of the exit gates and cattle file up ramp and into car. Steers unload themselves from car back into corral again. Car is 7⅞" long, stockyard is 11"x10½"x2⅜".

5T48X1167 (Sh. wt. 5 lbs.) **List $17.50**



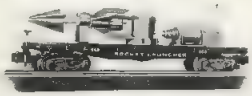
REMOTE CONTROL LOG LOADER Push button action! At touch of button, lumberman in car picks up giant log and carries it on hooks to top of ramp, where it releases automatically and drops into waiting car. Lumberman returns for another load. Measures 9⅞" long, 6¼" wide, 8½" high. (Car not included.)

5T46X1130 (Sh. wt. 4 lbs.) . . . **List $16.95**

Watch Out! Cow on the Track!

COW-ON-TRACK —Don't worry . . . Bossy the Bovine won't get hurt! Because when she wanders from her trackside pasture to the middle of the track (remote control button does it), oncoming train grinds to a halt. And stays there until Bossy ambles off, allowing train to proceed. Sh. wt. ½ lb.

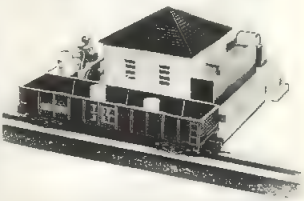
5T47X330 . . . . . **List $4.95**



Blasts Off Into Outer Space!

***NEW!* ROCKET LAUNCHER CAR**—Push button rocket launching! By remote control, this big rocket blasts off into space, soars up and up into the "stratosphere" and then glides back to earth. Simple to operate, it provides safe, harmless fun! Rocket brightly finished

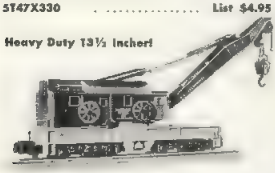
5T77X730 (Sh. wt. 1 lb.) . . . .**List $10.95**



OIL DRUM LOADER—An extremely clever accessory . . . fascinating to see! Remote control switch starts Louie the Loader over to the barrel ramp to pick up an oil drum, then back to the car, to dump it in . . . then he returns to the ramp for more. It's continual action. Measures 8¾"x8½"x5½". (Car not included.) Sh wt. 4 lbs.

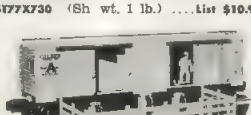
5T45X997 . **List $14.95**

Heavy Duty 13½ Inches!



OPERATING WRECKING CAR—Lift timber, rolling stock, even locomotives with this beauty! Hook raises, lowers; the Boom drops, lifts. Manually operated

5T76X530 (Sh. wt. 2 lbs.) **List $7.95**

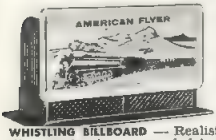


OPERATING MILK CAR AND PLATFORM — He's a busy fella'! At touch of remote control button, milkman deposits can on platform. Cans load into door, are carried to milkman by conveyor. 7-13/16" long. Sh. wt. 2 lbs.

5T54X730 **List $10.95**

***NEW!* AUTOMATIC TALKING STATION** — Authentic sounds to add realism! Train automatically stops in front of station. While train waits, sounds issue from station interior; hissing steam, whistles, trainmaster's voice, etc. Then train resumes trip automatically. Completely remote control operated. 10"x7¼"x4¾".

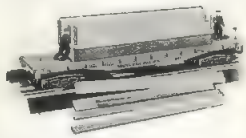
5T78X1330 (Sh. wt. 4 lbs.) .**List $19.95**



Train Whistle Sound!

WHISTLING BILLBOARD — Realistic Whistling mechanism, concealed in billboard housing, blows by remote control. 4"x 7½"x4". For 'locos' without built-in whistle. Sh. wt. 1 lb.

5T37X530 ..... **List $7.95**



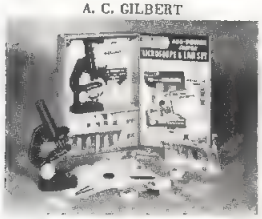
LUMBER UNLOADING CAR—Watch Moe and Joe pick up a length of lumber and pitch it off the pile! Just a touch of remote control button does it. It's really fascinating action. 8¾" long.

5T56X597 (Sh. wt. 1 lb.).....**List $8.95**

WONDERFUL ADDITIONS TO COMPLETE YOUR RAILROAD LAYOUT

SCIENTIFIC TOYS

A. C. GILBERT



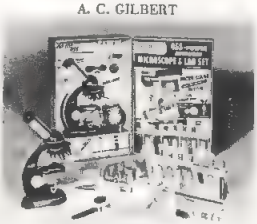
Senior Microscope & Lab

Professional design 3-objective turret microscope; 60, 90 and 400 powers. Large adjusting wheel, parfocalized lens system, Ramsden type eyepiece. Complete accessories, including live shrimp eggs, ready to hatch into swimming shrimp in 24 hours. 13¾x9½x3½ inch box.

No.	List Each	L.P.L.	P.L.
M17-13022	$10.98	07Y34	06Y60

Packed 3 each, 12 lbs.

A. C. GILBERT



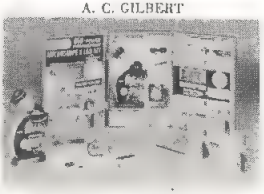
Advanced Microscope & Lab

Electrically illuminated microscope with 3 objective turrets; 150, 200 and 455 powers. Polaroid filters, live shrimp eggs ready to hatch in 24 hours, big array of chemicals and apparatus. Steel box, 9½ x 13¼ inches.

No.	List Each	L.P.L.	P.L.
M17-13041	$16.98	11Y34	10Y20

Packed 3 each, 17 lbs.

A. C. GILBERT



Professional Microscope & Lab

Gold Medal mirroflector electrically illuminated microscope with 4-stop turrets. Quick switch power eyepiece gives powers of 60, 100, 150, 200, 250, 350, 405 and 650. Micro-adjustable specimen table. Features micro-color, polaroid filters, shrimp eggs, elaborate equipment. Steel cabinet, 13¾ x 9½ x 6½ inches.

No.	List Each	L.P.L.	P.L.
M17-13051	$19.98	13Z34	12Z00

Packed 3 each, 20 lbs.

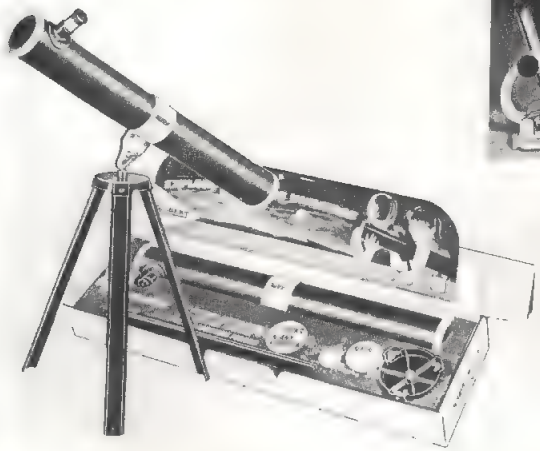
A. C. GILBERT

Lab Technician Set for Girls

Big pastel hued steel cabinet, 13¾ x 9½ inches. Set is suitable for basic experimentation in biology, food testing, medicine research. Includes 60-power microscope, polaroid filters, shrimp eggs, big assortment of chemicals, stains and apparatus.

No.	List Each	Packed	L.P.L.	P.L.
M17-13120	$9.98	3 each, 15 lbs.	06Y67	06Y00

(Illustrated at right)



Astronomical Telescope

Big 40 power scope for viewing the moon, stars, planets and satellites. Telescope has large parabolic mirror, precision ground lenses, aluminized reflecting mirror, Ramsden type eyepiece. Metal swivel locks in any position, no wobbling or shifting. Star map and illustrated booklet. Scope stands 24 inches high, tube is 26 inches long. Full color display type case.

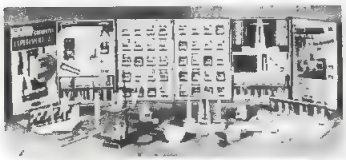
No.	List Each	L.P.L.	P.L.
M17-13200	$14.98	10Z00	09Y00

Packed 3 each, 20 lbs.

(Illustrated at left)

CHEMISTRY SETS

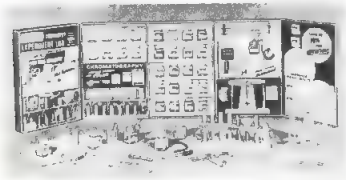
A. C. GILBERT



Professional Chemistry Experiment Lab

Advanced set in a giant 6-compartment steel cabinet, crammed with chemicals and professional equipment. Includes 2 metal test tube racks, balance, beaker, ring stand, alcohol lamp, graduated cylinder, generating bottle, atomic energy apparatus etc. Hundreds of experiments. 19 x 13¾ in. opens to over 4 feet wide.

No.	List Each	Packed	1 or 2	3/M
M18-12075	$27.98	1 each, 16 lbs.	18Z67	16Z80

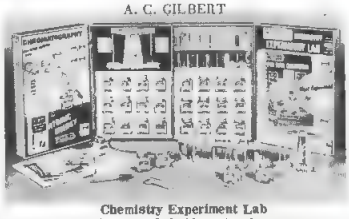


Chemistry Experiment Lab

Big 5-section cabinet contains a complete home lab. Large selection of apparatus, loads of chemicals. Experiments in glass blowing, atomic energy, chemistry, hydroponics, bead tests, safe flame tests for metals, many other fascinating projects.

No.	List Each	Packed	1 or 2	3/M
M18-12064	$21.98	1 each, 14 lbs.	14Z67	13Z20

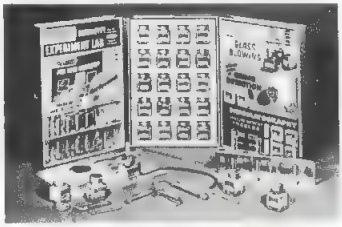
A. C. GILBERT



Chemistry Experiment Lab

4 compartment steel chest, litho'd in 4 colors, opens to over 3 feet. Huge assortment of chemicals, plastic bound manual, foam display tray, balance, metal test tube rack, alcohol lamp etc. Hundreds of experiments.

No.	List Each	Packed	L.P.L.	P.L.
M18-12054	$16.98	3 each, 35 lbs.	11Z34	10Z20

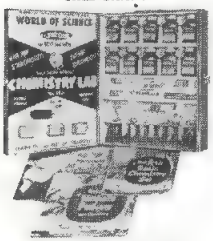


Chemistry Experiment Lab

Steel cabinet, 13¾ x 9½ x 3¼ inches, opens to over 2 feet. Hundreds of experiments; in crime detection, glass blowing, food testing, secret writing inks, chrometography. Ample apparatus and plenty of chemicals.

No.	List Each	Packed	L.P.L.	P.L.
M18-12035	$10.98	3 each, 25 lbs.	07Y34	06Y60

SKIL-CRAFT



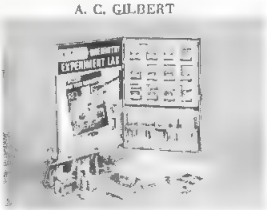
"Student" Chemistry Lab

Large lithographed steel cabinet with "perma-lab" professional type equipment and a full assortment of "safe" chemicals, library of instructions and experiments is included.

No.	List Each	L.P.L.	P.L.
M18-CA5	$5.98	04X00	03X60

Packed 6 each, 35 lbs.

A. C. GILBERT



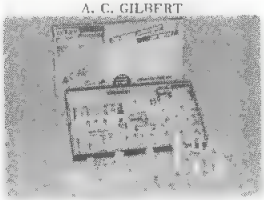
Chemistry Experiment Lab

Experiments in magic, secret writing, color printing, many more. Plenty of chemicals and equipment. White foam display tray. Colorful 13¾ x 9½ x 3¼ inch box.

No.	List Each	L.P.L.	P.L.
M18-12014	$5.98	04X00	03X60

Packed 6 each, 28 lbs.

A. C. GILBERT



Junior Chemistry Experiment Lab

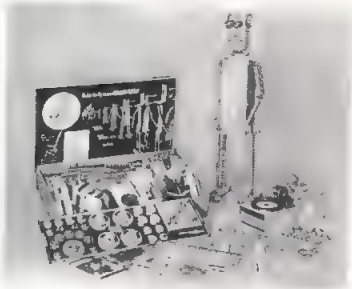
250 exciting experiments any youngster can do; including magic blueprint, invisible ink, vanishing cream etc. Safe for children who can read. Big illustrated book, good supply of chemicals and equipment. 10 x 18 inch box.

No.	List Each	L.P.L.	P.L.
M18-12002	$2.98	02X00	01X80

Packed 12 each, 32 lbs.

ERECTOR SETS

A. C. GILBERT



Master Builder Set

Builds a record player that actually plays 6 inch records at 78 rpm, makes a giant robot that walks by itself! Builds everything all other Erectors build, plus many new models. Has sound effects unit, two motors, a massive assortment of girders, gears, pulleys, plates and other parts. 24¼ x 14¾ x 4 inch steel chest.

No.	List Set	Packed	1 or 2	3/M
M19-10092	$69.98	1 set, 39 lbs.	46Z67	42Z00

Amusement Park Set

Sound effects unit reproduces carnival music for airplane ride, merry-go-round, parachute jump and similar models; or construction sounds for cranes, hoists, lifts etc. Big steel chest holds nearly 25 lbs. of parts, including forward-and-reverse electric motor, electro-magnet and huge supply of building pieces etc.

No.	List Set	Packed	1 or 2	3/M
M10-10082	$49.98	1 set, 29 lbs.	33Z35	30Z00

A. C. GILBERT

Musical Ferris Wheel Set

Features a sound effects unit to add carnival music or building noises (jackhammers, whistles etc.) to action models. Unit consists of turntable, reproducer and 2-side record. Electric motor provides power. Chest is 20¾ x 12¾ x 2¾ inches.

No.	List Set	Packed	L.P.L.	P.L.
M19-10072	$32.98	3 sets, 56 lbs.	22Z00	19Z80

The Steam Engine Set

18½ x 10 x 3 inch steel chest with huge assortment of parts packed in 3 separate trays in 2 tiers. Set has electric motor, polished steel boiler for such models as walking beam engine (as illustrated), many other projects.

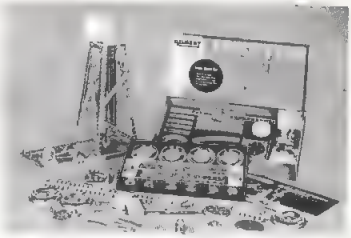
No.	List Set	Packed	L.P.L.	P.L.
M19-10062	$22.50	3 sets, 34 lbs.	15Z00	13Z50

Power Model Set

16¾ x 10½ x 3 inch steel chest with colorfully litho'd cover. Features DC-3 battery operated motor to activate many models. Two tiers of parts to build radar scanner, airplane ride, self-propelled trucks, cranes, aircraft etc.

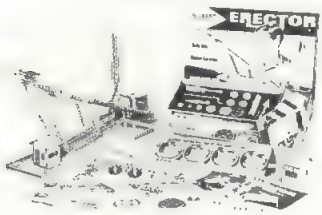
No.	List Set	Packed	L.P.L.	P.L.
M19-10041	$10.98	6 sets, 38 lbs.	07Y34	06Y60

(Illustrated at right)



ERECTOR SETS – ELECTRICITY SETS

A. C. GILBERT

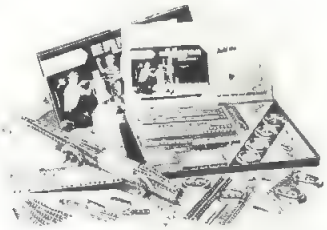


Rocket Launcher Set

Big 18 x 10 x 3 inch chest with colorful cover. Parts, equipment and apparatus; including electric motor with forward and reverse gears and 2 power take-offs. Models built include launcher (as shown), truck, cranes, rocket servicing tower and many others.

No.	List Set	Packed	L.P.L.	P.L.
M20-10052	$17.98	3 sets, 32 lbs.	12Z00	10Z80

A. C. GILBERT

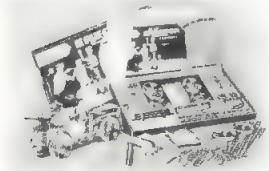


Engineer's Set

Big assortment of parts in a box with 4 color science theme label. Lift-up display card shows models set will build: Swept-wing jet fighter, rocket, mobile radar unit, rocket launcher platform, robot etc. Box is 20¼ x 13¼ x 1¼ inches.

No.	List Set	Packed	L.P.L.	P.L.
M20-10031	$7.98	6 sets, 28 lbs.	05Y34	04X80

A. C. GILBERT



Junior Engineer's Set

Handsome full color labeled box; pop-up display card illustrates models set will build. 18 x 10¼ x 1¼ inch box contains girders, wheels, car trucks, baseplate etc.

No.	List Set	L.P.L.	P.L.
M20-10026	$4.98	03X34	03X00

Packed 12 sets, 32 lbs.

A. C. GILBERT

Young Builder's Set

Compact, yet contains plenty of girders and other parts to build cranes, robot, derrick, submarine and many others as illustrated on blueprint instruction sheet.

No.	List Set	L.P.L.	P.L.
M20-10021	$2.98	02X00	01X80

Packed 6 sets, 14 lbs.

A. C. GILBERT

Fun With Electricity

Teaches basic electrical safety. Experiments in static electricity, magnetism, electro-magnetism. Powerful DC-3 electric motor. Learn how to build rheostat, tap out Morse code, build bell and buzzer system. Colorful box, 20¼ x 13¼ x 1¼ in.

No.	List Each	L.P.L.	P.L.
M20-11031	$9.98	06Y67	06Y00

Packed 6 each, 24 lbs.

A. C. GILBERT

Fun With Electricity

Makes magnetic boat, jumping cork, many other interesting things. Has 1½ volt electric motor with see-through housing to show armature action. Powdered iron, ammonium chloride, bars, gears, magnets etc. Teaches basic electrical safety.

No.	List Each	L.P.L.	P.L.
M20-10020	$5.98	04X00	03X60

Packed 12 each, 23 lbs.

(Illustrated at left)

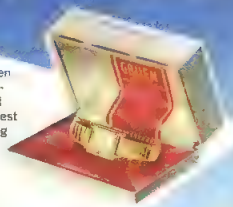
GRUEN

THE *Precision* WATCH

American Choice Since 1874

THE NEWEST LOOK IN TIME!

For over 83 years the name Gruen on a watch has been a pledge of superior Gruen-Precision accuracy and dependability, and the latest in fine watch styling



CADET . . Handsomely styled and a truly accurate timekeeper Dependable 17-jewel Gruen Precision movement Attractive 10 kt yellow rolled gold plate case Distinctively styled match ng expansion band Unbreak. mainspring.
26W40-2360 Retail **$39.75**

DUNBAR . . . Unique design matched with dependable 17-jewel Gruen-Precis on accuracy Richly encased in 10 kt. yellow rolled gold plate. Truly a watch of distinction with matching expansion band
26W41-2715 Retail **$49 75**

BARCLAY . . . An impressive design with the executive look. Accurate 17-jewel Gruen Precision movement This masterpiece is cased in 10 kt yellow rolled gold plate and has a fine match ng expansion band
26W42-2995 Retail **$59.50**

MONARCH . . Smart masculine styling enhanced by 3 fine sparkling diamonds. 17 jewels. 10 kt white rolled gold plate case Matching expansion band
26W43-3445 Retail **$65.00**
Same as above in 10 kt. yellow RGP with white dial.
26W44-3445 Retail **$65.00**

KINCAID . . . Imaginative new styling for the modern man paired with dependable 17-jewel Gruen Precision accuracy in a distinctive 10 kt. yellow rolled gold plate Gruen. Handsome matched expansion band
26W45-3685 Retail **$71.50**

DREXEL . . Gracefully designed case combined with world-famous 17-jewel Gruen-Precision accuracy 10 kt yellow rolled gold plate case accented by a matching expansion bracelet
26W46-2360 Retail **$39.75**
Same in 10 kt white RGP
26W47-2360 Retail **$39.75**

SPRITE . . Simple and delicate styling for the discriminating. 10 kt yellow rolled gold plate case. Faithfully accurate 17-jewel Gruen Precision movement. Matching expansion brace et
26W48-2715 Retail **$49 75**
Same in 10 kt white RGP
26W49-2715 Retail **$49 75**

MARCELLE . . A treasure of modern beauty in a fine watch with 17 jewel Gruen-Precis on movement Encased in 10 kt. yellow rolled gold plate case. With charm ng expansion bracelet
26W50-2995 Retail **$59 50**
Same in 10 kt. white RGP
26W51-2995 Retail **$59 50**

BRIGHTON . . . 2 brilliant diamonds highlight the classic simplicity of this elegant timepiece 17-jewel Gruen Precision movement Beautifully encased in 10 kt white rolled gold plate. Matching expansion bracelet
26W52-3445 Retail **$65.00**

SHEFFIELD . . A dainty creation with sophisticated styling This 17-jewel Gruen Precision masterpiece has a 10 kt yellow gold-filled case. Modern match ng bracelet.
26W53-3685 Retail **$71 50**
Same in 10 kt. white gold filled
26W54-3685 Retail **$71.50**

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

KENSINGTON . . Handsomely styled A watch he'll be proud to own and wear 14 kt. yellow gold case Accurate 17 jewel Gruen Precision movement Fine expansion band with leather inserts.
26W55-4300 Retail $79.50

BARON . . Dependably accurate 23-jewel Gruen-Precision movement Ultra-thin 10 kt. yellow gold filled case is truly smart and distinctive Attractive matching expansion band. Unbreakable mainspring.
26W56-4880 Retail $89.50

CENTURION . . . Distinctive design combined with Gruen Precision accuracy. Guaranteed 23-jewel movement Handsome 10 kt. yellow gold filled case with smart matching expansion band
26W57-5455 Retail $110.00

VALIANT . . For the man who wants the finest. Accuracy is assured in its 23 jewel Gruen-Precision movement Ultra-thin 14 kt. yellow gold case Leather no-stitch strap with beveled edges
26W58-4881 Retail $125.00

GRUEN
THE *Precision* WATCH

MEN'S DRESS AND SELF-WINDING *Autowind*® WATCHES

WITH GRUEN-PRECISION®

The fastest selling automatic watch in the world — Gruen Autowind . . . winds itself as you wear it. Shock-resistant, dust resistant, anti-magnetic . . . with guaranteed unbreakable mainspring.

$59.50 TO $125.00

23 JEWELS

14 KT. GOLD

Every Gruen Watch is electronically tested for superior quality after rigid tests for accuracy. The movement is guaranteed against defective parts and workmanship.

AUTOWIND SPARTAN . . . Set it and forget it! Self-winding. Water and shock resistant, anti-magnetic, unbreakable mainspring sweep-second hand 17-jewel Gruen-Precision movement, chrome steel case Expansion band
26W59-3245 Retail $59.50

AUTOWIND MARKSMAN . . . Automatically winds itself! Water and shock-resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17 jewels. 10 kt. yellow rolled gold plate case. Attractive matching expansion band.
26W60-3845 Retail $69.50

AUTOWIND CONQUEROR . . A modern miracle! Self-winding Water and shock resistant, anti magnetic, sweep-second hand, 23 jewels. Chrome steel case with smart matching expansion band.
26W61-3845 Retail $69.50

AUTOWIND MUSKETEER Self-winding, Water and shock resistant Anti-magnetic, sweep-second hand 23 jewels. 10 kt. yellow rolled gold plate case. Expansion type metal band with leather inserts
26W62-4880 Retail $89.50

AUTOWIND CRAFTSMAN . . . Winds itself! Water and shock resist, anti-magnetic, sweep second hand 23-jewel Gruen-Precision movement. 10 kt. yellow gold filled case, expansion band.
26W63-5795 Retail $110.00

AUTOWIND ILLUSTRIOUS Self winding with diamond dial! 23-jewel Gruen Precision movement, Water and shock resistant, sweep second hand 4-diamond dial 10 kt yellow rolled gold plate. Expansion band
26W64-6365 Retail $125.00

EACH GRUEN WATCH IS BEAUTIFULLY ENCASED IN A HANDSOME GIFT BOX

BROOKLINE . . . Ultimate in elegance. Unexcelled 17-jewel Gruen Precision movement. Petitely styled 14 kt yellow gold case. Smart matching expansion bracelet
26W65-4190 Retail $79.50
Same watch in 14 kt. white gold.
26W66-4190 Retail $79.50

VALERIE . Petite case with the unmatched accuracy and dependability of the 17-jewel Gruen Precision movement. 14 kt. yellow gold expansion bracelet
26W67-4880 Retail $89.50
Same watch in 14 kt. white gold.
26W68-4880 Retail $89.50

FONTAINE . Glamour, excitement and breathtaking beauty in a 14 kt yellow gold Gruen Superb 23 jewel Gruen-Precision movement, matching expansion bracelet
26W69-5455 Retail $110.00
Same watch in 14 kt. white gold
26W70-5455 Retail $110.00

TEASDALE . . . Captivating styling in a beautiful new 23-jewel Gruen-Precision watch. This classic favorite is designed in 14 kt. yellow gold with distinctively styled matching mesh bracelet
26W71-6295 Retail $125.00

THE NEWEST LOOK IN *Exquisite* DRESS AND DIAMOND WATCHES

$79.50 TO $150.00

Beauty as radiant and matchless as the stars in superbly crafted Gruen-Precision watches. Each a distinctive, beautiful creation with world-famous Gruen Precision accuracy and dependability.

14 KT. GOLD

23 JEWELS

4-8-8-10 DIAMONDS

GRUEN
THE *Precision* WATCH

COVEDALE . . . 4 radiant diamonds enhance the beauty of this fine Gruen timepiece. 17-jewel Gruen-Precision movement. 10 kt. yellow rolled gold plate case. Matching expansion bracelet
26W72-4335 Retail $79.50
Same watch in 10 kt. white RGP
26W73-4335 Retail $79.50

OCTAVIA . . . Beautiful style with 4 fiery diamonds. Dependably accurate 17-jewel Gruen Precision movement. 10 kt. white rolled gold plate case with 2-strand snake flexible bracelet.
26W74-4880 Retail $89.50

CARDIFF . . . Elegant beauty. Superbly fashioned with 6 brilliant diamonds. Accurate 17-jewel Gruen Precision movement. 10 kt. white gold filled case. Smart expansion type matching bracelet.
26W75-6000 Retail $110.00

REMEMBRANCE . . 8 dazzling diamonds. Faithfully accurate 23-jewel Gruen-Precision movement. Charming 10 kt. white gold filled case with attractive snug-fitting 2-strand snake bracelet
26W76-6820 Retail $125.00

BRIARCLIFFE . . . The ultimate in beauty. 10 fine diamonds set in an exquisite 14 kt. white gold case. Accurate 23-jewel Gruen-Precision movement. Fine 2-strand snake bracelet
26W77-8180 Retail $150.00

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

CONVOY . . . Beauty and accuracy in a fine watch that resists water and shock. 17-jewel Gruen-Precision movement. Chrome-steel case. Sweep-second hand. Smart matching expansion band.
26W78-2300 Retail $39.75

ANNAPOLIS . . . Water and shock resistant. 17 jewels, sweep-second. Chrome-steel case, matching expansion band with leather inserts.
26W79-2715 . Retail $49.75
Same watch as above with white dial in chrome-steel case.
26W80-2715 Retail $49.75

NAVIGATOR . . . Rugged masculine style. Resists water and shock. 17 jewels, sweep-second hand. Handsome 10 kt. yellow rolled gold plate case, with unusual leather insert expansion band.
26W81-3245 Retail $59.50

SPEEDWAY . . . Water and shock resistant. 17 jewels. Sweep-second. 10 kt. yellow rolled gold plate case. Expansion band with reptile inserts.
26W82-3635 . . . Retail $71.50
Same watch as above with black dial in 10 kt. white RGP
26W83-3635 Retail $71.50

The newest look in
WATER RESIST WATCHES

Sturdy and handsome, these rugged Gruen water-resist watches are built to take it. They're water-resistant, anti-magnetic, shock-resistant, with world-famous Gruen Precision accuracy and dependability.

GRUEN
THE *Precision* WATCH

CASCADE . . . A delight to wear and practical too. Water and shock resistant 17 jewels, sweep second hand. Smartly styled 10 kt. yellow rolled gold plate case. Matching mesh insert expansion bracelet.
26W64-3565 Retail $67.50

Guaranteed
UNBREAKABLE MAINSPRING FOR LIFE OF WATCH

AUTOWIND AIR LARK . . . Winds itself! Water and shock resistant sweep-second hand, anti-magnetic. 17 jewel Gruen Precision movement. Chrome-steel case. Matching expansion bracelet with reptile inserts.
26W85-4335 Retail $79.50

GRUEN *Caressable*

A STUNNING WATCH AND INLAID ENAMELED BRACELET COMBINED

PRINCESS . . . New fashion hit! Choice of 4 beautiful fashion enamel colors on gleaming yellow. 17-jewel Gruen-Precision movement.

A.	26W86-4100	Retail $79.50
B.	26W87-4100	Retail $79.50
C	26W88-4100	Retail $79.50
D	26W89-4100	Retail $79.50

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America's Choice Since 1874

GRUEN

THE *Precision* WATCH

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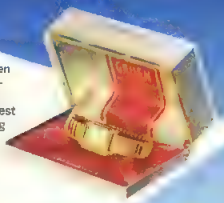

CADET . . . Handsomely styled and a truly accurate time keeper. Dependable 17 jewel Gruen Precision movement. Attractive 10 kt. yellow rolled gold plate case. Distinctively styled matching expansion band. Unbreak mainspring.
36-11191-2360 Retail 39.75

DUNBAR . . Unique design matched with dependable 17-jewel Gruen-Precision accuracy. Richly encased in 10 kt. yellow rolled gold plate. Truly a watch of distinction with matching expansion band
36-11209-2715 Retail 49.75

BARCLAY . . An impressive design with the executive look. Accurate 17-jewel Gruen-Precision movement. This masterpiece is cased in 10 kt. yellow rolled gold plate and has a fine matching expansion band.
36-11217-2995 Retail 59.50

MONARCH . . . Smart masculine styling enhanced by 3 fine sparkling diamonds. 17 jewels. 10 kt. white rolled gold plate case. Matching expansion band
36-11225-3445 Retail 65.00
Same as above in 10 kt. yellow RGP with white dial
36-11233-3445 Retail 65.00

KINCAID . . maginative new styling for the modern man paired with dependable 17 jewel Gruen-Precision accuracy in a distinctive 10 kt. yellow rolled gold plate Gruen. Handsome matched expansion band
36-11241-3685 Retail 71.50

GREKEL . . . Gracefully designed case combined with world-famous 17-jewel Gruen-Precision accuracy. 10 kt. yellow rolled gold plate case accented by a matching expansion bracelet.
36-12215-2360 Retail 39.75
Same in 10 kt. white RGP
36-12222-2360 Retail 39.75

SPRITE . . Simple and delicate styling for the discriminating. 10 kt. yellow rolled gold plate case. Faithfully accurate 17-jewel Gruen Precision movement. Matching expansion bracelet
36-12231-2715 Retail 49.75
Same in 10 kt. white RGP
36-12249-2715 Retail 49.75

MARCELLE . . . A treasure of modern beauty in a fine watch with 17 jewel Gruen-Precision movement. Encased in 10 kt. yellow rolled gold plate case. With charming expansion bracelet.
36-12256-2995 Retail 59.50
Same in 10 kt. white RGP
36-12264-2995 Retail 59.50

BRIGHTON . . 2 brilliant diamonds highlight the classic simplicity of this elegant timepiece. 17 jewel Gruen Precision movement. Beautifully encased in 10 kt. white rolled gold plate. Matching expansion bracelet.
36-12272-3445 Retail 65.00

SHEFFIELD . . A dainty creation with sophisticated styling. This 17-jewel Gruen Precision masterpiece has a 10 kt. yellow gold-filled case. Modern matching bracelet
36-12280-3685 Retail 71.50
Same in 10 kt. white gold filled
36-12298-3685 Retail 71.50

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

KENSINGTON . . Handsomely styled. A watch he'll be proud to own and wear. 14 kt. yellow gold case. Accurate 17-jewel Gruen Precision movement. Fine expansion band with leather inserts.
36-11258-4300 Retail 79.50

BARON . . Dependably accurate 23 jewel Gruen-Precision movement. Ultra-thin 10 kt. yellow gold filled case is truly smart and distinctive. Attractive matching expansion band. Unbreakable mainspring.
36-11266-4880 Retail 89.50

CENTURION . . Distinctive design combined with Gruen-Precision accuracy. Guaranteed 23-jewel movement. Handsome 10 kt. yellow gold-filled case with smart matching expansion band.
36-11274-5455 Retail 110.00

VALIANT . For the man who wants the finest. Accuracy is assured in its 23-jewel Gruen-Precision movement. Ultra-thin 14 kt. yellow gold case. Leather no-stitch strap with beveled edges.
36-11282-6895 Retail 125.00

GRUEN
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MEN'S DRESS AND SELF-WINDING Autowind® WATCHES

WITH GRUEN-PRECISION®

The fastest selling automatic watch in the world — Gruen Autowind . . . winds itself as you wear it. Shock-resistant, dust resistant, anti-magnetic . . . with guaranteed unbreakable mainspring.

$59.50 TO $125.00

23 JEWELS

14 KT. GOLD

Every Gruen Watch is electronically tested for superior quality after rigid tests for accuracy. The movement is guaranteed against defective parts and workmanship.

AUTOWIND SPARTAN . Set it and forget it! Self-winding. Water and shock resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17 jewel Gruen-Precision movement, chrome-steel case. Expansion band.
36-11290-3245 Retail 59.50

AUTOWIND MARKSMAN Automatically winds itself! Water and shock-resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17 jewels. 10 kt. yellow rolled gold plate case. Attractive matching expansion band.
36-11308-3845 . . . Retail 69.50

AUTOWIND CONQUEROR A modern miracle! Self winding. Water and shock resistant, anti-magnetic, sweep-second hand, 23 jewels. Chrome steel case with smart matching expansion band.
36-11316-3845 Retail 69.50

AUTOWIND MUSKETEER . Self-winding! Water and shock resistant. Anti magnetic, sweep-second hand 23 jewels, 10 kt. yellow rolled gold plate case. Expansion type metal band with leather inserts.
36-11324-4880 Retail 89.50

AUTOWIND CRAFTSMAN . . Winds itself! Water and shock resist, anti-magnetic, sweep-second hand, 23-jewel Gruen Precision movement. 10 kt. yellow gold filled case, expansion band.
36-11332-5795 Retail 110.00

AUTOWIND ILLUSTRIOUS . . Self-winding with diamond dial! 23-jewel Gruen Precision movement. Water and shock resistant, sweep-second hand. 4 diamond dots. 10 kt. yellow rolled gold plate. Expansion band.
36-11340-6365 Retail 125.00

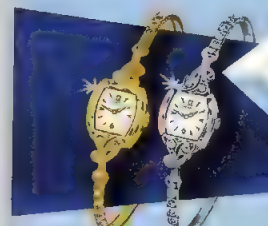
EACH GRUEN WATCH IS BEAUTIFULLY ENCASED IN A HANDSOME GIFT BOX

BROOKLINE . . . Ultimate in elegance. Unexcelled 17-jewel Gruen-Precision movement. Perfectly styled 14 kt yellow gold case. Smart matching expansion bracelet
36-12306-4190 Retail 79.50
Same watch in 14 kt white gold
36-12314-4190 Retail 79.50

VALERIE . . Petite case with the unmatched accuracy and dependability of the 17-jewel Gruen Precision movement. 14 kt yellow gold expansion bracelet
36-12322-4680 Retail 89.50
Same watch in 14 kt white gold
36-12330-4880 Retail 89.50

FONTAINE . Glamour, excitement and breathtaking beauty in a 14 kt. yellow gold Gruen Superb 23-jewel Gruen Precision movement, matching expansion bracelet
36-12348-5455 Retail 110.00
Same watch in 14 kt white gold
36-12355-5455 Retail 110.00

TEASDALE . . . Captivating styling in a beautiful new 23-jewel Gruen Precision watch. This classic favorite is designed in 14 kt yellow gold with distinctively styled matching mesh bracelet
36-12363-6295 Retail 125.00



THE NEWEST LOOK IN
Exquisite
DRESS AND DIAMOND WATCHES
$79.50 TO $150.00

Beauty as radiant and matchless as the stars in superbly crafted Gruen-Precision watches. Each a distinctive, beautiful creation with world-famous Gruen Precision accuracy and dependability.

COVEDALE 4 radiant diamonds enhance the beauty of this fine Gruen Limepiece 17-jewel Gruen Precision movement, 10 kt. yellow rolled gold plate case. Matching expansion bracelet.
36-12371-4335 Retail 79.50
Same watch in 10 kt. white RGP
36-12389-4335 Retail 79.50

14 KT. GOLD
23 JEWELS
4-6-8-10 DIAMONDS

GRUEN
THE *Precision* WATCH

OCTAVIA . . Beautiful style with 4 fiery diamonds. Dependably accurate 17-jewel Gruen Precision movement. 10 kt. white rolled gold plate case with 2 strand snake flexible bracelet
36-12397-4880 Retail 89.50

CARDIFF . Elegant beauty. Superbly fashioned with 6 brilliant diamonds. Accurate 17-jewel Gruen-Precision movement. 10 kt. white gold filled case. Smart expansion type matching bracelet
36-12405-6000 Retail 110.00

REMEMBRANCE . . . 8 dazzling diamonds. Faithfully accurate 23-jewel Gruen Precision movement. Charming 10 kt white gold-filled case with attractive snug fitting 2 strand snake bracelet
36-12413-6820 Retail 125.00

BRIARCLIFFE . . The ultimate in beauty. 10 fine diamonds set in an exquisite 14 kt. white gold case. Accurate 23-jewel Gruen Precision movement. Fine 2 strand snake bracelet
36-12421-8180 Retail 150.00

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

CONVOY . . . Beauty and accuracy in a fine watch that resists water and shock. 17-jewel Gruen-Precision movement. Chrome-steel case. Sweep-second hand. Smart matching expansion band.
36-11357-2300 Retail 39.75

ANNAPOLIS . . . Water and shock resistant. 17 jewels, sweep-second. Chrome-steel case, matching expansion band with leather inserts.
36-11365-2715 Retail 49.75
Same watch as above with white dial in chrome-steel case.
36-11399-2715 Retail 49.75

NAVIGATOR . . . Rugged masculine style. Resists water and shock. 17 jewels, sweep-second hand. Handsome 10 kt yellow rolled gold plate case, with unusual leather insert expansion band.
36-11373-3245 Retail 59.50

SPEEDWAY . . . Water and shock resistant. 17 jewels. Sweep-second. 10 kt. yellow rolled gold plate case. Expansion band with reptile inserts.
36-11381-3635 . Retail 71.50
Same watch as above with black dial in 10 kt. white RGP
36-11407-3635 . Retail 71.50

CASCADE . . . A delight to wear and practical too. Water and shock resistant 17 jewels, sweep-second hand. Smartly styled 10 kt. yellow rolled gold plate case. Matching mesh insert expansion bracelet
36-12439-3565 . Retail 67.50

The newest look in
WATER RESIST WATCHES

Sturdy and handsome, these rugged Gruen water-resist watches are built to take it. They're water-resistant, anti-magnetic, shock-resistant, with world-famous Gruen-Precision accuracy and dependability.

GRUEN
THE *Precision* WATCH

Guaranteed
UNBREAKABLE MAINSPRING FOR LIFE OF WATCH

AUTOWIND AIR LARK . . . Winds itself! Water and shock resistant sweep-second hand, anti-magnetic, 17 jewel Gruen Precision movement. Chrome-steel case. Matching expansion bracelet with reptile inserts
36-12447-4335 Retail 79.50

GRUEN *Caressable*

A STUNNING WATCH AND INLAID ENAMELED BRACELET COMBINED

PRINCESS . New fashion hit! Choice of 4 beautiful fashion enamel colors on gleaming yellow 17 jewel Gruen Precision movement.

A.	36-12454-4100 White	Retail 79.50
B.	36-12462-4100 Red	Retail 79.50
C.	36-12470-4100 Blue	Retail 79.50
D	36-12488-4100 Black	Retail 79.50

THE NEWEST LOOK IN TIME

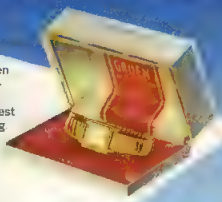
America's Choice Since 1874

GRUEN

THE *Precision* WATCH

THE NEWEST LOOK IN TIME!

For over 83 years the name Gruen on a watch has been a pledge of superior Gruen-Precision accuracy and dependability, and the latest in fine watch styling



CADET . . Handsomely styled and a truly accurate timekeeper. Dependable 17-jewel Gruen Precision movement. Attractive 10 kt. yellow rolled gold plate case. Distinctively styled matching expansion band. Unbreak. mainspring. **A26/500M2360 Retail $39.75**

DUNBAR . . Unique design matched with dependable 17-jewel Gruen Precision accuracy. Richly encased in 10 kt. yellow rolled gold plate. Truly a watch of distinction with matching expansion band. **A26 501M2715 Retail $49.75**

BARCLAY . . An impressive design with the executive look. Accurate 17-jewel Gruen Precision movement. This masterpiece is cased in 10 kt. yellow rolled gold plate and has a fine matching expansion band. **A26/502M2995 Retail $59.50**

MONARCH . . Smart masculine styling enhanced by 3 fine sparkling diamonds. 17 jewels. 10 kt. white rolled gold plate case. Matching expansion band. **A26/503M3445 Retail $65.00**
Same as above in 10 kt. yellow RGP with white dial. **A26 504M3445 Retail $65.00**

KINCAID . . Imaginative new styling for the modern man paired with dependable 17 jewel Gruen-Precision accuracy in a distinctive 10 kt. yellow rolled gold plate Gruen Handsome matched expansion band. **A26 505M3685 Retail $71.50**

DREXEL . . . Gracefully designed case combined with world famous 17 jewel Gruen-Precision accuracy. 10

SPRITE . . Simple and delicate styling for the discriminating. 10 kt. yellow rolled gold plate case. Faithfully

MARCELLE . . . A treasure of modern beauty in a fine watch with 17 jewel Gruen Precision movement. En

BRIGHTON . . 2 brilliant diamonds highlight the classic simplicity of this elegant

SHEFFIELD . . A dignity creation with sophisticated styling. This 17-jewel Gruen Precision masterpiece has a 10

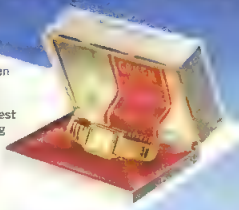
American Choice Since 1874

GRUEN

THE *Precision* WATCH

THE NEWEST LOOK IN TIME!

For over 83 years the name Gruen on a watch has been a pledge of superior Gruen Precision accuracy and dependability, and the latest in fine watch styling



"39" to "150"

CADET . . Handsomely styled and a truly accurate timekeeper. Dependable 17-jewel Gruen Precision movement. Attractive 10 kt. yellow rolled gold plate case. Distinctively styled matching expansion band. Unbreak mainspring
35369CU2360 Retail **$39.75**

DUNBAR . . . Unique design matched with dependable 17-jewel Gruen Precision accuracy. Richly encased in 10 kt. yellow rolled gold plate. Truly a watch of distinction with matching expansion band.
35370CU2715 Retail **$49.75**

BARCLAY . . . An impressive design with the executive look. Accurate 17-jewel Gruen Precision movement. This masterpiece is cased in 10 kt. yellow rolled gold plate and has a fine matching expansion band
35371CU2995 Retail **$59.50**

MONARCH . . Smart masculine styling enhanced by 3 fine sparkling diamonds. 17 jewels. 10 kt white rolled gold plate case. Matching expansion band
35373CU3445 Retail **$65.00**
Same as above in 10 kt yellow RGP with white dial.
35372CU3445 Retail **$65.00**

KINCAID . . . Imaginative new styling for the modern man paired with dependable 17-jewel Gruen Precision accuracy in a distinctive 10 kt yellow rolled gold plate Gruen. Handsome matched expansion band
35374CU3685 Retail **$71.50**

DREXEL . . . Gracefully designed case combined with world famous 17-jewel Gruen-Precision accuracy. 10 kt. yellow rolled gold plate case accented by a matching expansion bracelet.
35375CU2360 Retail **$39.75**
Same in 10 kt. white RGP
35376CU2360 Retail **$39.75**

SPRITE . . . Simple and delicate styling for the discriminating. 10 kt. yellow rolled gold plate case. Faithfully accurate 17-jewel Gruen-Precision movement. Matching expansion bracelet.
35377CU2715 Retail **$49.75**
Same in 10 kt. white RGP.
35378CU2715 Retail **$49.75**

MARCELLE . . . A treasure of modern beauty in a fine watch with 17-jewel Gruen Precision movement. Encased in 10 kt yenow rolled gold plate case. With charming expansion bracelet.
35379CU2995 Retail **$59.50**
Same in 10 kt. white RGP
35380CU2995 Retail **$59.50**

BRIGHTON . . . 2 brilliant diamonds highlight the classic simplicity of this elegant timepiece. 17-jewel Gruen-Precision movement. Beautifully encased in 10 kt. white rolled gold plate. Matching expansion bracelet
35381CU3445 Retail **$65.00**

SHEFFIELD . . A dainty creation with sophisticated styling. This 17-jewel Gruen-Precision masterpiece has a 10 kt yellow gold-filled case. Modern matching bracelet.
35382CU3685 Retail **$71.50**
Same in 10 kt. white gold filled.
35383CU3685 Retail **$71.50**

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

KENSINGTON . Handsomely styled. A watch he'll be proud to own and wear 14 kt yellow gold case. Accurate 17-jewel Gruen Precision movement. Fine expansion band with leather inserts

35384CU4300 Retail $79.50

BARON Dependably accurate 23 jewel Gruen-Precision movement Ultra-thin 10 kt. yellow gold filled case is truly smart and distinctive. Attractive matching expansion band Unbreakable mainspring.

35385CU4880 Retail $89.50

CENTURION . . . Distinctive design combined with Gruen-Precision accuracy Guaranteed 23-jewel movement Handsome 10 kt yellow gold filled case with smart matching expansion band

35386CU5455 . Retail $110.00

VALIANT . . . For the man who wants the finest. Accuracy is assured in its 23 jewel Gruen Precision movement. Ultra thin 14 kt. yellow gold case. Leather no-stitch strap with beveled edges.

35387CU6895 Retail $125.00

GRUEN
THE *Precision* WATCH

MEN'S DRESS AND SELF-WINDING *Autowind*® WATCHES

WITH GRUEN-PRECISION®

The fastest selling automatic watch in the world — Gruen Autowind . . . winds itself as you wear it. Shock resistant, dust resistant, anti magnetic . . . with guaranteed unbreakable mainspring.

$59.50 TO $125.00

23 JEWELS

14 KT. GOLD

Every Gruen Watch is actronically tested for superior quality after rigid tests for accuracy. The movement is guaranteed against defective parts and workmanship.

AUTOWIND SPARTAN . Set it and forget it! Self winding. Water and shock resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17-jewel Gruen Precision movement, chrome-steel case. Expansion band

35388CU3245 Retail $59.50

AUTOWIND MARKSMAN . . Automatically winds itself! Water and shock resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17 jewels 10 kt yellow rolled gold plate case. Attractive matching expansion band.

35389CU3845 Retail $69.50

AUTOWIND CONQUEROR . A modern miracle! Self-winding. Water and shock resistant, anti-magnetic, sweep-second hand, 23 jewels Chrome-steel case with smart matching expansion band

35390CU3845 Retail $69.50

AUTOWIND MUSKETEER . Self winding! Water and shock resistant. Anti-magnetic, sweep-second hand 23 jewels. 10 kt. yellow rolled gold plate case. Expansion type metal band with leather inserts.

35391CU4880 Retail $89.50

AUTOWIND CRAFTSMAN . . . Winds itself! Water and shock resist. anti magnetic, sweep-second hand 23-jewel Gruen-Precision movement 10 kt yellow gold filled case, expansion band

35392CU5795 Retail $110.00

AUTOWIND ILLUSTRIOUS Self-winding with diamond dial! 23-jewel Gruen-Precision movement. Water and shock resistant, sweep-second hand. 4-diamond dial. 10 kt. yellow rolled gold plate. Expansion band.

35393CU6365 Retail $125.00

EACH GRUEN WATCH IS BEAUTIFULLY ENCASED IN A HANDSOME GIFT BOX

BROOKLINE Ultimate in elegance. Unexcelled 17 jewel Gruen Precision movement. Petite y sty ed 14 kt yellow gold case. Smart matching expans on bracelet.
35394CU4190 Retail **$79.50**
Same watch in 14 kt white gold
35395CU4190 Retail **$79.50**

VALERIE . Petite case with the un matched accuracy and depend ability of the 17 jewel Gruen-Precision movement. 14 kt. yellow gold, expansion bracelet.
35396CU4880 Retail **$89.50**
Same watch in 14 kt. white gold.
35397CU4880 Retail **$89.50**

FONTAINE Glamour, excitement and breathtaking beauty in a 14 kt yellow gold Gruen. Superb 23-jewel Gruen-Precis on movement match ng expansion bracelet.
35398CU5455 Retail **$110.00**
Same watch in 14 kt. white gold
35399CU5455 Retail **$110.00**

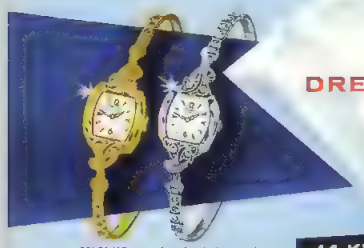
TEASDALE Captivating styling in a beautiful new 23 jewel Gruen-Pre cision watch. This classic favorite is designed in 14 kt. yellow gold with distinctively styled matching mesh bracelet.
35400CU6295 Retail **$125.00**

THE NEWEST LOOK IN
Exquisite
DRESS AND DIAMOND WATCHES
$79.50 TO $150.00

Beauty as radiant and matchless as the stars in superbly crafted Gruen-Precision watches. Each a distinct ve, beautiful creation with world-famous Gruen Precision accuracy and dependability.

14 KT. GOLD
23 JEWELS
4·6·8·10 DIAMONDS

GRUEN
THE *Precision* WATCH



COVEDALE . . . 4 radiant diamonds enhance the beauty of this fine Gruen timeprece. 17-jewel Gruen Precision movement. 10 kt yellow rolled gold plate case. Matching expansion bracelet.
35401CU4335 Retail **$79.50**
Same watch in 10 kt. white RGP
35402CU4335 Retail **$79.50**

OCTAVIA Beautiful style with 4 fiery diamonds. Dependably accurate 17 jewel Gruen Precision movement. 10 kt. white rolled gold plate case with 2-strand snake flexible bracelet.
35403CU4880 Retail **$89.50**

CARDIFF Elegant beauty. Superbly fashioned with 6 brilliant diamonds. Accurate 17 jewel Gruen-Precision movement. 10 kt. white gold-filled case. Smart expansion type matching bracelet.
35404CU6000 Retail **110.00**

REMEMBRANCE . . . 8 dazzling diamonds. Faithfully accurate 23-jewel Gruen-Precision movement. Charming 10 kt white gold-filled case with attractive snug-fitting 2-strand snake bracelet.
35405CU6820 Retail **125.00**

BRIARCLIFFE The ultimate in beauty. 10 fine diamonds set in an exquisite 14 kt. white gold case. Accurate 23-jewel Gruen-Precision movement. Fine 2-strand snake bracelet.
35406CU8180 Retail **$150.00**

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

CONVOY . . . Beauty and accuracy in a fine watch that resists water and shock. 17-jewel Gruen-Precision movement. Chrome-steel case Sweep-second hand. Smart matching expansion band.
35407CU2300 Retail **$39.75**

ANNAPOLIS . . . Water and shock resistant. 17 jewels, sweep-second. Chrome-steel case, matching expansion band with leather inserts.
35408CU2715 Retail **$49.75**
Same watch as above with white dial in chrome-steel case.
35535CU2715 Retail **$49.75**

NAVIGATOR . . Rugged masculine style. Resists water and shock. 17 jewels, sweep-second hand. Handsome 10 kt. yellow rolled gold plate case, with unusual leather insert expansion band.
35409CU3245 Retail **$59.50**

SPEEDWAY . . Water and shock resistant. 17 jewels. Sweep-second. 10 kt. yellow rolled gold plate case. Expansion band with reptile inserts.
35410CU3635 Retail **$71.50**
Same watch as above with black dial in 10 kt. white RGP.
35536CU3635 Retail **$71.50**

The newest look in
WATER RESIST WATCHES

Sturdy and handsome, these rugged Gruen water resist watches are built to take it. They're water-resistant, anti-magnetic, shock-resistant, with world famous Gruen-Precision accuracy and dependability.

GRUEN
THE *Precision* WATCH

CASCADE . . . A delight to wear and practical too. Water and shock resistant. 17 jewels, sweep-second hand. Smartly styled 10 kt. yellow rolled gold plate case. Matching mesh insert expansion bracelet.
35411CU3365 Retail **$67.50**

Guaranteed
UNBREAKABLE MAINSPRING FOR LIFE OF WATCH

AUTOWIND AIR LARK . . . Winds itself! Water and shock resistant, sweep-second hand anti-magnetic, 17 jewel Gruen-Precision movement. Chrome-steel case. Matching expansion bracelet with reptile inserts.
35412CU4335 Retail **$79.50**

GRUEN *Caressable*

A STUNNING WATCH AND INLAID ENAMELED BRACELET COMBINED

PRINCESS . . . New fashion hit! Choice of 4 beautiful fashion enamel colors on gleaming yellow 17-jewel Gruen-Precision movement.

A.	35413CU4100	Retail $79.50
B.	35414CU4100	Retail $79.50
C.	35415CU4100	Retail $79.50
D.	35416CU4100	Retail $79.50

THE NEWEST LOOK IN TIME

Hallmark

17 21* 25*

JEWEL WATCHES

ADVERTISED IN LIFE

Lifetime Guarantee

*On all movement parts against breakage

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy, extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability.

25* JEWELS

21* JEWELS WATERPROOF*

25* JEWELS

DRESS WATCH

21* JEWELS WATERPROOF*

a) **Claremont. 25* Jewels.** Masterful styling. Yellow rolled gold plate case, stainless back. Matching gold filled expansion bracelet. Protected by Incabloc
348-2400 Index1-2725.....$82.50

b) **Clarendon. 21* Jewels.** Waterproof* dress watch. Yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet. Protected by Incabloc.
348-2401 Index1-2625.....$80.00

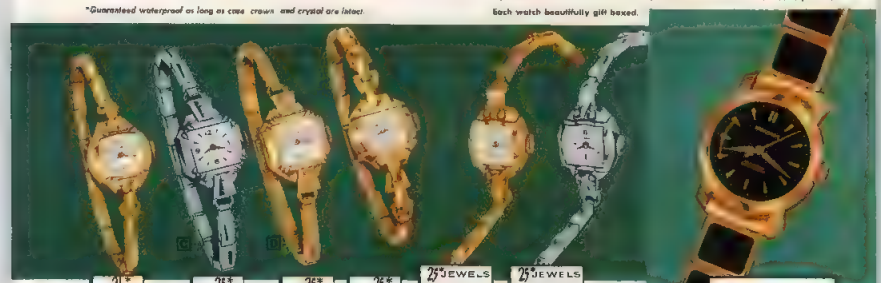
Clifton. 25* Jewels. Dashing design. Yellow rolled gold plate case, stainless back. Matching gold filled combination expansion band. Striking black dial. Shock protected with Incabloc.
348-2402
Index1-2675.....$80.00

Colgate. For the debonair man. Handsome case color of yellow gold, stainless back. Smart two-tone dial. Matching gold filled expansion band, 17 Jewels. Incabloc shock protection.
348-2403
Index1-1995.....$60.00

Armstrong. 21* Jewels. The waterproof* case has chrome steel top, stainless back matching expansion band. Sweep second hand. Radium hands and figures. Shock-protected by Incabloc.
348-2404
Index1-2175.....$67.50

*Guaranteed waterproof as long as case, crown and crystal are intact

Each watch beautifully gift boxed.



21* JEWELS

25* JEWELS

25* JEWELS

25* JEWELS

25* JEWELS 14K GOLD

25* JEWELS 14K GOLD

SELF-WINDING WATERPROOF*

Aurora. 21* Jewels. Great value, tiny size. Natural gold color case, stainless back. Gold filled expansion bracelet to match. Accurate movement protected by Incabloc.
348-2406
Index1-2395. $72.50
Retail prices include Federal Excise Tax.

c) **Bennett. 25* Jewels.** White rolled gold case, non-corrosive back. Expansion bracelet Incabloc
348-2407
Index1-2685. $80.00

d) As above. Yellow RGP case.
348-2408
Index1-2685 $80.00

Sheila. 25* Jewels. Smart palette for the hard-to-please lady. Yellow rolled gold plate case and stainless back flexible end pieces, with matching expansion bracelet With Incabloc.
348-2409
Index1-2735. $82.50

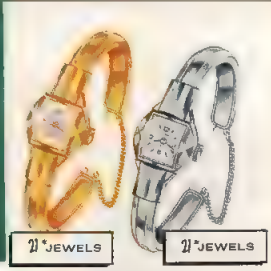
Ellen. 25* Jewels. "Dress-up" design in solid 14K yellow gold case, matching gold filled expansion band With Incabloc.
348-2410 Index1-2895 . $90.00

As above. 14K white gold case.
348-2411 Index1-2895 $90.00
*Includes RESEVOIL oil reserve jewels.

Amherst. The best buy in its class! Self winding and waterproof* too! Dust protected case is color of yellow gold. Steel back. Match ng expansion band. Black dial, radium hands, figures. Sweep second hand. 17 Jewel movement, shock-protected by Incabloc.
348-2405 Index1-2895.....$90.00

Watches illustrated are ⅞ actual size

Fashion Park by Hallmark



Barbara. So sweet, so petite. Case is color of yellow gold, stainless back. Matching gold-filled expansion bracelet. The 17 Jewel movement is shock-protected by famous **Incabloc.**

348-2414
Index 1-1920.....$57.50

Debra. Sheer elegance! Lovely 2 tone textured dial, white gold color case, stainless back. Gold filled expansion bracelet to match. 17 Jewel movement shock protected by **Incabloc**

348-2415
Index 1-2045.....$62.50

Hallmark Embracelet. Famous **21 Jewel** bracelet style watch. Yellow rolled gold plate case, non-corrosive back. Gold filled arms with safety chain. **Incabloc** protection

348-2416 Index 1-2750.....$82.50

As above. White rolled gold plate case.

348-2417 Index 1-2750.....$82.50

Hallmark

21* JEWEL WATCHES

*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear

Chevy Chase. 25 Jewels. Solid 14K yellow gold case, matching gold-filled "Queen" expansion bracelet. Styled for today's fashions. Accurate movement is shock-protected with famous **Incabloc.**

348-2412
Index 1-3145.....$95.00

Briarcliff. 25 Jewels. Solid 14K white gold case, matching gold filled expansion bracelet. Demurely designed to please the most discriminating lady. High dome Crystal. Movement is protected by **Incabloc.**

348-2413
Index 1-3145.....$95.00

- Dust-protected Cases
- Beautifully Gift Boxed

Lifetime Guarantee
*On all movement parts against breakage.

Shock-Protected by **INCABLOC**

ADVERTISED IN LIFE

Regality. 21 Jewel movement. 75 diamonds blaze in regal splendor in this magnificent watch. Solid 14K white gold case and bracelet, safety chain. Shock-protected by **Incabloc.** Specify wrist circumference.

348-2418 Index 1-29500.....$700.00

Riviera. 21 Jewels. 2 diamonds blaze in a white gold-filled case with non-corrosive back. Matching expansion bracelet. Smart textured dial. With famous **Incabloc.**

348-2419
Index 1-3825 $115.00

Monaco. 21 Jewels. Fashion styled with 6 diamonds in solid 14K white gold case. Matching gold-filled expansion bracelet. Shock-protected by famous **Incabloc**

348-2420
Index 1-5250 $155.00

Cape Verde. 21 Jewels. 18 sparkling diamonds, solid 14K white gold case. Matching "Queen" gold-filled expansion bracelet. Shock protected by **Incabloc.**

348-2421
Index 1-8250 $225.00

Lido. 21 Jewels. Glory of Radiance. 50 genuine diamonds set in 14K white gold case. Matching expansion bracelet is gold-filled. Shock-protected by **Incabloc**

348-2422
Ind. 1-18000 $425.00

*Includes RESEVOIL oil reserve jewels.

Retail prices include Federal Excise Tax.

Capri. 25 Jewels. Brilliance of 2 genuine diamonds. Yellow rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Shock protected by **Incabloc**

348-2423 Index 1 2995.....$92.50

As above White rolled gold plate case. 2 diamonds.

348-2424 Index 1-2995.....$92.50

Watches illustrated are ⅞ actual size

Hallmark

ADVERTISED IN LIFE

23 25 30 JEWEL WATCHES

Lifetime Guarantee
*On all movement parts against breakage

Each watch beautifully gift boxed

Fairfax. Self-winding watch with a definite fashion flair. Case is color of yellow gold, stainless back. Matching gold filled expansion bracelet. Shock-protected with **Incabloc**. 17 Jewel movement.

348-2425
Index1-4209.....$125.00

Vassar. Self-winding, waterproof*. 12 diamonds, 10K white gold filled case, matching combination expansion band with black inserts. Black dial. 17 Jewels. For sports or dress. With **Incabloc**.

348-2426
Index1-8475.....$225.00

Garland. Self-winding, 23 Jewels. Waterproof* yellow rolled gold plate case with non-corrosive back. Matching expansion bracelet. Dust protected. Shock protected with **Incabloc**. For work, dress.

348-2427
Index1-4320.....$130.00

Careerist "A" styled for nurses, career women, homemakers. Water-resistant*. Yellow rolled gold plate case, stainless back. Gold filled expansion bracelet to match. Luminous figures, dial. Sweep second hand. 17 Jewels. With **Incabloc** protection.

348-2428
Index1-2350.....$72.50

Careerist "B" Nurses watch with an extra measure of style. Water-resistant* chrome case with stainless back. Matching expansion band. Luminous figures, hands, sweep second hand. 17 Jewel movement, shock protected by famous **Incabloc**.

348-2429
Index1-2185 $67.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Campbell. Self-winding and waterproof* watch. Designed for outdoor or active work use! Dust-protected case has a chrome top, stainless back. Matching combination expansion bracelet. Luminous hands, and figures. Sweep hand. 17 Jewels. With **Incabloc**.

348-2430
Index1-2685.....$80.00

Superior. Self-winding and waterproof* dress watch. Dust protected case is the color of yellow gold, non-corrosive back. Matching expans on band. Luminous hands, figures. Red sweep second hand. 17 Jewel movement. Protected by **Incabloc**.

348-2431
Index1-2895.....$90.00

Andover. Self-winding watch of distinguished styling. Sculptured case is yellow rolled gold plate with stainless back. Expansion band to match. Red sweep second hand. Very legible dial. Accurate 17 Jewel movement shock-protected with **Incabloc**.

348-2432
Index1-3250..... $97.50

Retail prices include Federal Excise Tax.
*Includes RESEVOIL oil reserve jewels

Harvard. 25 Jewel self winding waterproof* watch. Executive styled champagne color dial. Sweep second hand. Yellow gold filled case, stainless back. Match ng combination expansion band. With **Incabloc** shock protection.

348-2433 Index1-4725.....$145.00

Columbia. 30 Jewels. Self-winding and waterproof* ivy league design! Yellow rolled gold plate case stainless back. Gold filled combination expansion band. Radium dial. Sweep second hand. With **Incabloc** shock protection.

348-2434 Index1-5250.....$155.00

Watches illustrated are ⅔ actual size

Hallmark

ADVERTISED IN LIFE

17 21* JEWEL WATCHES

Shock-Protected

by **INCABLOC**

Lifetime Guarantee

*On all movement parts against breakage.

Militia. As rugged as the Armed Forces! Has waterproof* case with chrome top, stee back. Match ng combination ex pansion band with black nlsets. Rad um dial, sweep hand. 17 Jewels. Incabloc.

348-2435 Index1-1580.....$52.50

Rutgers. 21* Jewels. Distinctive "thin as a coin" styl ng. Yellow rolled gold plate case w th stain less stee back. Matching gold filled expansion band. Modern de sign black dial. With Incabloc.

348-2436 Index1-2725.....$82.50

*Guaranteed waterproof as long as case crown and crystal are intact.

For railroad men, truckers, farmers, mechanics and sportsmen

Designed for utmost accuracy under hard wear. Easy to read black enamel figures on wh te dial. Shiny chrome case is dust protected, has stainless steel back with engraved ocomotive desgn. Dependable 17 Jewel movement s shock protected with Incabloc. Handy b ack leather watch fob included no charge.

348-2437 Index1-1895.....$55.00

Baylor. 21* Jewels. Handsome presentation type watch style with enduring qual ty. Dust-protected case s yellow rol ed gold plate with non corros ve back. Matching gold-fi led expansion band. Protected by Incabloc.

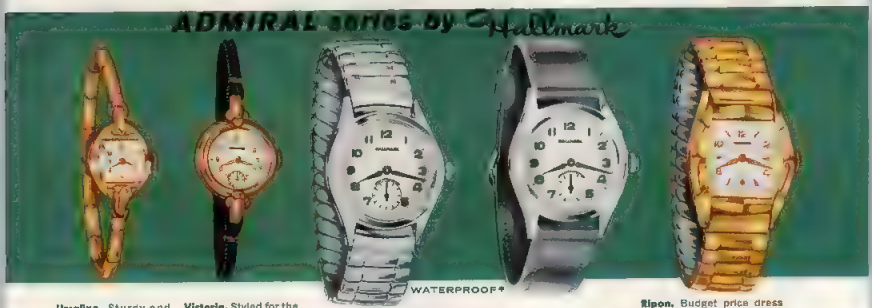
348-2438 Index1-2575.....$77.50

Each watch beautifully gift boxed.

Stanford. Waterproof* watch for the man who uses one watch for work, play and dress! It has a dust protected case of yel low rolled gold plate w th non corrosive back. Matching combination expansion bracelet. 17 Jewels. Protected by Incabloc.

348-2439 Index1-2360.....$72.50

ADMIRAL Series by Hallmark



Ursaline. Sturdy and budget priced! Case s color of yellow gold, stainless steel back. Match ng gold filled expansion bracelet. 7 Jewels. With Incabloc.

348-2440
Index1-1495...$29.95

Victoria. Styled for the petite m ss. Case s color of yellow gold with sta nless back. Has black nylon bracelet. Safety catch. 7 Jewels. Incabloc protec on.

348-2441
Index1-1170...$24.95

Rockhurst. Waterproof* watch. Chrome case with stain ess steel back. A steel expansion bracelet. Rad um hands and figures glow in the dark. 7 Jewel movement shock-protected with famous Incabloc.

348-2442 Index1-1160.....$24.95

Rockmont. Same as above, but with gray leather strap.

348-2443 Index1-1050.....$19.95

*Includes RESEVOIL oil reserve jewels.

Ripon. Budget price dress watch for men. Yellow gold color case and matching expansion band. Stainless steel back. Accurate 7 Jewel movement shock-protected by Incabloc.

348-2444
Index1-1465.....$29.95

Watches illustrated are ⅞ actual size

Retail prices include Federal Excise Tax.

Hallmark

17 21* 25*
JEWEL WATCHES

ADVERTISED IN LIFE

Lifetime Guarantee
*On all movement parts against breakage

Shock-Protected by INCABLOC
INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy...extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability

Claremont. 25* Jewels. Masterful styling. Yellow rolled gold plate case, stainless back. Matching gold filled expansion bracelet. Protected by Incabloc
2400HK2725 ..... Retail $82.50

Clarendon. 21* Jewels. Waterproof* dress watch. Yellow rolled gold plate case with non corrosive back. Gold filled expansion bracelet. Protected by Incabloc
2401HK2625 ..... Retail $80.00

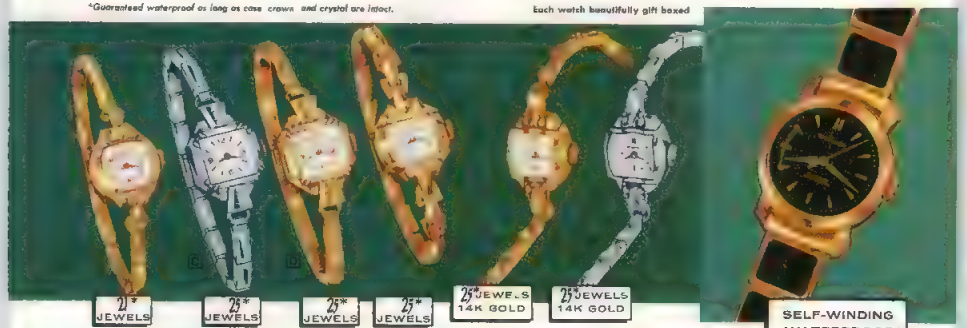
*Guaranteed waterproof as long as case, crown and crystal are intact.

Clifton. 25* Jewels. Dashing design. Yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion band. Striking black dial. Shock protected with Incabloc.
2402HK2675 ..... $80.00

Colgate. For the debonair man. Handsome case color of yellow gold, stainless back. Smart two tone dial. Matching gold filled expansion band. 17 Jewels. Incabloc shock protection.
2403HK1995 ..... $60.00

Armstrong. 21* Jewels. The waterproof* case has chrome steel top, stainless back, matching expansion band. Sweep second hand. Radium hands and figures. Shock-protected by Incabloc
2404HK2175 ..... $67.50

Each watch beautifully gift boxed



Aurora. 21* Jewels. Great value, tiny size. Natural gold color case, stainless back. Gold filled expansion bracelet to match. Accurate movement protected by Incabloc
2406HK2395 $72.50

Bennett. 25* Jewels. White rolled gold case, non-corrosive back. Expansion bracelet. Incabloc.
2407HK2685 .$80.00
As above. Yellow RGP case.
2408HK2685 $80.00

Sheila. 25* Jewels. Smartly petite for the hard to please lady. Yellow rolled gold plate case and stainless back. Flexible end pieces, with matching expansion bracelet. With Incabloc
2409HK2735 $82.50

Ellen. 25* Jewels. "Dress up" design, in solid 14K yellow gold case matching gold-filled expansion band. With Incabloc.
2410HK2895 ..... $90.00

As above, 14K white gold case
2411HK2895 ..... $90.00

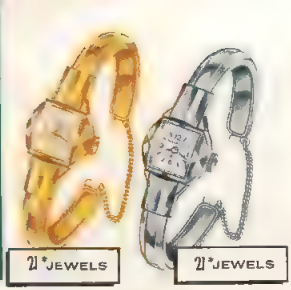
Amherst. The best buy in its class! Self winding and waterproof*, too! Dust protected case is color of yellow gold steel back. Matching expansion band. Black dial, radium hands, figures. Sweep second hand. 17 Jewel movement, shock protected by Incabloc
2405HK2895 ..... Retail $90.00

Retail prices include Federal Excise Tax

*Includes RESEVOIL oil reserve jewels

Watches illustrated are ½ actual size

Fashion Park by Hallmark



Barbara. So sweet, so petite. Case is color of ye low gold, stainless back. Matching gold-filled expansion bracelet. The 17 Jewel movement is shock-protected by famous **Incabloc.**
2414HK1920.....$57.50

Debra. Sheer elegance! Lovely 2-tone textured dial, white gold color case, stainless back. Gold-filled expansion bracelet to match. 17 Jewel movement shock protected by **Incabloc.**
2415HK2045 ....$62.50

Hallmark Embracelet. Famous **21* Jewel** bracelet style watch. Yellow rolled gold plate case, non corrosive back. Gold-filled arms with safety chain. **Incabloc** protection
2416HK2750.....$82.50

As above. White rolled gold plate case
2417HK2750.....Retail $82.50

Hallmark 21* JEWEL WATCHES

*Includes RESEVOIL (U. S. Pat. No. 2473865) oil reserve jewels that add extra ruby jewels to the customary 17 friction bearing jewels to assure better service and longer wear

Chevy Chase. 25* Jewels. Solid 14K yellow gold case, matching gold-filled "Queen" expansion bracelet. Styled for today's fashions. Accurate movement is shock-protected with famous **Incabloc.**
2412HK3145.....$95.00

Briarcliff. 25* Jewels. Solid 14K white gold case, matching gold-filled expansion bracelet. Demurely designed to please the most discriminating lady. High dome Crystal. Movement is protected by **Incabloc**
2413HK3145.....$95.00

- Dust-protected Cases
- Beautifully Gift Boxed

Lifetime Guarantee
*On all movement parts against breakage

Shock-Protected by **INCABLOC**

ADVERTISED IN LIFE

Regality. 21* Jewel movement. 75 diamonds blaze in regal splendor in this magnificent watch. Solid 14K white gold case and bracelet, safety chain. Shock-protected by **Incabloc.** Specify wrist circumference
2418HK29500.....Retail $700.00

Riviera. 21* Jewels. 2 diamonds blaze in a white gold-filled case with non-corrosive back. Matching expansion bracelet. Smart textured dial. With famous **Incabloc**
2419HK3825
Retail ... **$115.00**

Monaco. 21* Jewels. Fashion styled with 6 diamonds in solid 14K white gold case. Matching gold filled expansion bracelet. Shock-protected by famous **Incabloc.**
2420HK5250
Retail ... **$155.00**

Cape Verde. 21* Jewels. 18 sparkling diamonds, solid 14K white gold case. Matching "Queen" gold filled expansion bracelet. Shock protected by **Incabloc**
2421HK8250
Retail ... **$225.00**

Lido. 21* Jewels. Glory of Radiance 50 genuine diamonds set in 14K white gold case. Matching expansion bracelet is gold filled. Shock-protected by **Incabloc**
2422HK18000
Retail ... **$425.00**

Capri. 25* Jewels. Brilliance of 2 genuine diamonds. Yellow rolled gold plate case, stainless back. Matching gold filled expansion bracelet. Shock-protected by **Incabloc.**
2423HK2995 ..... Retail $92.50

As above. White rolled gold plate case. 2 diamonds
2424HK2995 ..... Retail $92.50

Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax

Hallmark

23 25 30 JEWEL WATCHES

Lifetime Guarantee
*On all movement parts against breakage.

ADVERTISED IN LIFE

Each watch beautifully gift boxed.

Fairfax. Self-winding watch with a definite fashion flair. Case is color of yellow gold stainless back. Matching gold filled expansion bracelet. Shock-protected with **Incabloc**. 17 jewel movement.
2425HK4200 . . . . $125.00

Vassar. Self-winding, waterproof*. 12 diamonds, 10K white gold filled case, matching combination expansion band with black insets. Black dial. 17 jewels. For sports or dress. With **Incabloc**
2426HK8475 . . . . $225.00

Garland. Self-winding, 23 Jewels Waterproof* yellow rolled gold plate case with non-corrosive back. Matching expansion bracelet. Dust-protected. Shock-protected with **Incabloc**. For work, dress
2427HK4320 . . . . . $130.00

Careerist "A" styled for nurses, career women, homemakers. Water resistant*. Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet to match. Luminous figures, dial. Sweep second hand. 17 Jewels with **Incabloc** protection.
2428HK2350 . . . . $72.50

Careerist "B" Nurses watch with an extra measure of style. Water resistant* chrome case with stainless back. Matching expansion band. Luminous figures, hands, sweep second hand. 17 jewel movement shock-protected by famous **Incabloc**.
2429HK2185 . . . . . $67.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Campbell. Self-winding and waterproof* watch. Designed for outdoor or active work use! Dust protected case has a chrome top stainless back. Matching comb nation expans on brace et. Luminous hands, and figures. Sweep hand. 17 Jewels. With **Incabloc**.
2430HK2685 . . . . . $80.00

Superior. Self-winding and waterproof* dress watch. Dust-protected case is the color of yellow gold, non corrosive back. Matching expansion band. Luminous hands, figures. Red sweep second hand. 17 Jewel movement. Protected by **Incabloc**
2431HK2895 . . . . . $90.00

Andover. Self-winding watch of distinguished styling. Sculptured case is yellow rolled gold plate with stainless back. Expansion band to match. Red sweep second hand. Very legible dial. Accurate 17 Jewel movement shock protected with **Incabloc**.
2432HK3250 . . . . . $97.50

A **Harvard. 25 Jewel** self winding waterproof* watch. Executive styled champagne color dial. Sweep second hand. Yellow gold-filled case, stainless back. Matching combination expansion band. With **Incabloc** shock protection
2433HK4725 . . . . . Retail $145.00

B **Columbia. 30 Jewels.** Self winding and waterproof*. Ivy league design! Yellow rolled gold plate case, stainless back. Gold-filled combination expansion band. Radium dial. Sweep second hand. With **Incabloc** shock-protection.
2434HK5250 . . . . . Retail $155.00

Retail prices include Federal Excise Tax

Watches illustrated are ⅔ actual size

Hallmark

ADVERTISED IN LIFE

17 21* JEWEL WATCHES

Shock-Protected

by **INCABLOC**

Lifetime Guarantee

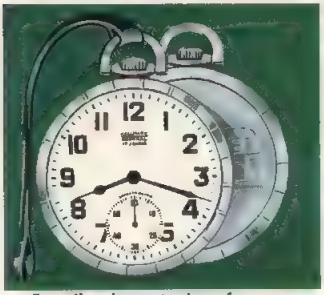
*On all movement parts against breakage.

Militia. As rugged as the Armed Forces! Has waterproof* case with chrome top, steel back. Matching combination expansion band with black inserts. Radium dial, sweep hand. 17 Jewels. Incabloc.
2435HK1580.....Retail $52.50

Rutgers. 21* Jewels. Distinctive "thin as a coin" styling. Yellow rolled gold plate case with stainless steel back. Matching gold filled expansion band. Modern design black dial. With Incabloc.
2436HK2725.....Retail $82.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Each watch beautifully gift boxed.



For railroad men, truckers, farmers, mechanics and sportsmen

Designed for utmost accuracy under hard wear. Easy to read black enamel figures on white dial. Shiny chrome case is dust-protected, has stainless steel back with engraved locomotive design. Dependable 17 Jewel movement shock protected with Incabloc. Handy black leather watch fob included no charge.
2437HK1895.....Retail $55.00

Baylor. 21* Jewels. Handsome presentation type watch style with enduring quality. Dust-protected case is yellow rolled gold plate, with non corrosive back. Matching gold-filled expansion band. Protected by Incabloc.
2438HK2575.....Retail $77.50

Stanford. Waterproof* watch for the man who uses one watch for work, play and dress! It has a dust protected case of yellow rolled gold plate with non corrosive back. Matching combination expansion bracelet. 17 Jewels. Protected by Incabloc.
2439HK2360.....Retail $72.50

Ursaline. Sturdy and budget priced! Case is color of yellow gold, stainless steel back. Matching gold filled expansion bracelet. 7 Jewels. With Incabloc.
2440HK1495.....$29.95

Victoria. Styled for the petite miss. Case is color of yellow gold with stainless back. Has black nylon bracelet. Safety catch. 7 Jewels. Incabloc protection.
2441HK1170.....$24.95

Rockhurst. Waterproof* watch. Chrome case with stainless steel back. All steel expansion bracelet. Radium hands and figures glow in the dark. 7 Jewel movement shock-protected with famous Incabloc.
2442HK1160.....Retail $24.95

Rockmont. Same as above but with gray leather strap.
2443HK1050.....Retail $19.95

Ripon. Budget price dress watch for men. Yellow gold color case and matching expansion band. Stainless steel backs. Accurate 7 Jewel movement shock-protected by Incabloc.
2444HK1465.....$29.95

Retail prices include Federal Excise Tax

*Includes RESEVOIL oil reserve jewels.

Watches illustrated are ⅞ actual size

Hallmark

17 21* 25*
JEWEL WATCHES

ADVERTISED IN LIFE

Lifetime Guarantee
*On all movement parts against breakage

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy, extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability.

[A] **Claremont. 25* Jewels.** Masterful styling. Yellow rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Protected by Incabloc.
2J479X2725 ..... List $82.50

[B] **Clarendon. 21* Jewels.** Waterproof* dress watch. Yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet. Protected by Incabloc.
2J480X2625 ..... List $80.00

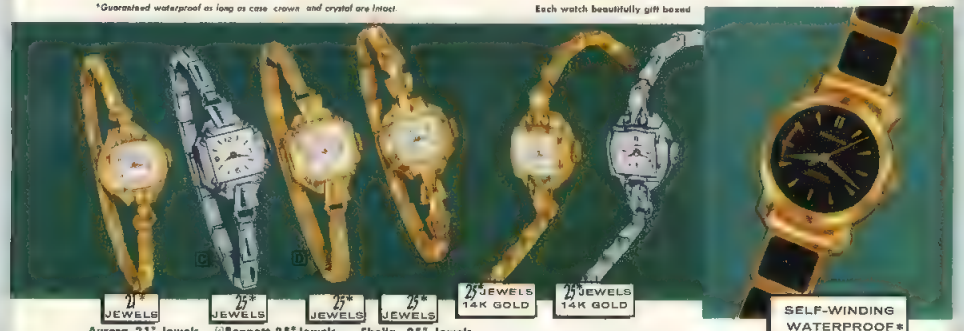
Clifton. 25* Jewels. Dashing design. Yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion band. Striking black dial. Shock protected with Incabloc.
2J481X2675 ... List $80.00

Colgate. For the debonair man. Handsome case color of yellow gold, stainless back. Smart two-tone dial. Matching gold-filled expansion band. 17 Jewels. Incabloc shock-protection.
2J482X1995 ... List $60.00

Armstrong. 21* Jewels. The waterproof* case has chrome steel top, stainless back, match ng expansion band. Sweep second hand. Radium hands and figures. Shock protected by Incabloc.
2J483X2175 ... List $67.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Each watch beautifully gift boxed



Aurora, 21* Jewels. Great value, tiny size. Natural gold color case, stainless back. Gold-filled expansion bracelet to match. Accurate movement protected by Incabloc.
2J485X2395
List $72.50

[C] **Bennett. 25* Jewels.** White rolled gold case, non-corrosive back. Expansion bracelet. Incabloc.
2J486X2685
List $80.00

[D] As above. Yellow RGP case
2J487X2685
List $80.00

Prices Do Not Include Federal Tax

Sheila. 25* Jewels. Smartly petite for the hard-to-please lady. Yellow rolled gold plate case and stainless back, flexible end pieces, with matching expansion bracelet. With Incabloc.
2J488X2735
List $82.50

Ellen. 25* Jewels. "Dress-up" design, in solid 14K yellow gold case, matching gold filled expansion band. With Incabloc.
2J489X2895 ..... List $90.00

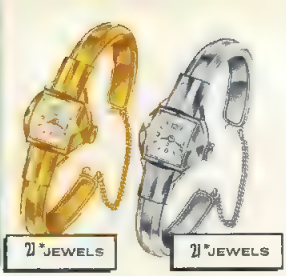
As above 14K white gold case.
2J490X2895 ..... List $90.00

Amherst. The best buy in its class! Self-winding and waterproof*, too! Dust protected case is color of yellow gold. Steel back. Matching expansion band. Black dial, radium hands, figures. Sweep second hand. 17 Jewel movement, shock-protected by Incabloc.
2J484X2895 ..... List $90.00

*Includes RESEVOIL oil reserve jewels.

Watches illustrated are ⅞ actual size

Fashion Park by Hallmark



Barbara. So sweet, so petite. Case is color of yellow gold, stainless back. Matching gold-filled expansion bracelet. The 17 Jewel movement is shock-protected by famous **Incabloc**.
2J493X1920 List **$57.50**

Debra. Sheer elegance! Lovely 2-tone textured dial, white gold color case, stainless back. Gold filled expansion bracelet to match. 17 Jewel movement shock-protected by **Incabloc**.
2J494X2045 List **$62.50**

Hallmark Embracelet. Famous **21* Jewel** bracelet style watch. Yellow rolled gold plate case, non-corrosive back. Gold-filled arms with safety chain. **Incabloc** protection.
2J495X2750.....List **$82.50**

As above. White rolled gold plate case.
2J496X2750.....List **$82.50**

Hallmark 21* JEWEL WATCHES

*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear

Chevy Chase. 25* Jewels. Solid 14K yellow gold case, matching gold-filled "Queen" expansion bracelet. Styled for today's fashions. Accurate movement is shock-protected with famous **Incabloc**.
2J491X3145 List **$95.00**

Briarcliff. 25* Jewels. Solid 14K white gold case, matching gold filled expansion bracelet. Demurely designed to please the most discriminating lady. High dome Crystal. Movement is protected by **Incabloc**.
2J492X3145. List **$95.00**

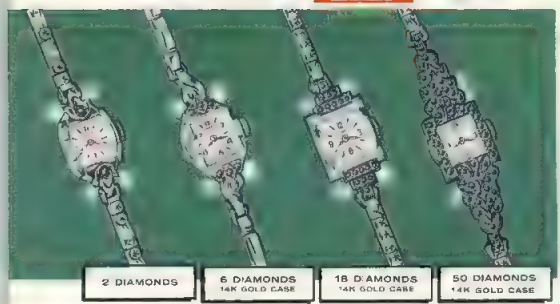
- Dust-protected Cases
- Beautifully Gift Boxed

Lifetime Guarantee
*On all movement parts against breakage.

Shock-Protected by **INCABLOC**

ADVERTISED IN LIFE

Regality. 21* Jewel movement. 75 diamonds blaze in regal splendor in this magnificent watch. Solid 14K white gold case and bracelet, safety chain. Shock-protected by **Incabloc**. Specify wrist circumference.
2J497D29500.....List **$700.00**



Riviera. 21* Jewels. 2 diamonds blaze in a white gold filled case with non corrosive back. Matching expansion bracelet. Smart textured dial. With famous **Incabloc**.
2J498X3825
List **$115.00**

Monaco. 21* Jewels. Fashion-styled with 6 diamonds in solid 14K white gold case. Matching gold filled expansion bracelet. Shock-protected by famous **Incabloc**.
2J499X5250
List **$155.00**

Cape Verde. 21* Jewels. 18 sparkling diamonds, solid 14K white gold case. Matching "Queen" gold-filled expansion bracelet. Shock protected by **Incabloc**.
2J500D8250
List **$225.00**

Lido. 21* Jewels. Glory of Radiance. 50 genuine diamonds set in 14K white gold case. Matching expansion bracelet is gold filled. Shock protected by **Incabloc**.
2J501D18000
List **$425.00**

*Includes RESEVOIL oil reserve jewels

Capri. 25* Jewels. Brilliance of 2 genuine diamonds. Yellow rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Shock-protected by **Incabloc**.
2J502X2995.....List **$92.50**

As above. White rolled gold plate case. 2 diamonds.
2J503X2995.....List **$92.50**

Prices Do Not Include Federal Tax

Watches illustrated are ¾ actual size

Hallmark

23 25 30 JEWEL WATCHES

Lifetime Guarantee

*On all movement parts against breakage.

ADVERTISED IN LIFE

Each watch beautifully gift boxed.

Fairfax. Self-winding watch with a definite fashion flair. Case is color of yellow gold, stainless back. Matching gold filled expansion bracelet. Shock protected with **Incabloc**. 17 Jewel movement.
2J504X4200 List $125.00

Vassar. Self-winding, waterproof* 12 diamonds. 10K white gold filled case, matching combination expansion band with black insets. Black dial. 17 Jewels. For sports or dress. With **Incabloc**
2J505D8475. List $225.00

Garland. Self-winding, 23 jewels. Waterproof* yellow rolled gold plate case with non corrosive back. Matching expansion bracelet. Dust protected. Shock-protected with **Incabloc**. For work, dress
2J506X4320. List $130.00

Careerist "A" styled for nurses, career women, homemakers. Water resistant* Yellow rolled gold plate case, stainless back. Gold filled expansion bracelet to match. Luminous figures, dial. Sweep second hand. 17 Jewels with **Incabloc** protection
2J507X2350. . List $72.50

Careerist "B" Nurses' watch with an extra measure of style. Water resistant* chrome case with stainless back. Matching expansion band. Luminous figures, hands sweep second hand. 17 Jewel movement shock-protected by famous **Incabloc**
2J508X2185. . List $67.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Campbell. Self winding and waterproof* watch. Designed for outdoor or active work use! Dust protected case has a chrome top, stainless back. Matching combination expansion bracelet. Luminous hands, and figures. Sweep hand. 17 Jewels. With **Incabloc**.
2J509X2685. . List $80.00

Superior. Self-winding and waterproof* dress watch. Dust-protected case is the color of yellow gold, non-corrosive back. Matching expans on band. Luminous hands, figures. Red sweep second hand. 17 Jewel movement. Protected by **Incabloc**
2J510X2895. . List $90.00

Andover. Self-winding watch of distinguished styling. Sculptured case is yellow rolled gold plate with stainless back. Expansion band to match. Red sweep second hand. Very legible dial. Accurate 17 Jewel movement shock protected with **Incabloc**.
2J511X3250. . List $97.50

A **Harvard. 25 Jewel** self-winding waterproof* watch. Executive styled champagne color dial. Sweep second hand. Yellow gold filled case, stainless back. Matching combination expansion band. With **Incabloc** shock protection
2J512X4725 . . . . . List $145.00

B **Columbia. 30 Jewels.** Self-winding and waterproof*. Ivy league design! Yellow rolled gold plate case, stainless back. Gold-filled combination expansion band. Radium dial. Sweep second hand. With **Incabloc** shock-protection
2J513X5250 . . . . . List $155.00

Prices Do Not Include Federal Tax

†Includes RESEVOIL oil reserve jewels.

Watches illustrated are ⅔ actual size

Hallmark

ADVERTISED IN LIFE

17 21*

JEWEL WATCHES

Shock-Protected

by **INCABLOC**

Lifetime Guarantee

*On all movement parts against breakage.

Militia. As rugged as the Armed Forces! Has waterproof* case with chrome top, steel back. Matching combination expansion band with black inserts. Radium dial, sweep hand. 17 Jewels. Incabloc.
2J514X1580 ..... List $52.50

Rutgers. 21* Jewels. Distinctive "thin as a coin" styling. Yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion band. Modern design black dial. With Incabloc
2J515X2725. . . . . List $82.50

*Guaranteed waterproof as long as case crown and crystal are intact

Each watch beautifully gift boxed.

For railroad men, truckers, farmers, mechanics and sportsmen

Designed for utmost accuracy under hard wear. Easy to read black enamel figures on white dial. Shiny chrome case is dust-protected has stainless steel back with engraved locomotive design. Dependable 17 Jewel movement is shock-protected with Incabloc. Handy black leather watch fob included no charge.
2J516X1895 ..... List $55.00

Baylor. 21* Jewels. Handsome presentation type watch style with enduring quality. Dust-protected case is yellow rolled gold plate, with non corrosive back. Matching gold filled expansion band. Protected by Incabloc.
2J517X2575 ..... List $77.50

Stanford. Waterproof* watch for the man who uses one watch for work, play and dress! It has a dust protected case of yellow rolled gold plate with non corrosive back. Matching combination expansion bracelet. 17 Jewels. Protected by Incabloc
2J518X2360 ..... List $72.50

Ursaline. Sturdy and budget priced! Case is color of yellow gold, stainless steel back. Matching gold filled expansion bracelet. 7 Jewels. With Incabloc.
2J519X1495
List $29.95

Victoria. Styled for the petite miss. Case is color of yellow gold with stainless back. Has black nylon bracelet. Safety catch. 7 Jewels. Incabloc protection.
2J520X1170
List $24.95

Rockhurst. Waterproof* watch. Chrome case with stainless steel back. All steel expansion bracelet. Radium hands and figures glow in the dark. 7 Jewel movement shock-protected with famous Incabloc.
2J521X1160 ..... List $24.95

Rockmont. Same as above, but with gray leather strap.
2J522X1050 ..... List $19.95

Ripon. Budget price dress watch for men. Yellow gold color case and matching expansion band. Stainless steel back. Accurate 7 Jewel movement shock-protected by Incabloc
2J523X1465 .... List $29.95

Prices Do Not Include Federal Tax

*Includes RESEVOIL oil reserve jewels

Watches illustrated are ⅔ actual size

Hallmark

17 21* 25*

JEWEL WATCHES

ADVERTISED IN LIFE

Lifetime Guarantee

*On all movement parts against breakage.

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy... extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability.

[A] **Claremont. 25* Jewels.** Masterful styling. Yellow rolled gold plate case, stainless back. Matching gold filled expansion bracelet. Protected by **Incabloc**
33W2400-2725 ..... Retail $82.50

[B] **Clarendon. 21* Jewels.** Waterproof* dress watch. Yellow rolled gold plate case with non-corrosive back. Gold filled expansion bracelet. Protected by **Incabloc.**
33W2401-2625 ..... Retail $80.00

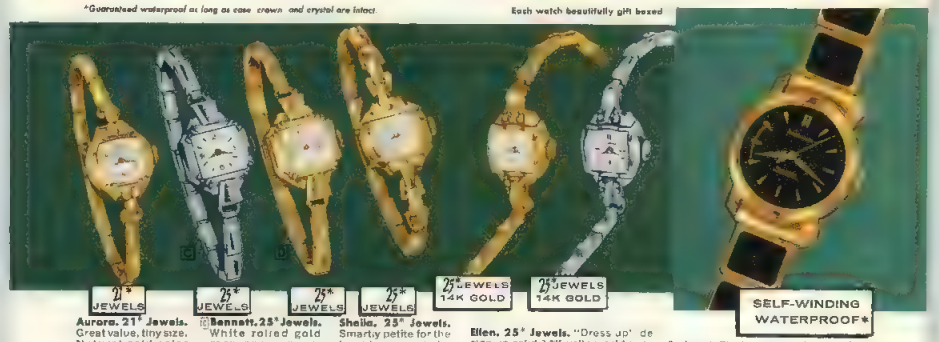
Clifton. 25* Jewels. Dashing design. Yellow rolled gold plate case, stainless back. Matching gold filled combination expansion band. Striking black dial. Shock protected with **Incabloc.**
33W2402-2675
Retail $80.00

Colgate. For the debonair man. Handsome case color of yellow gold, stainless back. Smart two tone dial. Matching gold filled expansion band. 17 Jewels. **Incabloc** shock protection.
33W2403-1995
Retail $60.00

Armstrong. 21* Jewels. The waterproof* case has chrome steel top, stainless back, matching expansion band. Sweep second hand. Radium hands and figures. Shock-protected by **Incabloc**
33W2404-2175
Retail $67.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Each watch beautifully gift boxed



Aurora. 21* Jewels. Great value, tiny size. Natural gold color case, stainless back. Gold-filled expansion bracelet to match. Accurate movement protected by **Incabloc.**
33W2406-2395
Retail $72.50

Retail prices include Federal Excise Tax.

[C] **Bennett. 25* Jewels.** White rolled gold case, non-corrosive back. Expansion bracelet. **Incabloc.**
33W2407-2685
Retail $80.00

[D] As above. Yellow RGP case
33W2408-2685
Retail $80.00

Sheila. 25* Jewels. Smartly petite for the hard-to-please lady. Yellow rolled gold plate case and stainless back, flexible end pieces, with matching expansion bracelet. With **Incabloc.**
33W2409-2735
Retail $82.50

Ellen. 25* Jewels. "Dress up" design in solid 14K yellow gold case, matching gold-filled expansion band. With **Incabloc.**
33W2410-2895 ..... Retail $90.00

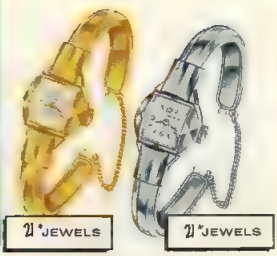
As above. 14K white gold case.
33W2411-2895 ..... Retail $90.00

*Includes RESEVOIL oil reserve jewels.

Amherst. The best buy in its class! Self-winding and waterproof* too! Dust-protected case is color of yellow gold. Steel back. Matching expansion band. Black dial, radium hands, figures. Sweep second hand. 17 Jewel movement, shock-protected by **Incabloc.**
33W2405-2895
Retail $90.00

Watches illustrated are ⅞ actual size

Fashion Park by Hallmark



Barbera. So sweet, so petite. Case is color of ye low gold, stainless back. Matching gold-filled expansion bracelet. The 17 Jewel movement is shock-protected by famous **Incabloc.**
33W2414-1920
Retail **$57.50**

Debra. Sheer elegance! Lovely 2-tone textured dial, white gold color case, stainless back. Gold-filled expansion bracelet to match 17 Jewel movement shock protected by **Incabloc.**
33W2415-2045
Retail **$62.50**

Hallmark Embracelet. Famous **21* Jewel** bracelet style watch. Yellow rolled gold plate case, non-corrosive back. Gold-filled arms with safety chain. **Incabloc** protection
33W2416-2750.....Retail **$82.50**

As above. White rolled gold plate case.
33W2417-2750.....Retail **$82.50**

Hallmark 21* JEWEL WATCHES

*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear

Chevy Chase. 25* Jewels. Solid 14K yellow gold case, matching gold-filled "Queen" expansion bracelet. Styled for today's fashions. Accurate movement is shock-protected with famous **Incabloc.**
33W2412-3145
Retail **$95.00**

Briarcliff. 25* Jewels. Solid 14K white gold case, matching gold filedexpansionbracelet. Demurely designed to please the most discriminating lady. High dome Crystal. Movement is protected by **Incabloc**
33W2413-3145
Retail **$95.00**

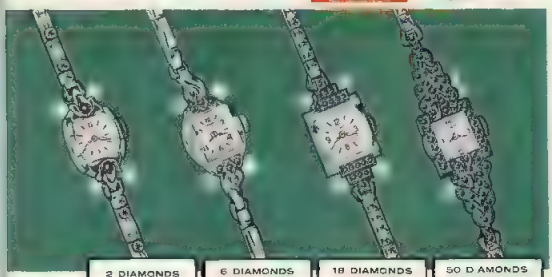
- Dust-protected Cases
- Beautifully Gift Boxed

Lifetime Guarantee
*On all movement parts against breakage

Shock-Protected by INCABLOC

ADVERTISED IN LIFE

Regality. 21* Jewel movement. 75 diamonds blaze in regal splendor in this magnificent watch. Solid 14K white gold case and bracelet, safety chain. Shock-protected by **Incabloc.** Specify wrist circumference
33W2418-29500.....Retail **$700.00**



Riviera. 21* Jewels. 2 diamonds blaze in a white gold filled case with non-corrosive back. Matching expansion bracelet. Smart textured deal With famous **Incabloc.**
33W2419-3825
Retail **$115.00**

Monaco. 21* Jewels. Fashion styled with 6 diamonds in solid 14K white gold case Matching gold-filled expansion bracelet. Shock-protected by famous **Incabloc.**
33W2420-5250
Retail **$155.00**

Cape Verde. 21* Jewels. 18 sparkling diamonds, solid 14K white gold case. Matching "Queen" gold filled expansion bracelet. Shock-protected by **Incabloc.**
33W2421-8250
Retail **$225.00**

Lido. 21* Jewels. Glory of Radiance 50 genuine diamonds set in 14K white gold case Matching expansion bracelet is gold-filled Shock-protected by **Incabloc.**
33W2422-18000
Retail **$425.00**

*Includes RESEVOIL oil reserve jewels.

Retail prices include Federal Excise Tax.

Capri. 25* Jewels. Brilliance of 2 genuine diamonds. Yellow rolled gold plate case, stainless back Matching gold-filled expansion bracelet. Shock-protected by **Incabloc.**
33W2423-2995.....Retail **$92.50**
As above White rolled gold plate case 2 diamonds
33W2424-2995.....Retail **$92.50**

Watches illustrated are ⅔ actual size

Hallmark

ADVERTISED IN LIFE

23 25 30 JEWEL WATCHES

Lifetime Guarantee
*On all movement parts against breakage.

Each watch beautifully gift boxed.

Fairfax. Self-winding watch with a definite fashion flair. Case is color of yellow gold, stainless back. Matching gold-filled expansion bracelet. Shock-protected with Incabloc. 17 Jewel movement.
33W2425-4200
Retail $125.00

Vassar. Self-winding, waterproof*. 12 diamonds, 10K white gold filled case, matching combination expansion band with black inserts. Black dial. 17 Jewels. For sports or dress. With Incabloc.
33W2426-8475
Retail $225.00

Garland. Self-winding, 23 Jewels. Waterproof* yellow rolled gold plate case with non corrosive back. Matching expansion bracelet. Dust protected. Shock-protected with Incabloc. For work, dress.
33W2427-4320
Retail $130.00

Careerist "A" styled for nurses, career women, homemakers. Water resistant* Yellow rolled gold plate case, stainless back. Gold filled expansion bracelet to match. Luminous figures, dial. Sweep second hand. 17 Jewels. With Incabloc protection.
33W2428-2350
Retail $72.50

Careerist "B" Nurses' watch with an extra measure of style. Water resistant* chrome case with stainless back. Matching expansion band. Luminous figures, hands, sweep second hand. 17 Jewel movement shock-protected by famous Incabloc.
33W2429-2185
Retail $67.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Campbell. Self winding and waterproof* watch. Designed for outdoor or active work use! Dust protected case has a chrome top stainless back. Matching combination expansion bracelet. Luminous hands, and figures. Sweep hand. 17 Jewels. With Incabloc.
33W2430-2685
Retail $80.00

Superior. Self-winding and waterproof* dress watch. Dust-protected case is the color of yellow gold, non-corrosive back. Matching expansion band. Luminous hands, figures. Red sweep second hand. 17 Jewel movement. Protected by Incabloc.
33W2431-2895
Retail $90.00

Andover. Self-winding watch of distinguished styling. Sculptured case is yellow rolled gold plate with stainless back. Expansion band to match. Red sweep second hand. Very elegant dial. Accurate 17 Jewel movement shock protected with Incabloc.
33W2432-3250
Retail $97.50

*Includes RESEVOIL oil reserve jewels

A **Harvard. 25 Jewel** self winding waterproof* watch. Executive styled champagne color dial. Sweep second hand. Yellow gold-filled case, stainless back. Matching combination expansion band. With Incabloc shock protection.
33W2433-4725 ..... Retail $145.00

B **Columbia. 30 Jewels.** Self winding and waterproof* Ivy League design! Yellow rolled gold plate case, stainless back. Gold filled combination expansion band. Radium dial. Sweep second hand. With Incabloc shock protection.
33W2434-5250 ..... Retail $155.00

Retail prices include Federal Excise Tax.

Watches illustrated are ½ actual size

Hallmark

ADVERTISED IN LIFE

17 21*

JEWEL WATCHES

Shock-Protected

by **INCABLOC**

Lifetime Guarantee

*On all movement parts against breakage.

Militia. As rugged as the Armed Forces! Has waterproof* case with chrome top steel back. Matching expansion bracelet. Luminous dial, sweep hand. 17 Jewels. **Incabloc**

33W2435-1580 Retail $52.50

Rutgers. 21 Jewels. Distinctive thin as a coin style. Yellow rolled gold plate case with stainless steel back. Matching gold tone expansion band. Modern dial. Stain black dial. With **Incabloc**

33W2436-2725 . . . . . Retail $82.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Each watch beautifully gift boxed

For railroad men, truckers, farmers, mechanics and sportsmen

Dependable for utmost accuracy under hard wear. Easy to read black enamel figures on white dial. Shiny chrome case, dust protected, has stainless steel back with engraved locomotive design. Dependable 17 Jewel movement is shock-protected with **Incabloc**. Handy black leather watch fob included no charge.

33W2437-1895 . . . . . Retail $55.00

Baylor. 21 Jewels. Handsome representative watch style with enduring quality. Dust protected case is yellow rolled gold plate, with non-corrosive back. Matching gold filled expansion band. Protected by **Incabloc**

33W2438-2575 . . . . Retail $77.50

Stanford. Waterproof* watch for the man who uses one watch for work, play and dress. Has a dust protected case of yellow rolled gold plate with non-corrosive back. Matching combination expansion bracelet. 17 Jewels. Protected by **Incabloc**

33W2439-2360 Retail $72.50

Ursaline. Sturdy and budget priced! Case is color of yellow gold, stainless steel back. Matching gold filled expansion bracelet. 7 Jewels. With **Incabloc**.

33W2440-1495 Retail $29.95

Victoria. Styled for the petite miss. Case is color of yellow gold with stainless back. Has black nylon bracelet. Safety catch. 7 Jewels. **Incabloc** protection

33W2441-1170 Retail $24.95

Rockhurst. Waterproof* watch. Chrome case with stainless steel back. All steel expansion bracelet. Radium hands and figures glow in the dark. 7 Jewel movement shock protected with famous **Incabloc**

33W2442-1160 Retail $24.95

Rockmont. Same as above, but with gray leather strap

33W2443-1050. Retail $19.95

Ripon. Budget price dress watch for men. Yellow gold color case and matching expansion band. Stainless steel back. Accurate 7 Jewel movement shock-protected by **Incabloc**.

33W2444-1465 Retail $29.95

Retail prices include Federal Excise Tax

*Includes RESEVOIL oil reserve jewels

Watches illustrated are actual size

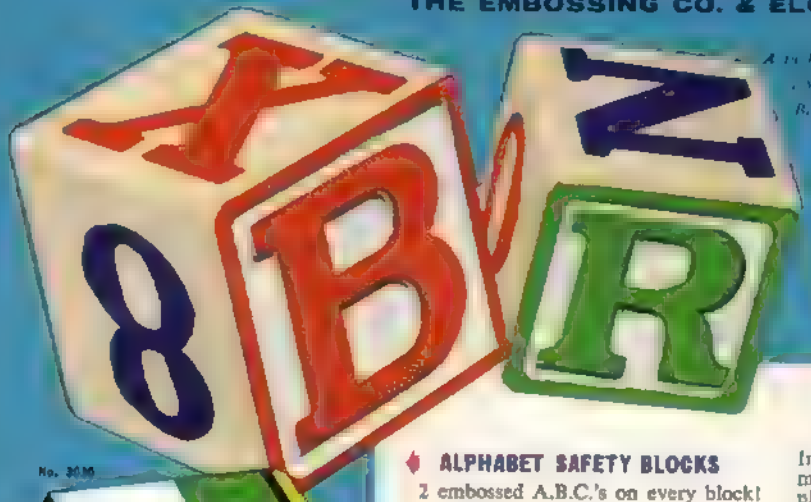
GENERAL OFFICES
AND FACTORY
3610 TOUHY AVE
CHICAGO 45, ILL

HALSAM PRODUCTS COMPANY

Sole Distributors for

THE EMBOSSING CO. & ELGO PLASTICS, INC.

SALES OFFICES
ROOMS 550 AND 440
FIFTH AVENUE BLDG
200 FIFTH AVENUE
NEW YORK 10, N. Y



ALPHABET SAFETY BLOCKS

2 embossed A.B.C.'s on every block!

1-5/16 INCH BLOCKS

Set No.	Blocks per Set	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
2015	15	7 x 4¼	15	2
70	15	7 x 4¼	15	2
2018	18	8¼ x 4¼	18	2
2025	25	7 x 7	14	1
2030	30	8¼ x 7	15	1
62	30	8¼ x 7	15	1
2036	36	8¼ x 8¼	18	1

1 3/4 INCH BLOCKS

3015	15	9 x 5½	17	1
27	15	9 x 5½	17	1
3018	18	10¾ x 5½	20	1
3024	24	10¾ x 7¼	28	1
3025	25	9 x 9	14	½
3030	30	10¾ x 9	17	½
28	30	10¾ x 9	17	½
3036	36	10¾ x 10¾	20	½
3048	48	14¼ x 10¾	28	½

DISNEYLAND BLOCKS by HALSAM

1-5/16 INCH BLOCKS

Set No.	Blocks per Set	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
2915	15	7 x 4¼	15	2
2918	18	8¼ x 4¼	18	2
2925	25	7 x 7	14	1
2930	30	8¼ x 7	15	1

1 3/4 INCH BLOCKS

3915	15	9 x 5½	17	1
3918	18	10¾ x 5½	20	1
3925	25	9 x 9	14	½
3930	30	10¾ x 9	17	½

HI-LO CRUISERS

Important new line of pull toys made from highest quality flexible plastic . . . loaded with Hi-Lo Blocks to double the play value

1-5/16 INCH BLOCKS

Set No.	Blocks per Set	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
58	16	15½ x 4¾ x 3	12	1
59	33	19½ x 5½ x 3	13	½

HI-LO SAFETY BLOCKS

First-step building blocks with interlocking grooves

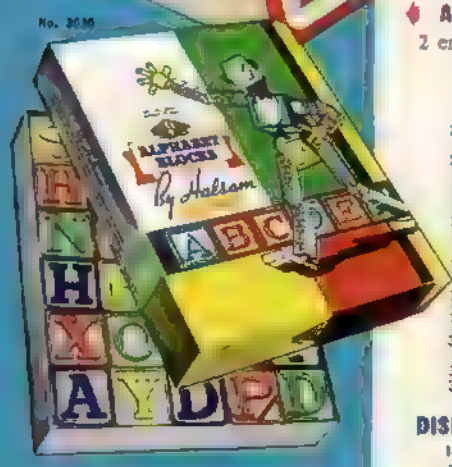
1-5/16 INCH BLOCKS

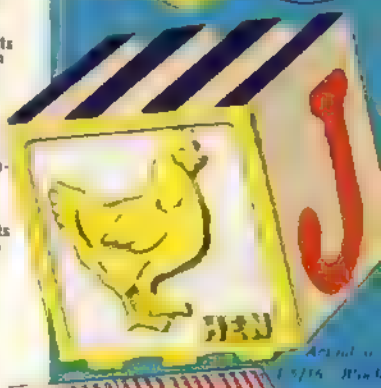
Set No.	Blocks per Set	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
2215	15	7 x 4¼	15	2
2218	18	8¼ x 4¼	18	2
2225	25	7 x 7	14	1
2230	30	8¼ x 7	15	1
2236	36	8¼ x 8¼	18	1

1-3/4 INCH BLOCKS

3215	15	9 x 5½	17	1
3218	18	10¾ x 5½	20	1
3224	24	10¾ x 7¼	28	1
3225	25	9 x 9	14	½
3230	30	10¾ x 9	17	½
3236	36	10¾ x 10¾	20	½
3248	48	14¼ x 10¾	28	½

Halsam Blocks are solid wood with smooth rounded corners and edges and absolutely safe colors





	Set No.	Blocks per Bag	Size of Bag	Shpg. Wt. Carton	Doz. Bags Carton
1-5/16 INCH BLOCKS	518	18	1. x 5½	18	2
	525	25	10⅛ x 8¾	14	1
	530	30	12 x 8½	15	1
	536	36	12 x 9⅛	18	1
1-3/4 INCH BLOCKS	1025	25	11¾ x 10½	14	½
	1030	30	13½ x 10½	17	½

HALSAM

No 725

AMERICAN PLASTIC BRICKS

Two new tube numbers . . . and the whole line completely repackaged. Interlocking 1-3/4" red bricks, half bricks and gable bricks . . . white doors and windows that open . . . even sliding overhead garage doors! True-scale parts topped off with roofs that look like asphalt shingles

Set No.	Pieces per Set	Size of Tube	Shpg. Wt. Carton	Doz. Sets Carton
705	115	10 x 3¾	15	1
715	208	15½ x 4	13	½
725	290	13 x 5½	17	½
735	459	18 x 5½	23	½
745	591	13¾ x 7½	17	¼
755	902	19¼ x 7½	25	¼
		ACCESSORY SET		
7	31	8¼ x 3	6	1

ORIGINAL "HEWN" AMERICAN LOGS

Square "ax-hewn" logs realistically colored for pioneer look . . . green roof slats and red chimneys . . . all splinter-free wood.

Build sturdy backwoods cabins, trading posts and pioneer villages. Complete instructions in every husky tube

** Recommended for ages 4 and up*

No. 825

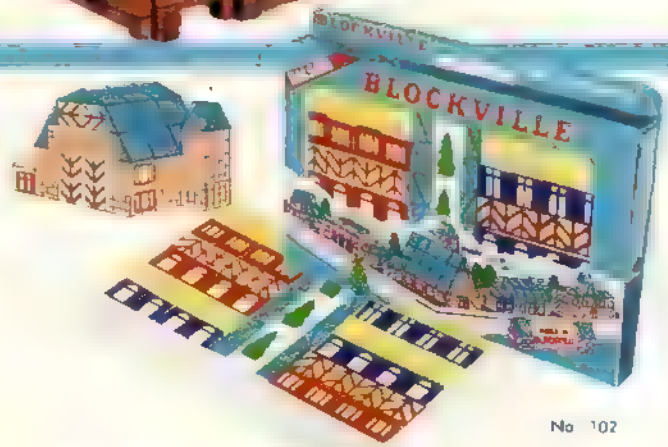
½ INCH LOGS

Set No.	Pieces per Set	Size of Tube	Shpg. Wt. Carton	Doz. Sets Carton
805	54	12⅛ x 4	18	1
815	103	13 x 5¼	17	½
825	211	13¼ x 7½	32	½
835	314	19⅛ x 7½	32	⅓

½ INCH LOGS

Set No.	Pieces per Set	Size of Tube	Shpg. Wt. Carton	Doz. Sets Carton
87	51	8¼ x 3	13	2
88/0	75	9¼ x 3⅛	18	2

No 21



No 102

PEGBOARD PLAYTILES

Versatile new designing sets. With just 3 different shaped tiles, youngsters can make thousands of mosaic designs, complete alphabet, all numerals plus brick house plaque. Tiles molded from finest plastic with pegs.

No 21 contains one set of doors and w ndows . . . No. 22 contains two sets, plus garage door

Set No	Tiles per Set	Size of Pegboard and Picture	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
21	224	11⅞ x 9⅛	15⅜ x 9½ x 1½	11	½
22	448	18¼ x 11⅞	18¾ x 16 x 1½	20	½

BLOCKVILLE

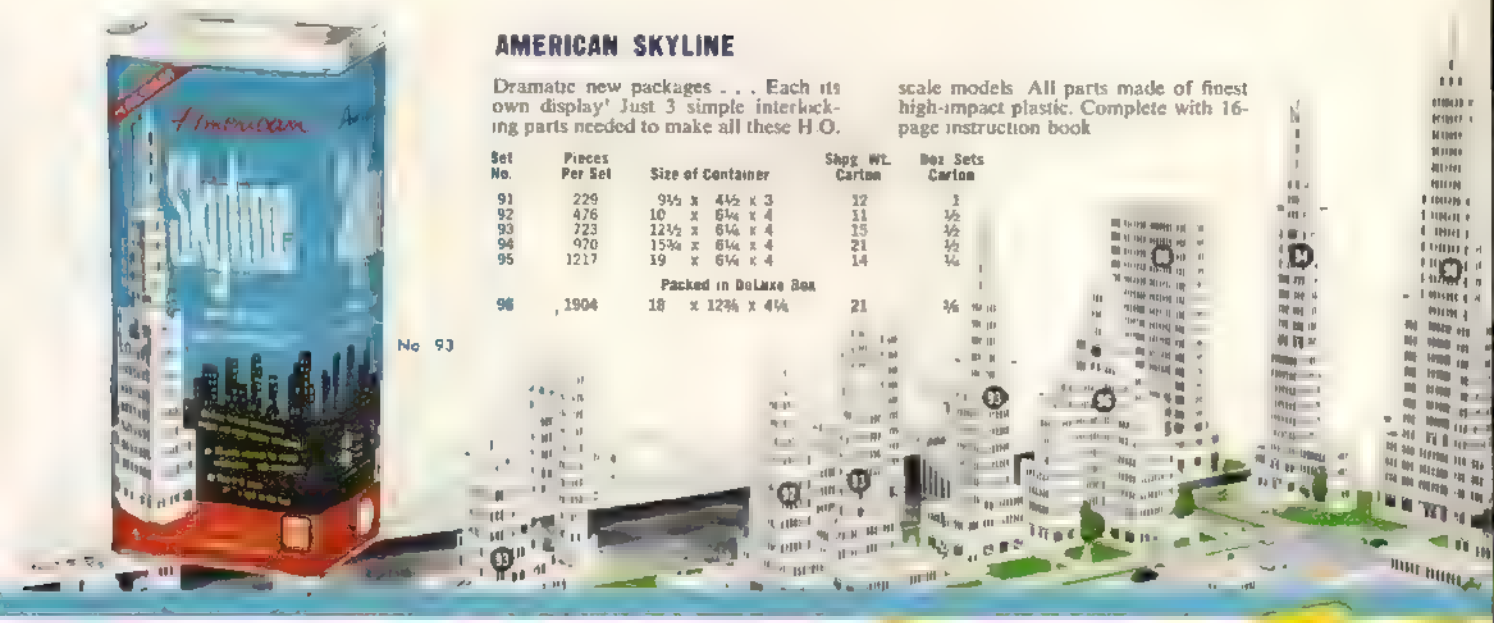
New simplified building sets. Make storybook castles, Main St buildings, or suburban homes. 2 piece box with transparent window and inner tray. Plenty of building suggestions included.

Set No.	Cubes per Set	Roof Pcs. per Set	Trees per Set	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
101	24	12		10 x 8 x 1½	16	1
102	48	24	3	15¼ x 10 x 1½	16	½
103	72	36	6	16¾ x 13¾ x 1½	23	½

AMERICAN SKYLINE

Dramatic new packages . . . Each its own display! Just 3 simple interlocking parts needed to make all these H.O. scale models. All parts made of finest high-impact plastic. Complete with 16-page instruction book

Set No.	Pieces Per Set	Size of Container	Shpg. Wt. Carton	Doz Sets Carton
91	229	9½ x 4½ x 3	12	1
92	476	10 x 6¼ x 4	11	½
93	723	12½ x 6¼ x 4	15	½
94	970	15¾ x 6¼ x 4	21	½
95	1217	19 x 6¼ x 4	14	¼
		Packed in DeLuxe Box		
96	1904	18 x 12⅜ x 4¼	21	⅙



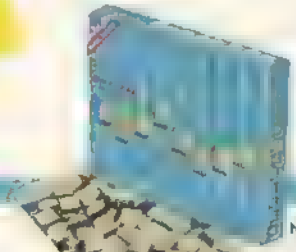
No 93

WALT DISNEY'S EARLY SETTLERS LOGS

Beautiful new construction line with original wood-caulking feature that gives sturdier construction and amazing realism. Only log set with doors and windows. Packed in sturdy carry-home storage boxes illustrated with scene from Settler's Cabin and Fort Wilderness in Disneyland. An advanced set for children six and up

Set No.	Pieces Per Set	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
2	270	16 x 10½ x 2¾	19	½
3	540	19 x 12½ x 3¼	32	½
4	810	22 x 14¼ x 3½	32	⅓
5	1080	23½ x 15½ x 4	32	¼

No. 2



Nos 401 and 402

GAME KITS ★ ANAGRAMS ★ CHESS

Your staple Game Kit sales increase each year. Watch them soar with Walt Disney's new Mouseketeer Chess and Checker Kit. Anagrams . . . finest embossed wood tiles in new packages. Beginners Chess in finest plastic

Set No.	Pieces per Set	Size of Set	Shpg. Wt. Carton	Doz Sets Carton
411 Checker Kit*	25	17 x 8½ x 1¼	7	1
412 Checker Kit	25	18½ x 8 x 1½	19	1
414 Mouseketeer Kit	57	18¾ x 8 x 1¾	10	½
415 Chess Checkers	57	18¾ x 8 x 1¾	10	½
407 Game Kit	85	19¼ x 10½ x 1½	16	½
401 Anagram	90	8¾ x 6 x 1¼	10	1
402 Anagram	180	10 x 7 x 1½	10	½
420 Chess	32	13 x 8¼ x 2½	12	1

** Packed in polyethylene box*

No 407

No 414

No 412

No. 622

No. 920R

No. 209

No. 518 24

No. 514/30

Walt Disney's new ZORRO DOMINOES . . . plus DRAGON, CROWN, LONE STAR, and MAGNA etc. . . . famous brands since 1870

Smooth solid-wood dominoes made from finest hardwood, deeply embossed and polished

DOUBLE SIX SETS HAVE 28 PIECES

Set No.		Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
622	Dragon	8½ x 2 x 1⅛	35	6
622R	Dragon*	8½ x 2 x 1¼	35	6
209	Lone Star	8½ x 2 x 1½	40	6
630	Capitol	8¾ x 2½ x 1¼	22	3
650	Zorro	7¼ x 4½ x ⅜	15	2
220	Crown	7½ x 2½ x 1¼	27	3
670	World-Wide	7¾ x 4½ x 1	20	2
225	Magna	8 x 2½ x 2	20	2

DOUBLE NINE SETS HAVE 55 PIECES

920	Dragon	8½ x 4 x 1¼	33	3
920R	Dragon*	8½ x 4 x 1¼	33	3
930	Capitol	10 x 4½ x 1¼	32	2
970	World Wide	10¼ x 4½ x 1½	18	1

DOUBLE TWELVE SETS HAVE 91 PIECES

1220	Dragon	9½ x 5½ x 1⅛	18	1
1270	World Wide	11½ x 6¾ x 1½	15	½

** With colored dots for children*

• • •

Made from solid wood . . . smoothly finished in brilliant red and lustrous black. Each piece deeply embossed on front and back with HALSAM'S well known designs. Bread-and-butter staples . . . a "must" wherever games are sold

Set No.	Pieces per Set	Size of Checker	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
518/24	24	1½ x 3/16	6 x 2½ x 1¼	12	6
518/24	24	1¼ x 5/16	7¼ x 2¾ x ¾	18	6
518/30	30	1⅛ x 5/16	6 x 3¾ x ¾	13	3
145H	24	1¼ x 5/16	8 x 3 x ⅜	24	6
514/30	30	1¼ x 5/16	6½ x 4 x ¾	15	3
714/30	30	1¼ x ⅜	8 x 6½ x 1	8	1

• • •

Nice to handle! Beautiful to look at! American Eagle and Shield design deeply embossed on each piece. Molded of finest materials, with precision interlocking that keeps a crowned king crowned.

Set No.	Pieces per Set	Size of Checker	Size of Box	Shpg. Wt. Carton	Doz. Sets Carton
614/24	24	1¼ x ⅜	7¾ x 3 x ¾	10	3
614/30	30	1½ x ⅜	6½ x 4 x ¾	12	3
814/30	30	1¼ x ⅜	8 x 6½ x 1	7	1

• • •

Standard and heavy weight boards — quality thruout! Both have high gloss labels — gold and silver trimmed Both are carefully bound with richly embossed black paper. Top values in the field.

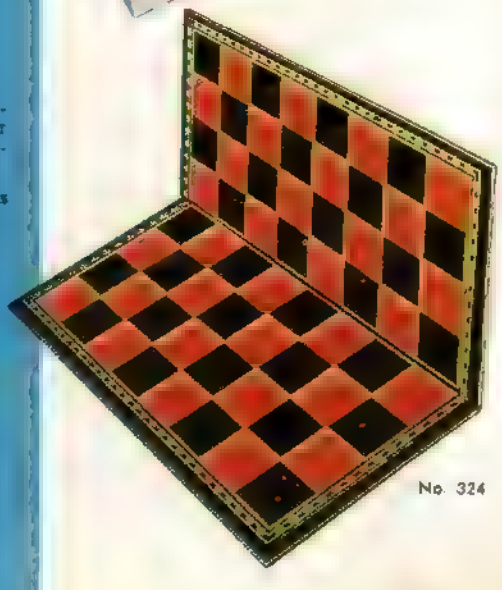
Board No.	Size of Item	Shpg. Wt. Carton	Doz. Sets Carton
319	15¼ x 15¼ x 1/16	14	3
324	15¼ x 15¼ x 1/8	20	3

No. 650

No. 220

No. 630

No. 614/24



No. 324

HALSAM

"BASIC TOOLS OF PLAY"

. . . . since 1917

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy

Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

[A] JULIET. Gift of elegance, this lovely 2 DIAMOND watch in a mirror-polished 14K WHITE SOLID GOLD case. Fully dust-protected Gracefully designed flattering bracelet in 10K white gold filled. Superb 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*.
S800H4150 **Retail $115.00**

[B] PATRICIA. Refreshingly new . . . the charming end design and side motif of this striking 10K yellow rolled gold plate case with stainless steel back. 10K gold filled expansion bracelet matches perfectly. 21 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
S801H7739 **Retail $71.50**

As above, in 10K White Rolled Gold Plate case.
S802H2739 **Retail $71.50**

[C] OLYMPIAD. A Masterpiece shock-protected precision SELF WINDING 25 JEWEL movement GUARANTEED FOR LIFE*. Handsome and rugged enough for all occasions. WATERPROOF 10K yellow gold filled top case, steel back. Leather inlaid expansion bracelet.
S803H4797 **Retail $135.00**

As above, AUTOMATIC in 14K YELLOW SOLID GOLD case.
S804H6679 **Retail $165.00**

25 & 21 JEWEL MASTERPIECES

21 JEWELS
Hampden's Guarantee Against Loss of Diamonds
All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free
D
E

[D] RHAPSODY. Magnificently styled 14K WHITE SOLID GOLD case, framed by 24 DIAMONDS that sparkle with fiery radiance. 10K gold filled bracelet. 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*.
S805H14024 **Retail $375.00**

[E] RADIANT. Like twinkling stars—10 DIAMONDS ablaze with dazzling radiance set in this 14K WHITE SOLID GOLD mirror-polished case, tapering expansion bracelet. 21 JEWEL movement GUARANTEED FOR LIFE*.
S806H9026 **Retail $250.00**

[F] LADYSHIP. The smallest AUTOMATIC ever! And how these 6 DIAMONDS sparkle in their 14K white gold settings. WATERPROOF** 10K yellow gold filled case. Expansion bracelet. Luminous dots and hands. GUARANTEED FOR LIFE*, 17 JEWEL shock-protected movement.
S807H6674 **Retail $165.00**

[G] CORVETTE. A jet black dial distinguishes this truly masculine WATERPROOF watch. Shock-protected with unbreakable crystal and radium dial and hands. Handsome faceted case in color of natural gold, steel back. Expansion bracelet. GUARANTEED FOR LIFE*, 17 JEWEL movement.
S808H1825 **Retail $49.50**

As above, WATERPROOF**, but with white dial.
S809H1823 **Retail $49.50**

[H] ARISTOCRAT. To be worn with pride. 10K yellow gold filled case. Highly styled pyramid crystal completes the sculptured effect of this fine case. 10K gold filled expansion bracelet with leather inlaid links. 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
S810H3508 **Retail $85.00**

As above, in 14K YELLOW SOLID GOLD case.
S811H5204 **Retail $140.00**

[J] NAUTILUS. AUTOMATIC—WATERPROOF**—Winds with the movement of the wrist. Faceted case in Chrome top and steel back. Sweep Second hand. Sunburst dial of modern design. Expansion bracelet. 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*.
S812H3190 **Retail $77.50**

HAMPDEN

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS
GUARANTEED AGAINST BREAKAGE

For four generations, American families have known and treasured timepieces bearing the name Hampden. Since 1878, the Hampden name has been a steadfast safeguard for quality and accuracy coupled with continuing technical advancements. Hampden means all-round value . . . a sturdy tradition of integrity in style, precision and price.

Self-Winding•Waterproof

[A] AQUATITE. An outstanding achievement of engineering skill. This handsomely styled AUTOMATIC—WATERPROOF** case has a nicely lapped faceted Chrome top and steel back Sweep Second hand Matching stainless steel expansion bracelet. GUARANTEED FOR LIFE* 25 JEWEL shock-protected movement.
5813M3606 **Retail $87.50**

[B] AQUAMATE The world's finest AUTOMATIC watch and so moderately priced! WATERPROOF** and 10K Yellow Rolled Gold Plate case with sleek expansion bracelet in 10K gold filled 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
5814M3871 **Retail $100.00**
As above, in 10K White Rolled Gold Plate case
5815M3873 **Retail $100.00**

[C] AQUAMATIC. The ultimate in a fine AUTOMATIC watch! Stainless steel case and matching expansion bracelet with inlaid leather links WATERPROOF**, custom dial and hands. Accurate GUARANTEED FOR LIFE*, 17 JEWEL shock protected movement
5816M3285 **Retail $77.50**

LOTUS Beauty flashes in this 14K WHITE SOLID GOLD case set with 6 DIAMONDS Delicate 10K gold filled expansion bracelet harmonizes with case design Clear reading dial is set off by high raised crystal 17 JEWEL Shock-Protected movement GUARANTEED FOR LIFE*
5817H6527 **Retail $165.00**

LYRIC. With 2 DIAMONDS glamorously set in a 14K WHITE SOLID GOLD case Stunning fashion over modern dial Dainty matching expansion bracelet is 10K gold filled High crystal 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
5818H4733 **Retail $135.00**

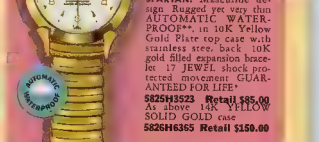
GLORIA. Trim smartness that makes a beautiful possession High quality case is 14K YELLOW SOLID GOLD Expansion bracelet 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE
5819H3459 **Retail $85.00**
As above, in 14K WHITESOLIDGOLD
5820H3459 **Retail $85.00**

ADVERTISED IN LIFE AND TIME

CLASSIC Symmetry gets a touch of genius in this slim BANGLE watch Case is 10K yellow gold filled Encircling bracelet has safety chain Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE*
5821H3459 **Retail $85.00**

SEABURY. It's WATER PROOF** Yellow case color of natural gold with facets 10K gold filled expansion bracelet with leather inserts Has shock protected 21 JEWEL movement GUARANTEED FOR LIFE*
5822H2602 **Retail $67.50**

FELICIA. Beautiful Lines in a modern 14K WHITE SOLID GOLD case Conforming expansion bracelet is 10K gold filled Accurate 21 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
5823H3195 **Retail $77.50**
As above, 14K YELLOW GOLD
5824H3195 **Retail $77.50**



AUTOMATIC WATERPROOF

THE VERY THIN

SPARTAN. Masculine design Rugged yet very thin AUTOMATIC WATERPROOF**, in 10K Yellow Gold Plate top case with stainless steel back 10K gold filled expansion bracelet 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
5825H3523 **Retail $85.00**
As above 14K YELLOW SOLID GOLD case
5826H6365 **Retail $150.00**

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permalex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

DIANA. A treasure of modern loveliness in a 10K yellow rolled gold plate case with steel back. Beautiful 10K gold filled expansion bracelet matches motif of the case. Has high domed crystal. Faithful 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

5827H2327 Retail $59.50

As above, in 10K White rolled gold plate case

5828H2327 Retail $59.50

ALICIA. Utility and beauty are joined in this NURSE'S watch. Comes in 14K YELLOW SOLID GOLD case. The matching expansion bracelet is a dream inlaid with genuine leather Sweep Second hand. High crystal. Has 17 JEWEL shock protected movement GUARANTEED FOR LIFE*

5829H3719 Retail $95.00

As above, in 10K Yellow gold filled case

5830H2935 Retail $77.50

LORETTA. Exquisite styling in a smartly detailed very dainty case of natural gold color. Contoured dome crystal, and easy-to-read raised figure dial. Matched by a chic 10K gold filled expansion bracelet. Accurate 17 JEWEL shock-protected movement is GUARANTEED FOR LIFE*

5831H2161 Retail $55.00

**"ALL HAMPDEN "WATERPROOF" and SHOCK PROTECTED " watches, when manufactured, conform to the spec fications of the Federal Trade Commiss on. To rema n "WATERPROOF" crystal and crown must be intact. If ordered, the case must be closed by a competent watchmaker to remain "WATERPROOF". Retail Prices INCLUDE Federal Exc se Tax. Prices subject to change without not ce. All watches are

STARDUST. 2 DIAMONDS matched for loveliness, one at each end of daintily feminine 14K YELLOW SOLID GOLD case. Has 10K gold filled expansion bracelet, 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*.

5832H3699 **Retail $95.00**

As above, in 14K WHITE SOLID GOLD.

5833H3699 **Retail $95.00**

SPORTSTER. WATERPROOF** in a masculine, rugged Chrome top, steel back case. Has sweep Second hand. Perfectly matched combination all steel expansion bracelet with leather inlaid in attractive design. Unbreakable crystal. Shock-protected 17 JEWEL movement GUARANTEED FOR LIFE*

5834H2097 **Retail $55.00**

THIN AS A COIN

DIPLOMAT. The Executive watch -bearing its dignity and masculine elegance in a 14K YELLOW SOLID GOLD case . . thin as a coin. Its slimness brings admiring expressions. Its modernity is enhanced by the dial and black suede strap. Its 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

5835H4939 Retail $140.00

ADVERTISED IN LIFE AND TIME

MARINER. For the active man this rugged WATERPROOF** watch in a stainless steel case. Has unbreakable crystal. Sweep Second hand. Steel expansion bracelet. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*.

5836H2190 **Retail $55.00**

SHIPMATE. It's WATERPROOF** in a modern faceted Chrome top case with steel back. Matching steel expansion bracelet, leather inserts. Sweep Second hand. 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*

5837H2411 **Retail $59.50**

EMBASSY. Celebrated AUTOMATIC—for carefree dresswear. Classic square case in 10K yellow gold filled. Matching expansion bracelet. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*.

5838H4498 Retail $115.00

As above, 14K YELLOW SOLID GOLD

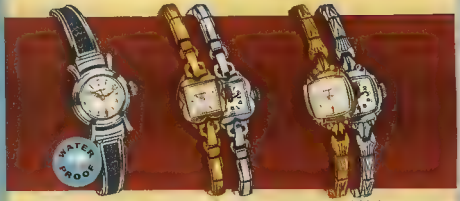
5839H6350 Retail $150.00

25 JEWEL AUTOMATIC

ELDORADO. 25 JEWEL shock-protected AUTOMATIC WATER PROOF.** Case in 10K Yellow Gold Plate, with stainless steel back. Modern dial and hands Sweep Second hand. 10K gold filled expansion bracelet GUARANTEED FOR LIFE* movement
5840H4013 **Retail $115.00**

WRIST ALARM

COLUMBIA. Ideal for that busy executive The WRIST ALARM is a reminder for that important appointment Chrome top case with steel back WATER-PROOF** roof Sweep Second hand Steel expansion bracelet 17 JEWEL shock protected GUARANTEED FOR LIFE* movement
5841H3430 **Retail $85.00**



MERMAID. Ladies' WATERPROOF** watch that's perfect for dress and sports wear Lovely case in Chrome top with stainless steel back Unbreakable crystal, luminous dial and hands. Sweep Second hand. Steel expansion bracelet with inlaid leather Nationally famous 17 JEWEL Hampden shock-protected movement GUARANTEED FOR LIFE*
5842H2935 **Retail $77.50**

GRACE. Thrilling style in a 14K YELLOW SOLID GOLD case with fashionable high raised crystal Easy-to-read dial. Fitted with a matching 10K gold filled expansion bracelet. 17 JEWEL shock-protected accurate movement GUARANTEED FOR LIFE*
5843H2984 **Retail $77.50**
As above, in a 14K WHITE SOLID GOLD case
5844H2984 **Retail $77.50**

CHARLOTTE. A delight to own, this watch in 10K Yellow rolled gold plate case with stainless steel back With a beautiful matching 10K gold filled expansion bracelet Sweep Second hand 17 JEWEL accurate shock-protected movement GUARANTEED FOR LIFE*.
5845H2666 **Retail $71.50**
As above, in 10K White rolled gold plate case
5846H2666 **Retail $71.50**

ADVERTISED IN LIFE AND TIME

HAMPDEN

GUARANTEED FOR LIFE*

- Precision Timed and Adjusted in U.S.A.
- Shock-Protected • Dust-protected • Anti-Magnetic
- Permaflex Hairspring • Presentation Gift Boxed

FRANKLIN. Self-winding AUTOMATIC in a handsome case of 10K Yellow Rolled gold plate with stainless steel back. Sweep hand ticks off the seconds. Modern domed crystal and clear reading dial. Matching 10K yellow gold filled expansion bracelet Famous for accuracy. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
5847H3868 **Retail $95.00**

GLENVIEW. CALENDAR WATCH which shows date and changes automatically day-after-day. WATERPROOF** in Chrome top case with stainless steel back. Luminous dial and hands Sweep Second hand Steel expansion bracelet with leather inserts Hampden 17 JEWEL shock protected movement GUARANTEED FOR LIFE*.
5848H2567 **Retail $59.50**

KENT. AUTOMATIC—and WATERPROOF**. Encased in the color of natural gold with a stainless steel back. Ultra-modern dial with luminous hands and dots. Sweep Second hand 10K gold filled expansion bracelet Case is newest faceted design. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
5849H3224 **Retail $77.50**

ENVOY. WATERPROOF**, in the ever popular round style Has a gleaming Chrome top case and stainless steel back. Unbreakable crystal, raised figure luminous dial and hands Sweep Second hand. Matched steel expansion bracelet with genuine leather inserts. 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
5850H1736 **Retail $47.50**

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

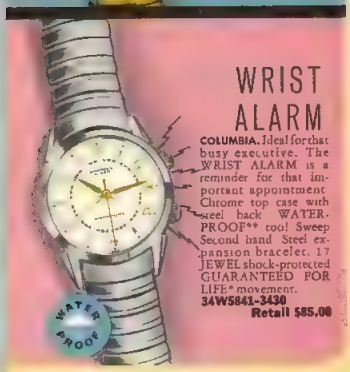
25 JEWEL AUTOMATIC

ELDORADO. 25 JEWEL shock-protected AUTOMATIC. WATERPROOF.** Case in 10K Yellow Gold Plate, with stainless steel back. Modern dial and hands. Sweep Second hand. 10K gold filled expansion bracelet GUARANTEED FOR LIFE* movement.
34WS840-4013
Retail $115.00

MERMAID. Ladies' WATERPROOF** watch that s perfect for dress and sports wear Lovely case in Chrome top with stainless steel back Unbreakable crystal, luminous dial and hands Sweep Second hand Steel expansion bracelet with inlaid leather Nationally famous 17 JEWEL Hampden shock-protected movement GUARANTELD FOR LIFE*
34WS842-2935 Ret. $77.50

GRACE. Thrilling style in a 14K YELLOW SOLID GOLD case with fashionable high raised crystal Easy to-read dial Fitted with a matching 10K gold filled expansion bracelet. 17 JEWEL shock-protected accurate movement GUARANTEED FOR LIFE*
34WS843-2984 Ret. $77.50
As above, in a 14K WHITE SOLID GOLD case
34WS844-2984 Ret. $77.50

CHARLOTTE. A delight to own, this watch in 10K Yellow rolled gold plate case With stainless steel back With a beautiful matching 10K gold filled expansion bracelet Sweep Second hand. 17 JEWEL accurate shock protected movement GUARANTEED FOR LIFE*
34WS845-2666 Ret. $71.50
As above, in 10K White rolled gold plate case
34WS846-2666 Ret. $71.50



WRIST ALARM

COLUMBIA. Ideal for that busy executive. The WRIST ALARM is a reminder for that important appointment Chrome top case with steel back WATERPROOF** too! Sweep Second hand Steel expansion bracelet. 17 JEWEL shock-protected GUARANTEED FOR LIFE* movement.
34WS841-3430
Retail $85.00

ADVERTISED IN LIFE AND TIME

HAMPDEN

GUARANTEED FOR LIFE*

- Precision Timed and Adjusted In U.S.A.
- Shock-Protected • Dust-protected • Anti-Magnetic
- Permaflex Hairspring • Presentation Gift Boxed

FRANKLIN. Self-winding AUTOMATIC in a handsome case of 10K Yellow Rolled gold plate with stainless steel back Sweep hand ticks off the seconds. Modern domed crystal and clear reading dial. Matching 10K yellow gold filled expansion bracelet. Famous for accuracy. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS847-3665 Retail $95.00

GLENVIEW. CALENDAR WATCH which shows date and changes automatically day-after-day WATERPROOF** in Chrome top case with stainless steel back Luminous dial and hands Sweep Second hand Steel expansion bracelet with leather inserts Hampden 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS848-2367 Retail $59.50

KENT. AUTOMATIC—and WATERPROOF** Encased in the color of natural gold with a stainless steel back Ultra-modern dial with luminous hands and dots Sweep Second hand. 10K gold filled expansion bracelet Case is newest faceted design. 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
34WS849-3224 Retail $77.50

ENVOY. WATERPROOF**, in the ever popular round style. Has a gleaming Chrome top case and stainless steel back Unbreakable crystal, raised figure luminous dial and hands Sweep Second hand Matched steel expansion bracelet with genuine leather insets. 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
34WS850-1730 Retail $47.50

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage
Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U S A
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy

Fully Shock-Protected • Presentation Gift Box with each watch

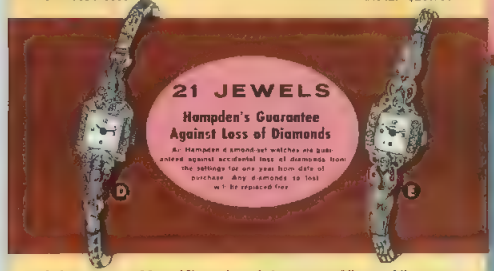
GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

[A] JULIET. Gift of elegance, this lovely 2 DIAMOND watch in a mirror polished 14K WHITE SOLID GOLD case. Fully dust-protected Gracefully designed flattering bracelet in 10K white gold filled Superb 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS800-4150 **Retail $115.00**

[B] PATRICIA. Refreshingly new . . . the charming end design and side motif of this striking 10K yellow rolled gold plate case with stainless steel back. 10K gold filled expansion bracelet matches perfectly. 21 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
34WS801-2739 **Retail $71.50**
As above, in 10K White Rolled Gold Plate case
34WS802-2739 **Retail $71.50**

[C] OLYMPIAD. A Masterpiece—shock-protected precision SELF WINDING 25 JEWEL movement. GUARANTEED FOR LIFE* Handsome and rugged enough for all occasions WATERPROOF 10K yellow gold filled top case, steel back. Leather inlaid expansion bracelet
34WS803-4797 **Retail $135.00**
As above AUTOMATIC in 14K YELLOW SOLID GOLD case
34WS804-6679 **Retail $165.00**


21 JEWELS
Hampden's Guarantee
Against Loss of Diamonds
At Hampden 6 diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds to lost will be replaced free
D
E

[D] RHAPSODY. Magnificently styled 14K WHITE SOLID GOLD case, framed by 24 DIAMONDS that sparkle with fiery radiance. 10K gold filled bracelet 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS805-14024 **Retail $375.00**

[E] RADIANT. Like twinkling stars—10 DIAMONDS ablaze with dazzling radiance set in this 14K WHITE SOLID GOLD mirror-polished case, tapering expansion bracelet. 21 JEWEL movement GUARANTEED FOR LIFE*
34WS806-9026 **Retail $250.00**

[F] LADYSHIP. The smallest AUTOMATIC ever. And how these 6 DIAMONDS sparkle in their 14K white gold settings WATERPROOF** 10K yellow gold filled case Expansion bracelet Luminous dots and hands GUARANTEED FOR LIFE*, 17 JEWEL shock protected movement
34WS807-6674 **Retail $165.00**

[G] CORVETTE. A jet black dial distinguishes this truly masculine WATERPROOF watch. Shock protected with unbreakable crystal and radium dial and hands. Handsome faceted case in color of natural gold steel back Expansion bracelet GUARANTEED FOR LIFE*, 17 JEWEL movement
34WS808-1823 **Retail $49.50**
As above, WATERPROOF**, but with white dial
34WS809-1823 **Retail $49.50**

[H] ARISTOCRAT. To be worn with pride 10K yellow gold filled case Highly styled pyramid crystal completes the sculptured effect of this fine case 10K gold filled expansion bracelet with leather inlaid links 17 JEWEL shock protected movement, GUARANTEED FOR LIFE*
34WS810-3508 **Retail $85.00**
As above, in 14K YELLOW SOLID GOLD case
34WS811-5204 **Retail $140.00**

[J] NAUTILUS. AUTOMATIC WATERPROOF** Winds with the movement of the wrist. Faceted case in Chrome top and steel back Sweep Second hand. Sunburst dial of modern design. Expansion bracelet 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
34WS812-3190 **Retail $77.50**

25 & 21 JEWEL MASTERPIECES

HAMPDEN

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS
GUARANTEED AGAINST BREAKAGE

For four generations, American families have known and treasured timepieces bearing the name Hampden. Since 1878, the Hampden name has been a steadfast safeguard for quality and accuracy coupled with continuing technical advancements. Hampden means all-round value... a sturdy tradition of integrity in style, precision and price.

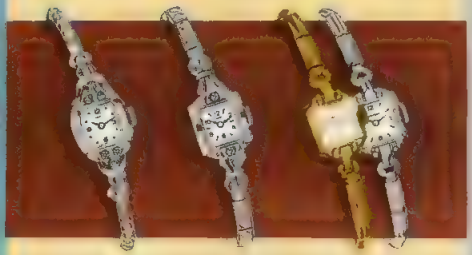
AUTOMATICS

Self-Winding•Waterproof

A AQUATITE. A [illegible] handsome [illegible] AUTOMATIC WATERPROOF** [illegible] highly lapped faceted Chrome top and steel back. Sweep second hand. Matching stainless steel expansion bracelet. GUARANTEED FOR LIFE* 25 JEWEL shock protected movement.
34W5813-3606 **Retail $87.50**

B AQUAMATE The world's tiniest AUTOMATIC watch, and so [illegible] WATERPROOF** in a 10K Yellow Rolled Gold Plate case with sleek expansion bracelet in 10K gold filled. 17 JEWEL shock protected movement. GUARANTEED FOR LIFE*
34W5814-3871 **Retail $100.00**
As above in 10K White Rolled Gold Plate case
34W5815-3871 **Retail $100.00**

C AQUAMATIC The [illegible] AUTOMATIC watch [illegible] WATERPROOF** [illegible] 17 JEWEL shock protected movement GUARANTEED FOR LIFE*.
34W5816-3205 **Retail $77.50**



LOTUS. Beauty flashes in this 14K WHITE SOLID GOLD case set with 6 DIAMONDS. Delicate 10K gold filled expansion bracelet [illegible] sizes with case design. Clear [illegible] crystal. 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
34W5817-6527 **Retail $165.00**

LYRIC. With 7 DIAMONDS glamorously set in a 14K WHITE SOLID GOLD case. Stunning fashion over movement. Dainty matching expansion bracelet 10K gold filled. High crystal. 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
34W5818-4733 **Retail $135.00**

GLORIA. Trim smartness that makes a beautiful possession. High quality case is 14K YELLOW SOLID GOLD. Expansion bracelet 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
34W5819-3459 **Retail $85.00**
As above in 14K WHITE SOLID GOLD
34W5820-3459 **Retail $85.00**

ADVERTISED IN LIFE AND TIME

CLASSIC. Smartly gives a touch of genius in this slim BANGLE watch. Case 14K yellow gold filled. Fancy ring bracelet has safety clasp. Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
34W5821-3459 **Retail $85.00**

SEABURY. It's WATERPROOF**! Yellow case with natural sand-wash facets. 10K gold filled expansion bracelet with leather inserts. Has shock protected 21 JEWEL movement GUARANTEED FOR LIFE*
34W5822-2602 **Retail $67.50**

FELICIA. Beautiful lines in a modern 14K WHITE SOLID GOLD case. Center-gem expansion bracelet 14K gold filled. Accurate 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
34W5823-3195 Ret. $77.50
As above 14K YELLOW GOLD
34W5824-3195 Ret. $77.50

AUTOMATIC WATERPROOF

THE VERY THIN

SPARTAN. Masculine design. Rugged yet very thin AUTOMATIC WATERPROOF**, in 10K Yellow Gold Plate top case with stainless steel back. 10K gold filled expansion bracelet. 17 JEWEL shock protected movement GUARANTEED FOR LIFE*
34W5825-3523 Ret. $85.00
As above 14K YELLOW SOLID GOLD case
34W5826-6365
Retail $150.00

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company

HAMPDEN

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- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

DIANA. A treasure of modern loveliness in a 10K yellow rolled gold plate case with steel back. Beautiful 10K gold filled expansion bracelet matches motif of the case. Has high domed crystal. Faithful 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS827-2327
Retail $59.50
As above in 10K White rolled gold plate case
34WS828-2327
Retail $59.50

ALICIA. Utility and beauty are joined in this NURSE'S watch. Comes in 14K YELLOW SOLID GOLD case. The matching expansion bracelet is a dream inlaid with genuine leather. Sweep Second hand. High crystal. Has 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS829-3719
Retail $95.00
As above, in 10K Yellow gold filled case
34WS830-2935
Retail $77.50

LORETTA. Exquisite styling in a smartly detailed very dainty case of natural gold color. Contoured dome crystal, and easy-to-read raised figure dial. Matched by a chic 10K gold filled expansion bracelet. Accurate 17 JEWEL shock-protected movement is GUARANTEED FOR LIFE*
34WS831-2161
Retail $55.00

"ALL HAMPDEN "WATERPROOF" and "SHOCK-PROTECTED" watches, when manufactured conform to the specifications of the Federal Trade Commission. To remain "WATERPROOF" crystal and crown must be intact, if opened, the case must be closed by a competent watchmaker to remain "WATERPROOF". Retail Prices INCLUDE Federal Excise Tax. Prices subject to change without notice. All watches are illustrated ¾ actual size.

STARDUST. 2 DIAMONDS matched for loveliness, one at each end of daintily feminine 14K YELLOW SOLID GOLD case. Has 10K gold filled expansion bracelet. 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
[redacted]
Retail $95.00
As above, in 14K WHITE SOLID GOLD
34WS833-3699
Retail $95.00

SPORTSTER. WATERPROOF** in a masculine, rugged Chrome top, steel back case. Has sweep Second hand. Perfectly matched combination all steel expansion bracelet with leather inlaid in attractive design. Unbreakable crystal. Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
34WS834-2097 **Retail $55.00**

THIN AS A COIN

DIPLOMAT. The Executive watch — reflecting its dignity and masculine elegance in a 14K YELLOW SOLID GOLD case — thin as a coin. Its slimness brings admiring expressions. Its modernity is enhanced by the dial and black suede strap. Its 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*
34WEXD-4011
Retail $140.00

MARINER. For the active man this rugged WATERPROOF** watch in a stainless steel case. Has unbreakable crystal. Sweep Second hand. Steel expansion bracelet. 1 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS836-2190
Retail $55.00

SHIPMATE. It's WATERPROOF** in a modern faceted Chrome top case with steel back. Matching steel expansion bracelet, leather inserts. Sweep Second hand. 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS837-2411
Retail $59.50

EMBASSY. Celebrated AUTOMATIC -for carefree dress wear. Classic square case in 10K yellow gold filled. Matching expansion bracelet. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS838-4498 Ret. $115.00
As above, 14K YELLOW SOLID GOLD
34WS839-6350
Retail $150.00

The "Space Age" is NOW!
...and its Number One Toy is
MOONSCOPE

A PRECISION-MADE REFLECTING TELESCOPE ... *NOT JUST A TOY!*

Man-made satellites . . . rockets to the moon! With young eyes all over America straining to see these marvels, the Moonscope is sure to enjoy a tremendous acceleration in demand in 1958. A precision-made reflecting telescope . . . now stepped up to 45 power . . . that clearly reveals craters on the moon, Saturn's rings and other wonders of the heavens, it stands 36" high on removable tripod legs, has optical system of precision-ground and polished glass, including an adjustable 3" polished and corrected mirror. Fork-type Alt-Azimuth mount rotates a full 360 degrees to take in any part of the sky. Accessories include sturdy carrying case, 20-page instruction booklet, and beautiful Junior Stargazer chart.

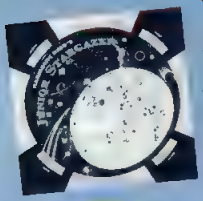
★ NEW TUBE DESIGN

Barrel of the 1958 Moonscope has colorful renderings of constellations, coated in moisture-and-dirt resistant plastic!

No. 6000
$17.00

NEW "IMAGE FINDER" LOCATES STARS EASILY!

COMPLETE WITH "JUNIOR STARGAZER" CHART!



This colorfully printed chart can be set for any season of the year, will show star positions for any hour of the night!

HARMONIC REED CORPORATION • ROSEMONT, PENNA.

No. 6500
$10.00

NEW...a budget price buys the whole universe!

NEW BATTERY-OPERATED

Planetarium

The ideal planetarium for beginners and budget-conscious families . . . volume-priced to satisfy the new mass interest in the "geography of space"! Completely portable . . . operates anywhere, on regular dry-cell batteries, with bright or medium light intensity. Projects over 60 constellations on the ceiling and walls of any darkened room . . . can be adjusted for any Northern Hemisphere location, any month of the year. Complete with flashlight pointer (batteries included), and instruction sheet with charts showing constellations.

- OPERATES ANYWHERE—REQUIRES NO CURRENT!
- PROJECTS OVER 60 CONSTELLATIONS!
- BEAUTIFUL 3-COLOR INSTRUCTION SHEET

Giant 16¼"x25½" Instruction Sheet with colorful constellation charts can be hung on wall . . . will beautify any room.

EXCITING NEW "SPACE AGE" PACKAGING!

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HARMONIC REED

MOONSCOPE • SPITZ JR. PLANETARIUM • PORTABLE JR. PLANETARIUM

the scientific toys of the century

HARMONIC REED CORPORATION • ROSEMONT, PENNA.

Now Better Than Ever!

the famous toy that brings outer space indoors

THE SPITZ JUNIOR *Planetarium*

New refinements and accessories bring the Spitz Jr. Planetarium up to date . . . make it as timely as satellites and space travel, as timeless as the constellations! Plugs into any AC outlet, projects over 60 constellations as seen from any geographical location in the Northern Hemisphere, at any month of the year. Pointer and projection units operate from planetarium current; clip on planetarium holds pointer; colorful 32-page instruction booklet is included.

No. 3000
$20.00

Available Separately

SOUTHERN HEMISPHERE PROJECTOR No. 3500

Enables user to locate himself anywhere in the Southern Hemisphere and see the heavens as they would appear from that location.

NEW! ADDITIONAL RHEOSTAT CONTROL FOR GREATER PROJECTION CONTRAST!

NEW! CONSTELLATION PROJECTOR WITH SET OF 12 SLIDES

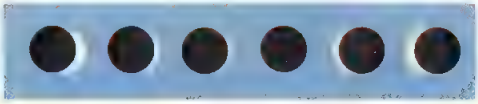
Projects mythical constellation figures over stars projected by the Planetarium!

NEW! SATURN AND SATELLITE PROJECTORS

Trace the paths of Saturn and Sputnik across the sky!

NEW! SOLAR AND LUNAR ECLIPSES

6 types of solar and lunar eclipses can be simulated with this attachment.



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Merwin Smith
Room 809—200 Fifth Avenue
New York City, New York

E. D. Smith
P.O. Box 8
Copake Falls, N. Y.

Stanley Grosoff
Room 809—200 Fifth Avenue
New York City, New York

Albert Buynak
102 Erie Avenue
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Shillington, Penna.

Henry E. McLaughlin, Jr.
1932 Cindy Drive
Decatur, Georgia

R. J. Snow & Associates
2146 Irving Boulevard
Dallas 22, Texas

Fred Gade
Harcourt Company
121 N. Mar on St.
Oak Park, Illinois

H. Kirk Hickey
766 Filip Rd.
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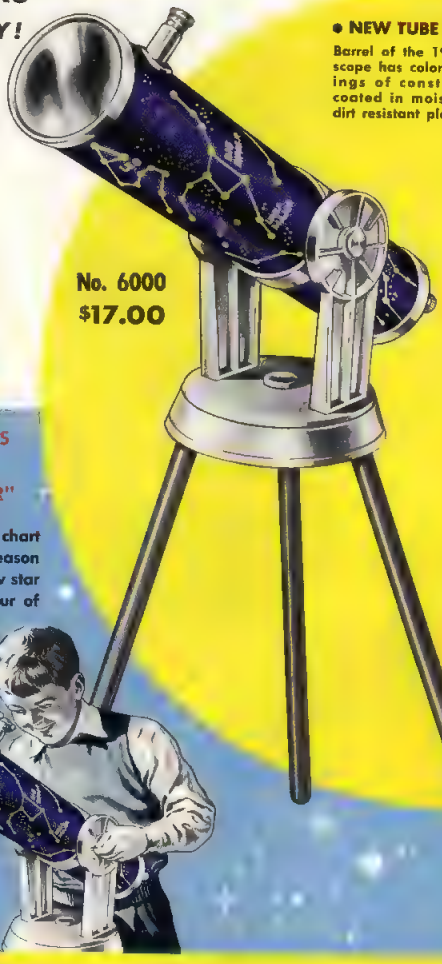

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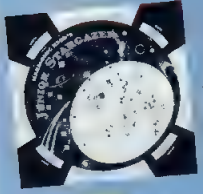

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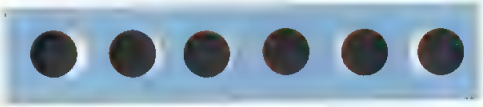

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HARVILL CORPORATION

presents

The **DREADNOUGHT** *Line*

of

ALL-METAL CANNONS

As indestructible as toys can be...

ON VIEW—GRAND BALLROOM, MEZZANINE, HOTEL NEW YORKER

Permanent Showroom: **EVERLY ASSOCIATES, 1107 BROADWAY**

DREADNOUGHT

Super CANNON

LITHO U.S.A.

Shoots soft-nosed, rubber-tipped shells...with a real bang!

Mechanical aiming and firing action!

From HARVILL CORPORATION, one of America's leading makers of fine metal die castings, come the new Dreadnought Cannons – toys with eye and ear appeal, outstanding mechanical realism, true "service longevity". Press the fire control button and the projectile is off with a satisfying bang. Carefully engineered gears permit artillery accuracy in aiming and firing. Once zeroed in, shell after shell lands smack on the target! Add Dreadnought Cannons to your list of bigger-ticket, guaranteed customer-pleasers. All metal – no breakage returns – no child disappointments! See and stock the year's most intriguing line of ordnance toys – today!

GEARED ELEVATOR

Big 17½" Size
12" Barrel

Manufactured by

HARVILL

Designed by
MATT MILLER

Available: #108 G., Orange and Gold
#108 O. D., Olive Drab

DREADNOUGHT SUPER CANNON.
Individually boxed. Shipping Weight 4 lbs.
Packed 6 to Master carton.

. . . cover the market with Dreadnought Sky-Raider Cannon—see next page ▶

DREADNOUGHT

Sky-Raider CANNON

Sug. Ret.
$6.9[illegible]
#208 O.D

Stands 15" H
12" Barrel

Rotating and Elevating Projectile Gun
Fires With or Without Caps

CALIBRATED ACCURACY! Rugged stamina in metal die castings! A toy built for hard play, not mere display! With its realistic action and sound, Dreadnought Sky-Raider thrills the realism-minded "junior general", just as its ruggedness delights the adult "procurement officer" who has an eye on durability and value! Full 360° calibrated rotating base allows aiming at any sector of the sky! Elevating gear works like a real cannon . . . exact degree of elevation can be read from calibrated indicator.

Available: #208 O. D., Olive Drab—
#208 B. R., Black and Red.

DREADNOUGHT SKY-RAIDER.
Individually boxed. Ship. Wt. 3 lbs. Packed 6 to Master Carton.

Manufactured by
HARVILL CORPORATION
6251 West Century Boulevard
Los Angeles 45, California

Helbros

LIFETIME JEWEL MOVEMENTS

★ Engineered for lifetime accuracy
★ Guaranteed Unbreakable Mainspring
★ Unmatched in beauty
★ Nationally advertised

The watch of a lifetime...
A gift to be cherished forever

21 LIFETIME JEWELS

E DIPLOMAT. Aristocratic dress watch for the man who demands the finest! Clean contemporary design is evident in every detail — from the smart 10K yellow rolled gold plate case with stainless steel back — to the handsome matching expansion bracelet. Neat numeral and marker dial. Sweep second hand. Accurate 21 L fetime Jewel movement
2J331X3495 List **$69.75**

F MERIDIAN "B." Distinguished Chrome top, stainless steel back case sets off the dark dial with gold hands and hour dots; sweep second hand. Matching combination leather expansion bracelet. 21 jewel movement. Water resistant* shock protected and anti magnetic
2J332X2935 List **$59.75**
MERIDIAN. As above with white dial
2J333X2935 List **$59.75**

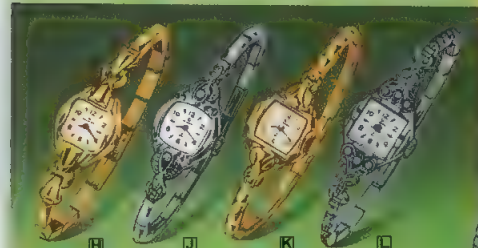
G DELAWARE. Masterpiece of design. Dapper 10K yellow rolled gold plate case, stainless steel back. Water resistant* Shock protected. Luminous hands and dots. Fashionable leather Trim expansion bracelet. 21 Lifetime Jewels
2J334X3355 List **$67.50**

World-famous watches for men and women... superbly styled ...engineered with 21, 23, and 25 Lifetime Jewel movements.

Helbros

Magnificent timepieces, renowned for supreme LIFETIME accuracy... unexcelled beauty... each in a smart gift box.

**Water-resistant when opened and closed by a competent watchmaker*



21 LIFETIME JEWELS

H GAIETY. A happy blending of trim simplicity and lasting styling. Charming 10K yellow rolled gold plate case has stainless steel back. Matching expansion bracelet. Modern textured dial. 21 L fetime Jewels
2J335X3355 List **$67.50**
GAIETY "W." In 10K white RGP
2J336X3355 List **$67.50**

J MELODY "W." Fabulously fashioned. Glamorous end pieces aglow with 2 fiery diamonds — crown the 10k white rolled gold plate case stainless steel back. Matching expansion bracelet. 21 jewel movement
2J337X3775 List **$75.00**
MELODY. In 10K yellow RGP
2J338X3775 List **$75.00**

K BOUQUET. Feminine beauty! A garland of gleaming 14k yellow gold to grace her wrist — precision 21 jewel movement to keep her on time! Textured dial with numerals and markers. Trim expansion bracelet
2J339X3775 List **$75.00**
BOUQUET "W." In 14K white gold
2J340X3775 List **$75.00**

L FESTIVAL "W." Celebrated timepiece crowned with 9 precious shimmering diamonds — artistically set in a 10K white rolled gold plate case stainless steel back. Matching expansion bracelet. 21 jewels
2J341X4615 List **$92.50**
FESTIVAL. In 10K yellow RGP
2J342X4615 List **$92.50**

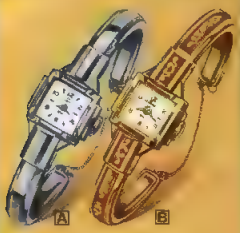
25 and 23 LIFETIME JEWELS

A CHAMPION. Prize possession. 25 jewels. Self winding automatic water resistant* shock-proof. 10K yellow R&P case stainless steel back. Matching basket weave expansion band. Luminous hands. Dial. Sweep second
2J324X4900 List **$100.00**
CHAMPION "W." Chrome top case
2J325X4195 List **$85.00**

B PANAMA "W." 25 jewels. Self winding. Shock water resistant* anti magnetic. Sleek stainless steel case, matching expansion bracelet. Luminous hands. Dial. Sweep second
2J326X4195 List **$85.00**
PANAMA. In 10K yellow RGP
2J327X4615 List **$92.50**

C NORMANDY. 25 jewel self wind. Water resistant* 10K yellow rolled gold plate case, stainless steel back. Water resistant* shock proof. Luminous hands. Dial. Sweep second. Modern ribbed expansion bracelet
2J328X4760 List **$95.00**

D JUNIPER. For active women. Waterproof! Water resistant* anti magnetic shock protected. 23 jewels. Trim 10K yellow rolled gold plate case, stainless steel back. Luminous hands and dial. Jaunty hazard strap
2J329X4335 List **$87.50**
JUNIPER "W." Chrome top case
2J330X4195 List **$85.00**



Bangle Watches

A ADORN "W." Dramatic simplicity! Sleek, stainless steel back case and bangle bracelet fashioned in gleaming 10K white rolled gold plate. Safety chain 17 Lifetime Jewels.
2J343X3075.....List **$62.50**
ADORN. In 10K yellow RGP.
2J344X3075... ... . List **$62.50**

B CHERIE "R." Delightfully different! Chic 10K yellow rolled gold plate case, stainless steel back . . matching bangle bracelet with red enamel panels accented with golden scrolls. Safety chain 17 jewels.
2J345X3495 . .....List **$69.75**
CHERIE "B." As above, with golden scrolls on black enamel background.
2J346X3495 .... List **$69.75**

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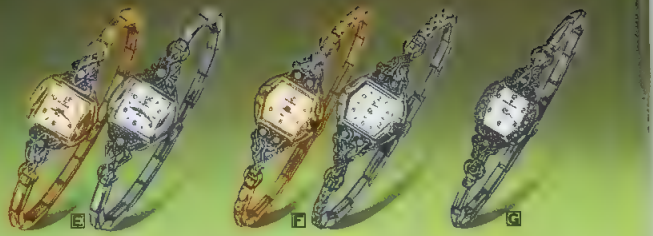
C AMORIST. Sophisticated beauty! Lovely baguette-shaped all yellow case and matching bangle bracelet! Safety chain. 17 Lifetime Jewels.
2J347X4195.....List **$85.00**
AMORIST "W". In all white case.
2J348X4195.....List **$85.00**

D CARESS "B." Stunning costume watch in all yellow case . . . matching bangle bracelet set with golden stars on a black enamel background. Safety chain. 17-jewel movement.
2J349X4475 . . . . . List **$89.50**
CARESS "R." As above, with golden stars on red enamel background.
2J350X4475 . . . . .List **$89.50**



PRECIOUS DIAMOND 17-JEWEL WATCHES

E ECSTASY. Exciting elegance! Exquisite end pieces illuminated with 2 flashing diamonds, compliment the 10K yellow rolled gold plate case, stainless steel back. Matching expansion bracelet 17 jewels
2J351X3215. .....List **$65.00**
ECSTASY "W." In 10K white RGP
2J352X3215. .....List **$65.00**

F VANESSA. Striking serenade of 4 sparkling diamonds . . magnificently starred on a 10K yellow rolled gold plate case, stainless steel back . . combined with a scintillating expansion bracelet 17 jewels.
2J353X3635 ..... List **$72.50**
VANESSA "W." In 10K white RGP
2J354X3635 .... List **$72.50**

G ROMANCE. Breathtaking beauty! The glittering perfection of 12 shimmering diamonds imaginatively woven on a dainty 14K white gold case . . . combined with a slender matching expansion bracelet. 17 Lifetime Jewels. Trim numeral and marker dial. A watch of matchless elegance!
2J355X8750..... .. List **$195.00**

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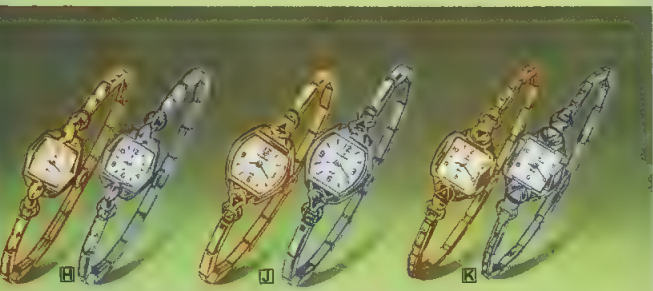
WATCHES FOR WOMEN

The perfect gift for any woman . . . the gift of a lifetime . . . a magnificent HELBROS watch! Fabulously fashioned in every detail, executed in luxurious gold . . . some set with fine, fiery diamonds . . . all expertly engineered for a lifetime of split-second accuracy! Internationally acclaimed as masterpieces of modern watchmaking skill . . . with Guaranteed Unbreakable Mainsprings, 17 Lifetime Jewel Movements. Prized possessions in lovely gift boxes . . . a joy to own or to give!



GLAMOROUS GOLD 17-JEWEL WATCHES

H MODERNE. Marvelously petite! Enchantingly executed case of 10K yellow rolled gold plate, stainless steel back . . matching expansion bracelet Fashionable skip-figure dial 17 Lifetime Jewel movement.
2J356X3075 . . . . List **$62.50**
MODERNE "W." In 10K white RGP
2J357X3075. .....List **$62.50**

J CAMILLE. Captivating timepiece on a tailored note! Uniquely styled in gleaming 14K yellow gold with matching expansion bracelet. Smart textured dial with numerals and markers. 17-jewel precision movement.
2J358X3355. ..... .List **$67.50**
CAMILLE "W." In 14K white gold
2J359X3355 ..... . .List **$67.50**

K LYRIC. Artistry in simplicity! Tiny 14K yellow gold case, staged with a delightful matching expansion bracelet . . . a lovely melody to grace any woman's wrist! Trim skip-figure dial. 17 Lifetime Jewel movement
2J360X3635 .... . .List **$72.50**
LYRIC "W." In 14K white gold
2J361X3635 . . . . .List **$72.50**

17-JEWEL SELF-WINDING WATCHES

A OBSERVER. Self winding automatic has *indicator to show reserve power*' Water-resistant* Shockproof Hand some 10K yellow rolled gold plate case stainless steel back Luminous hands and skip figure dial Sweep second hand Combination leather expansion bracelet 17 jewels.
2J362X4195 List **$85.00**

B NORFOLK "W." Winds itself as you wear it' Water resistant* shock protected, anti magnet c' 17 jewels Chrome top, stainless steel back case Matching expansion bracelet Lum nous hands dial Sweep second
2J363X3215 L st **$65.00**
NORFOLK. With yellow top case
2J364X3495 List **$69.75**

C ONTARIO "B." Self winding automatic Black dial, 10K yellow RGP case stainless steel back Combination gold mesh expansion band Lum nous hands, dial, sweep second 17 jewels Shock water resistant*
2J365X4195 List **$85.00**
ONTARIO. As above, with white dial
2J366X4195 List **$85.00**

POCKET WATCH

D LEHIGH. Specially designed for easy time telling' Masculine style dial has large black numerals and second hand Sparkling chrome case Shock resist ant 17 jewel movement assures lifetime accuracy'
2J367X2395 List **$49.75**

Helbros

PRESTIGE WATCHES FOR MEN

Master-crafted, precision-engineered timepieces designed for men who demand the finest in style and accuracy! World-famous HELBROS watches . . . recognized for their distinguished beauty and dependable lifetime service in dress or rugged sport wear. Guaranteed Unbreakable Mainsprings. Supremely accurate 17 Lifetime Jewel movements . . . water-resistant, anti-magnetic, shock-protected. For yourself, or for a prestige gift, choose the finest—choose a HELBROS watch!*

*Water-resistant when opened and closed by a competent watchmaker.

E SOUND-OFF. Clear sounding wrist alarm Water resistant*, anti magnetic shock proof' 17 jewels Chrome top, stainless steel back case Luminous hands, dial Sweep second Combination leather expansion band
2J368X3595 L st **$72.50**

F SENTINEL. As above, in 10K yellow rolled gold plate
2J369X4195 List **$85.00**

17-JEWEL WATER-RESISTANT WATCHES

G DECATUR. Designed for the man on the go Water resistant*, shock resistant, anti-magnetic' Yellow top case stainless steel back Luminous hands and hour dots Sweep second Matching expansion bracelet 17 jewels
2J370X2375 List **$49.75**
DECATUR "W." W th chrome top case
2J371X2095 List **$42.55**

H CONVOY "W." Nautical beauty Sparkl g stainless steel case matching comb nation leather expan sion bracelet Lum nous hands, dial Sweep second Water resistant* anti magnetic shock protected 17 jewels
2J372X2655 List **$55.00**
CONVOY. I . 10K yellow RGP
2J373X3075 List **$62.50**

J BISCAYNE. D stinctive timepiece for dress or sport wear Very th n 10K yellow rolled gold plate case stainless steel back Water resistant* anti magnetic, shock resistant 17 jewels. Lum nous hands and hour dots Sweep second hand Matching expansion bracelet
2J374X3355 . List **$67.50**

7-jewel movements! Water-resistant!

K BAMBI "W." Chrome top, stainless steel back case Gray leather strap
2J375X1465 I st **$29.75**
BAMBI. Yellow top case, ivory strap
2J376X1595 List **$33.75**

L ALADDIN "W". Chrome top stain less steel back Expansion bracelet
2J377X1330 List **$29.75**
ALADDIN. With yellow top case
2J378X1475 List **$33.75**

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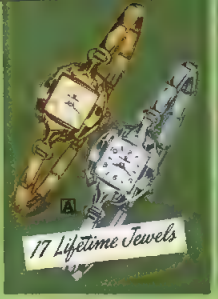


Watches of superb beauty ... supreme lifetime accuracy ... expertly engineered with Lifetime Jewel movements ... Guaranteed Unbreakable Mainsprings!

A HARMONY. In tune with the latest fashions — on time with the stars! Beautifully carved 10k yellow rolled gold plate case has stainless steel back — lovely matching expansion bracelet. Trim numeral and marker dial. Accurate 17 Lifetime Jewel movement.
2J379X2305 List **$47.50**

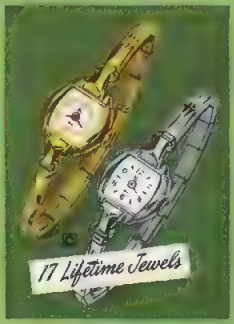
HARMONY "W." Same as above, in 10K white rolled gold plate
2J380X2305 List **$47.50**

B FANTASIA. Smart as a new sports car! One 10K yellow rolled gold plate case, stainless steel back — combined with a glamorous expansion bracelet highlighted with red leather inserts. Modern texture look dial figure dial. 17 Lifetime Jewels.
2J381X2795 List **$57.50**

FANTASIA "W." As above, in 10K white RGP grav leather inserts
2J382X2795 List **$57.50**

Helbros

The choice of smart men and women everywhere! Watches of proven quality ... designed by master craftsmen ... engineered for a lifetime of absolute accuracy! Each timepiece bears the mark of HELBROS' supremacy in the watchmaking art ... Guaranteed Unbreakable Mainsprings ... precision Lifetime Jewel movements ... beautifully fashioned cases, artistically accented with trim, comfortable expansion bracelets. Choose from this magnificent array of dress and sport watches for men and women ... handsomely styled, popular-priced 17 Lifetime Jewel watches ... plus outstanding values on budget-priced 7-jewel specials. Each watch comes in an attractive gift box, ready for presentation on any gift occasion ... destined to be worn proudly for a lifetime.



D BUNNY. Exciting beauty for any woman — price perfect for any purse! Dependable 7 jewel movement enclosed in a smart yellow top case with stainless steel back. Neat numeral and marker dial. Matching expansion bracelet.
2J385X1505 List **$29.75**

BUNNY "W". Same as above, with white top case and matching bracelet
2J386X1505 List **$29.75**

C DUCHESS. Simple elegance for the lady fair. Deftly designed case of 10K yellow rolled gold plate has stainless steel back. Delightful numeral and marker dial. Slim, matching expansion bracelet. 17 jewels.
2J383X2515 List **$52.50**

DUCHESS "W." Same as above in 10K white rolled gold plate
2J384X2515 List **$52.50**

TOP VALUE!

E BILLY. Handsome 7-jewel dress watch is an outstanding value in price, appearance, and accurate timekeeping! Distinctive yellow top case has stainless steel back. Matching expansion bracelet. Smart textured skip-figure dial, second hand.
2J387X1505 List **$29.75**

HANDSOME 17-JEWEL WATCHES FOR MEN

F RUSSELL. Rugged beauty with 17 jewel accuracy! Dapper yellow top stainless steel back case matching expansion bracelet. Numeral arc marker dial, second hand.
2J388X2275 List **$47.50**

G WYATT. Unique masculine styling. Gleaming 10K yellow rolled gold plate case, stainless steel back. Handsome combination leather expansion bracelet. Second hand. 17 jewels.
2J389X2515 List **$52.50**

H DIRECTOR. A leader in smart design! Distinctive 10K yellow rolled gold plate case, stainless steel back. Second hand. Combination leather link expansion bracelet. 17 jewels.
2J390X2795 List **$57.50**

J CONCORD. Thin as a coin. 10K yellow rolled gold plate case, with stainless steel back. Elegant combination basket weave expansion bracelet. Second hand. 17 jewel movement.
2J391X3215 List **$65.00**

21 LIFETIME JEWELS

E DIPLOMAT. Aristocratic dress watch for the man who demands the finest! Clean contemporary design is evident in every detail . from the smart 10K yellow rolled gold plate case, with stainless steel back . . . to the handsome matching expansion bracelet. Neat numeral and marker dial. Sweep second hand Accurate 21 Lifetime Jewel movement.
55320H3495 .....Retail **$69.75**

F MERIDIAN "B." Distinguished Chrome top, stainless steel back case sets off the black dial with luminous hands and hour dots; sweep second hand Matching combination leather expansion bracelet. 21 jewel movement. Water-resistant*, shock-protected, and anti-magnetic
35188H2935 .. Retail **$59.75**
MERIDIAN. As above with white dial.
35188H2935. . . . Retail **$59.75**

G DELAWARE. Masterpiece of design! Dapper 10K yellow rolled gold plate case, stainless steel back Water resistant* Shock protected Luminous hands and dial. Fashionable leather link expansion bracelet. 21 Lifetime Jewels.
35970H3335 . ... Retail **$67.50**

World-famous watches for men and women . . . superbly styled . . . engineered with 21, 23, and 25 Lifetime Jewel movements.

Helbros

Magnificent timepieces, renowned for supreme LIFETIME accuracy . . . unexcelled beauty . . . each in a smart gift box.

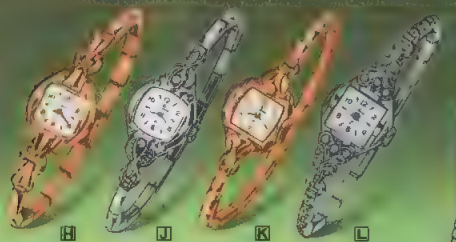
**Water-resistant when opened and closed by a competent watchmaker.*

Helbros

LIFETIME JEWEL MOVEMENTS

★ Engineered for lifetime accuracy
★ Guaranteed Unbreakable Mainsprings
★ Unmatched in beauty
★ Nationally advertised

The watch of a lifetime...
A gift to be cherished forever



21 LIFETIME JEWELS

H GAIETY. A happy blending of trim simplicity and dainty styling! Charming 10K yellow rolled gold plate case has stainless steel back. Matching expansion bracelet. Modern textured dial. 21 Lifetime Jewels.
24620H3355 .. Retail **$67.50**
GAIETY "W." In 10K white RGP
24620WH3355 . .Retail **$67.50**

J MELODY "W." Fabulously fashioned! Glamorous end pieces aglow with 2 fiery diamonds . . . crown the 10K white rolled gold plate case, stainless steel back Matching expansion bracelet 21-jewel movement
24456WH3775.....Retail **$75.00**

K BOUQUET. Feminine beauty! A garland of gleaming 14K yellow gold to grace her wrist . . . precision 21-jewel movement to keep her on time! Textured dial with numerals and markers Trim expansion bracelet.
24354H3775 .. Retail **$75.00**
BOUQUET "W." In 14K white gold
24354WH3775 . . Retail **$75.00**

L FESTIVAL "W." Celebrated timepiece, crowned with 6 precious, shimmering diamonds . . artistically set on a 10K white rolled gold plate case, stainless steel back Matching expansion bracelet. 21 jewels.
24326WH4615 Retail **$92.50**

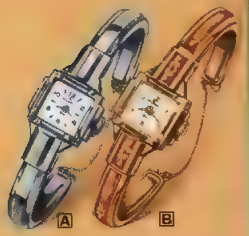
25 and 23 LIFETIME JEWELS

A CHAMPION. Prize possession! 25 jewels! Self winding automatic, water resistant*, shock-proof! 10K yellow RGP case, stainless steel back Matching basket weave expansion band Luminous hands, dial Sweep second
64750H4900 . . Retail **$100.00**
CHAMPION "W." Chrome top case.
64658H4195 . . . Retail **$85.00**

B PANAMA "W." 25 jewels! Self-winding Shock/water resistant*, anti magnetic. Sleek stainless steel case matching expansion bracelet. Luminous hands dial Sweep second

C NORMANDY. 25-jewel, self-winding automatic! 10K yellow rolled gold plate case, stainless steel back Water-resistant*, shock-proof Luminous hands dial Sweep second. Modern ribbed expansion bracelet.
70850H4760 ..... Retail **$95.00**

D JUNIPER. For active women! Winds itself Water-resistant*, anti-magnetic, shock-protected. 23 jewels. Trim 10K yellow rolled gold plate case, stainless steel back. Luminous hands and dial Jaunty lizard strap
86280H4335 Retail **$87.50**



Bangle Watches

A ADORN "W." Dramatic simplicity! Sleek, stainless steel back case and bangle bracelet fashioned in gleaming 10K white rolled gold plate. Safety chain 17 Lifetime Jewels.
22940WH3075 .....Retail **$62.50**
ADORN. In 10K yellow RGP.
22940H3075 ..... .Retail **$62.50**

B CHERIE "R." Delightfully different! Chic 10K yellow rolled gold plate case, stainless steel back . . . matching bangle bracelet with red enamel panels accented with golden scrolls. Safety chain 17 jewels.
22910RH3495 .....Retail **$69.75**
CHERIE "B." As above, with golden scrolls on black enamel background.
22910BH3495 ..... Retail **$69.75**

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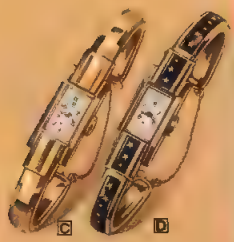
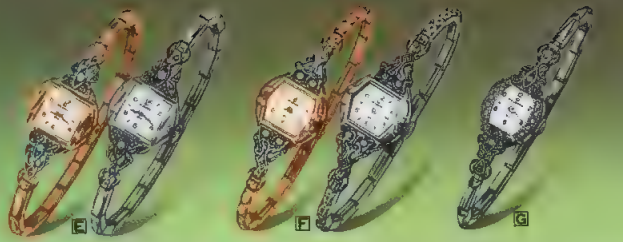


C AMORIST. Sophisticated beauty! Lovely baguette-shaped all yellow case and matching bangle bracelet! Safety chain. 17 Lifetime Jewels.
17102H4195. .....Retail **$85.00**
AMORIST "W". In all white case.
17102WH4195 . ..Retail **$85.00**

D CARESS "B." Stunning costume watch in all yellow case . . . matching bangle bracelet set with golden stars on a black enamel background. Safety chain 17-jewel movement.
17202BH4475. . . . Retail **$89.50**
CARESS "B." As above, with golden



PRECIOUS DIAMOND 17-JEWEL WATCHES

E ECSTASY. Exciting elegance! Exquisite end pieces illuminated with 2 flashing diamonds, compliment the 10K yellow rolled gold plate case, stainless steel back. Matching expansion bracelet. 17 jewels.
22666H3215. . . . . Retail **$65.00**
ECSTASY "W." In 10K white RGP
22666WH3215 .... Retail **$65.00**

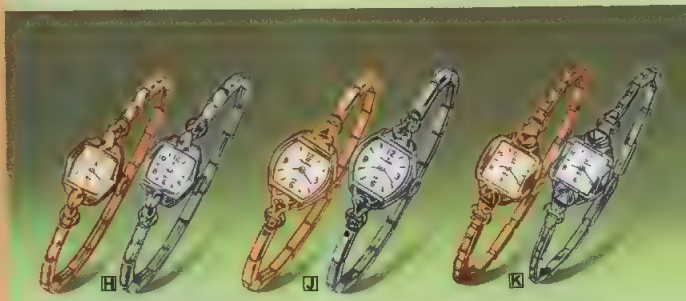
F VANESSA. Striking serenade of 4 sparkling diamonds . . . magnificently starred on a 10K yellow rolled gold plate case, stainless steel back . . . combined with a scintillating expansion bracelet 17 jewels
22286H3635 ..... Retail **$72.50**
VANESSA "W." In 10K white RGP.
22286WH3635 .....Retail **$72.50**

G ROMANCE. Breathtaking beauty! The glittering perfection of 12 shimmering diamonds imaginatively woven on a dainty 14K white gold case . . . combined with a slender matching expansion bracelet. 17 Lifetime Jewels. Trim numeral and marker dial. A watch of matchless elegance!
31377H8750 ..... Retail **$195.00**

Helbros

WATCHES FOR WOMEN

The perfect gift for any woman . . . the gift of a lifetime . . . a magnificent HELBROS watch! Fabulously fashioned in every detail, executed in luxurious gold . . . some set with fine, fiery diamonds . . . all expertly engineered for a lifetime of split-second accuracy! Internationally acclaimed as masterpieces of modern watchmaking skill . . . with Guaranteed Unbreakable Mainsprings, 17 Lifetime Jewel Movements. Prized possessions in lovely gift boxes . . . a joy to own or to give!



GLAMOROUS GOLD 17-JEWEL WATCHES

H MODERNE. Marvelously petite Enchantingly executed case of 10K yellow rolled gold plate, stainless steel back . matching expansion bracelet Fashionable skip-figure dial. 17 Lifetime Jewel movement.
31480H3075 . . . . Retail **$62.50**

J CAMILLE. Captivating timepiece on a tailored note! Uniquely styled in gleaming 14K yellow gold with matching expansion bracelet. Smart textured dial with numerals and markers. 17-jewel precision movement
22374H3355 . .... Retail **$67.50**

K LYRIC. Artistry in simplicity! Tiny 14K yellow gold case, staged with a delightful matching expansion bracelet . . . a lovely melody to grace any woman's wrist! Trim skip-figure dial. 17 Lifetime Jewel movement.
31334H3635. ... . . Retail **$72.50**

17-JEWEL SELF-WINDING WATCHES

A OBSERVER. Self-winding automatic has *indicator to show reserve power!* Water resistant* Shockproof Handsome 10K yellow rolled gold plate case, stainless steel back Luminous hands and skip figure dial Sweep second hand Combination leather expansion bracelet 17 jewels.
69970H4195 Retail **$85.00**

B NORFOLK "W." Winds itself as you wear it! Water resistant*, shock protected anti magnetic 17 jewels. Chrome top, stainless steel back case. Matching expansion bracelet Luminous hands, dial Sweep second
69718H3215 Retail **$65.00**
NORFOLK. With yellow top case
69713H3495 Retail **$69.75**

C ONTARIO "B." Self-winding automatic Black dial, 10K yellow RGP case, stainless steel back Combination gold mesh expansion band Luminous hands, dial, sweep second 17 jewels Shock/water resistant*
69820BH4195 Retail **$85.00**
ONTARIO. As above with white dial
69820H4195 Retail **$85.00**

POCKET WATCH

D LEHIGH. Specially designed for easy time-telling! Masculine style dial has large black numerals and second hand. Sparkling chrome case. Shock-resistant 17-jewel movement assures lifetime accuracy
29028H2395 Retail **$49.75**

Helbros

PRESTIGE WATCHES FOR MEN

Master-crafted, precision-engineered timepieces designed for men who demand the finest in style and accuracy! World-famous HELBROS watches . . . recognized for their distinguished beauty and dependable lifetime service in dress or rugged sport wear. Guaranteed Unbreakable Mainsprings. Supremely accurate 17 Lifetime Jewel movements . . . water-resistant, anti-magnetic, shock-protected. For yourself, or for a prestige gift, choose the finest—choose a HELBROS watch!*

*Water-resistant when opened and closed by a competent watchmaker

E SOUND-OFF. Clear sounding wrist alarm! Water-resistant*, anti-magnetic, shock-proof! 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial. Sweep second. Combination leather expansion band.
79088H3595 . . . . . Retail **$72.50**

F SENTINEL. As above, in 10K yellow rolled gold plate.
79080H4195 . . . Retail **$85.00**

17-JEWEL WATER-RESISTANT WATCHES

G DECATUR. Designed for the man on the go! Water resistant* shock resistant, anti-magnetic! Yellow top case, stainless steel back Luminous hands and hour dots Sweep second Matching expansion bracelet 17 jewels.
33083H2375 Retail **$49.75**

H CONVOY "W." Nautical beauty! Sparkling stainless steel case matching combination leather expansion bracelet Luminous hands dial Sweep second Water-resistant*, anti-magnetic shock-protected 17 jewels
34699H2655 Retail **$55.00**

J BISCAYNE. Distinctive timepiece for dress or sport wear Very thin 10K yellow rolled gold plate case, stainless steel back Water-resistant*, anti-magnetic, shock resistant 17 jewels. Luminous hands and hour dots Sweep second hand. Matching expansion

7-jewel movements! Water-resistant!
K BAMBI "W." Chrome top, stainless steel back case Gray leather strap.
14088H1465 . . . Retail **$29.75**
BAMBI. Yellow top case, ivory strap.
14083H1595 Retail **$33.75**
L ALADDIN "W". Chrome top, stainless steel back. Expansion bracelet
32088H1280 Retail **$29.75**

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Watches of superb beauty ... supreme lifetime accuracy ... expertly engineered with Lifetime Jewel movements ... Guaranteed Unbreakable Mainsprings!

Ⓐ **HARMONY.** In tune with the latest fashions . . . on time with the stars! Beautifully carved 10K yellow rolled gold plate case has stainless steel back . . . lovely matching expansion bracelet. Trim numeral and marker dial. Accurate 17 Lifetime Jewel movement.
22520H2305 . . . . . Retail **$47.50**

HARMONY "W." Same as above, in 10K white rolled gold plate
22520WH2305 . . . . . Retail **$47.50**

Ⓑ **FANTASIA.** Smart as a new sports car! Chic 10K yellow rolled gold plate case, stainless steel back . . combined with a glamorous expansion bracelet highlighted with red leather inserts! Modern, textured skip-figure dial. 17 Lifetime Jewels.
22110H2795 . . Retail **$57.50**

FANTASIA "W." As above, in 10K white RGP; gray leather inserts.
22110WH2795 . . . . Retail **$57.50**

Helbros

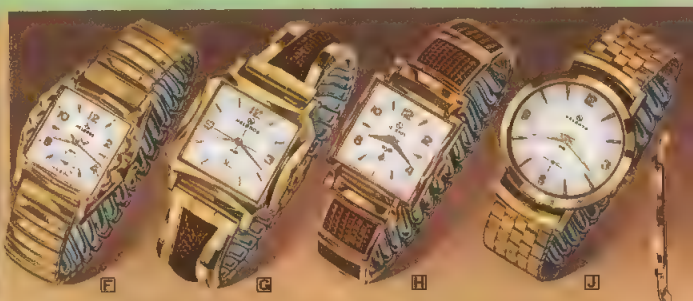
The choice of smart men and women everywhere! Watches of proven quality . . . designed by master craftsmen . . . engineered for a lifetime of absolute accuracy! Each timepiece bears the mark of HELBROS' supremacy in the watchmaking art . . . Guaranteed Unbreakable Mainsprings . . . precision Lifetime Jewel movements . . . beautifully fashioned cases, artistically accented with trim, comfortable expansion bracelets. Choose from this magnificent array of dress and sport watches for men and women . . . handsomely styled, popular-priced 17 Lifetime Jewel watches . . . plus outstanding values on budget-priced 7-jewel specials. Each watch comes in an attractive gift box, ready for presentation on any gift occasion . . . destined to be worn proudly for a lifetime.

Ⓓ **BUNNY.** Exciting beauty for any woman . . . price-perfect for any purse! Dependable 7-jewel movement enclosed in a smart yellow top case with stainless steel back. Neat numeral and marker dial. Matching expansion bracelet.
21360H1505 . . . . . Retail **$29.75**

BUNNY "W". Same as above, with white top case and matching bracelet
21360WH1505 . . . . . Retail **$29.75**

Ⓒ **DUCHESS.** Simple elegance for the lady fair! Deftly designed case of 10K yellow rolled gold plate has stainless steel back. Delightful numeral and marker dial. Slim, matching expansion bracelet. 17 jewels.
22380H2515 . . . . Retail **$52.50**

DUCHESS "W." Same as above in 10K white rolled gold plate
22380WH2515 . . . . Retail **$52.50**



TOP VALUE!

Ⓔ **BILLY.** Handsome 7-jewel dress watch is an outstanding value in price appearance, and accurate timekeeping! Distinctive yellow top case has stainless steel back. Matching expansion bracelet. Smart textured skip-

HANDSOME 17-JEWEL WATCHES FOR MEN

Ⓕ **RUSSELL.** Rugged beauty with 17 jewel accuracy! Dapper yellow top, stainless steel back case . . . matching expansion bracelet. Numeral and marker dial, sec

Ⓖ **WYATT.** Unique masculine styling! Gleaming 10K yellow rolled gold plate case, stainless steel back. Handsome combination leather expansion bracelet. Second

Ⓗ **DIRECTOR.** A leader in smart design! Distinctive 10K yellow rolled gold plate case, stainless steel back. Second hand. Combination leather link expansion brace

Ⓙ **CONCORD.** Thin-as-a-coin 10K yellow rolled gold plate case, with stainless steel back. Elegant combination basket weave expansion bracelet. Second hand.

21 LIFETIME JEWELS

E DIPLOMAT. Aristocratic dress watch for the man who demands the finest. Clean contemporary design is evident in every detail . . from the smart 10K yellow rolled gold plate case, with stainless steel back . . to the handsome matching expansion bracelet. Next numeral and marker dial. Sweep second hand. Accurate 21 Lifetime Jewel movement.
M25W3493 . . . Retail **$69.75**

G DELAWARE. Masterpiece of design. Dapper 10K yellow rolled gold plate case stainless steel back. Water-resistant* Shock protected. Luminous hands and dial. Fashionable leather link expansion bracelet. 21 Lifetime Jewels.
K25W3355 . . . Retail **$67.50**

F MERIDIAN "B." Distinguished! Chrome top, stainless steel back case sets off the black dial with luminous hands and hour dots; sweep second hand. Matching combination leather expansion bracelet. 21 jewel movement. Water resistant* shock protected and anti-magnetic!
I25W2935 . . . Retail **$59.75**
MERIDIAN. As above with white dial.
J25W2935 . . . Retail **$59.75**

World-famous watches for men and women . . . superbly styled . . . engineered with 21, 23, and 25 Lifetime Jewel movements.

Helbros

Magnificent timepieces, renowned for supreme LIFETIME accuracy . . . unexcelled beauty . . . each in a smart gift box.

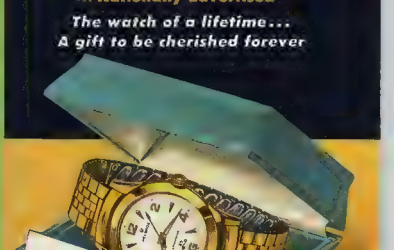
*Water resistant when opened and closed by a competent watchmaker

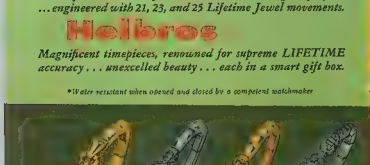
Helbros

LIFETIME JEWEL MOVEMENTS

★ Engineered for lifetime accuracy
★ Guaranteed Unbreakable Mainsprings
★ Unmatched in beauty
★ Nationally advertised

The watch of a lifetime . . .
A gift to be cherished forever





21 LIFETIME JEWELS

H GAIETY. A happy blending of trim simplicity and dainty styling. Charming 10K yellow rolled gold plate case has stainless steel back. Matching expansion bracelet. Modern textured dial. 21 Lifetime Jewels.
L25W3355 . . . Retail **$67.50**
GAIETY "W." In 10K white RGP.
M25W3355 . . . Retail **$67.50**

J MELODY "W." Fabulously fashioned. Glamorous end pieces aglow with 2 fiery diamonds . . crown the 10K white rolled gold plate case stainless steel back. Matching expansion bracelet. 21-jewel movement.
N25W3775 . . . Retail **$75.00**
MELODY. In 10K yellow RGP.
O25W3775 . . . Retail **$75.00**

K BOUQUET. Feminine beauty! A garland of gleaming 14K yellow gold to grace her wrist . . precision 21-jewel movement to keep her on time. Textured dial with numerals and markers. Trim expansion bracelet.
P25W3775 . . . Retail **$75.00**
BOUQUET "W." In 14K white gold.
Q25W3775 . . . Retail **$75.00**

L FESTIVAL "W." Celebrated timepiece, crowned with 6 precious shimmering diamonds, artistically set on a 10K white rolled gold plate case, stainless steel back. Matching expansion bracelet. 21 Jewels.
R25W4615 . . . Retail **$92.50**
FESTIVAL. In 10K yellow RGP.
S25W4615 . . . Retail **$92.50**

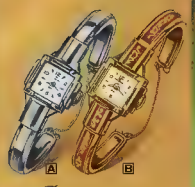
25 and 23 LIFETIME JEWELS

A CHAMPION. Prize possession! 25 jewels! Self-winding automatic, water-resistant*, shock proof! 10K yellow RGP case, stainless steel back. Matching basket weave expansion band. Luminous hands, dial. Sweep second.
A25W4900 . . . Retail **$100.00**
CHAMPION "W." Chrome top case.
B25W4195 . . . Retail **$85.00**

B PANAMA "W." 25 jewels! Self-winding! Shock, water-resistant* anti-magnetic! Sleek stainless steel case, matching expansion bracelet. Luminous hands, dial. Sweep second.
C25W4195 . . . Retail **$85.00**
PANAMA. In 10K yellow RGP.
D25W4615 . . . Retail **$92.50**

C NORMANDY. 25-jewel, self-winding automatic! 10K yellow rolled gold plate case, stainless steel back. Water-resistant* shock-proof. Luminous hands, dial. Sweep second. Modern ribbed expansion bracelet.
E25W4760 . . . Retail **$95.00**

D JUNIPER. For active women. Winds itself. Water-resistant* anti-magnetic, shock-protected. 23 jewels. Trim 10K yellow rolled gold plate case, stainless steel back. Luminous hands and dial. Jaunty lizard strap.
F25W4325 . . . Retail **$87.50**
JUNIPER "W." Chrome top case.
G25W4195 . . . Retail **$85.00**



Bangle Watches

A ADORN "W." Dramatic simplicity! Sleek, stainless steel back case and bangle bracelet fashioned in gleaming 10K white rolled gold plate. Safety chain. 17 Lifetime Jewels.
A26W3075 . . . . . Retail **$62.50**

ADORN. In 10K yellow RGP.
B26W3075. . . . . Retail **$62.50**

B CHERIE "R." Delightfully different! Chic 10K yellow rolled gold plate case, stainless steel back . . matching bangle bracelet with red enamel panels accented with golden scrolls. Safety chain. 17 jewels.
C26W3495. . . . . Retail **$69.75**

CHERIE "B." As above, with golden scrolls on black enamel background.
D26W3495. . . . . Retail **$69.75**

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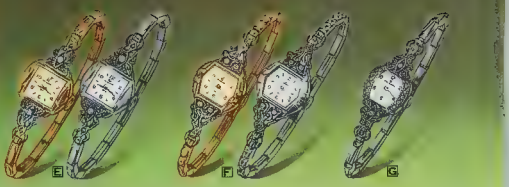
C AMORIST. Sophisticated beauty! Lovely baguette-shaped all yellow case and matching bangle bracelet! Safety chain. 17 Lifetime Jewels.
E26W4195 . . . . . Retail **$85.00**

AMORIST "W". In all white case
F26W4195 . . . . . Retail **$85.00**

D CARESS "B." Stunning costume watch in all yellow case . . . matching bangle bracelet set with golden stars on a black enamel background. Safety chain. 17-jewel movement.
G26W4475 . . . . . Retail **$89.50**

CARESS "R." As above, with golden stars on red enamel background.
H26W4475. . . . . Retail **$89.50**



PRECIOUS DIAMOND 17-JEWEL WATCHES

E ECSTASY. Exciting elegance! Exquisite end pieces illuminated with 2 flashing diamonds, compliment the 10K yellow rolled gold plate case, stainless steel back. Matching expansion bracelet. 17 jewels.
I26W3215 . . . . . Retail **$65.00**

ECSTASY "W." In 10K white RGP.
J26W3215 . . . . . Retail **$65.00**

F VANESSA. Striking serenade of 4 sparkling diamonds . magnificently started on a 10K yellow rolled gold plate case, stainless steel back . . . combined with a scintillating expansion bracelet. 17 jewels.
K26W3635 . . . . . Retail **$72.50**

VANESSA "W." In 10K white RGP.
L26W3635. . . . . Retail **$72.50**

G ROMANCE. Breathtaking beauty! The glittering perfection of 12 shimmering diamonds imaginatively woven on a dainty 14K white gold case . . . combined with a slender matching expansion bracelet. 17 Lifetime Jewels. Trim numeral and marker dial. A watch of matchless elegance!
M26W8750 . . . . . Retail **$195.00**

Helbros

WATCHES FOR WOMEN

The perfect gift for any woman . . . the gift of a lifetime . . . a magnificent HELBROS watch!

Fabulously fashioned in every detail, executed in luxurious gold . . . some set with fine, fiery diamonds . . . all expertly engineered for a lifetime of split-second accuracy! Internationally acclaimed as masterpieces of modern watchmaking skill . . . with Guaranteed Unbreakable Mainsprings, 17 Lifetime Jewel Movements. Prized possessions in lovely gift boxes . . . a joy to own or to give!

GLAMOROUS GOLD 17-JEWEL WATCHES

H MODERNE. Marvelously petite Enchantingly executed case of 10K yellow rolled gold plate, stainless steel back . . . matching expansion bracelet. Fashionable skip-figure dial. 17 Lifetime Jewel movement.
N26W3075. . . . . Retail **$62.50**

MODERNE "W." In 10K white RGP.
O26W3075. . . . . Retail **$62.50**

J CAMILLE. Captivating timepiece on a tailored note! Uniquely styled in gleaming 14K yellow gold with matching expansion bracelet. Smart textured dial with numerals and markers. 17-jewel precision movement.
P26W3355 . . . . . Retail **$67.50**

CAMILLE "W." In 14K white gold.
Q26W3355. . . . . Retail **$67.50**

K LYRIC. Artistry in simplicity! Tiny 14K yellow gold case, staged with a delightful matching expansion bracelet . . a lovely melody to grace any woman's wrist! Trim skip-figure dial. 17 Lifetime Jewel movement.
R26W3635. . . . . Retail **$72.50**

LYRIC "W." In 14K white gold.
S26W3635 . . . . . Retail **$72.50**

17-JEWEL SELF-WINDING WATCHES

A OBSERVER. Self-winding automatic has *indicator to show reserve power!* Water-resistant*. Shockproof Hand some 10K yellow rolled gold plate case, stainless steel back Luminous hands and skip-figure dial Sweep second hand Combination leather expansion bracelet 17 jewels
A27W4195 Retail **$85.00**

B NORFOLK "W." Wrists itself as you wear it Water-resistant*, shock-protected, anti-magnetic 17 jewels Chrome top stainless steel back case Matching expansion bracelet Luminous hands dial Sweep second
B27W3215 Retail **$65.00**
NORFOLK. With yellow top case
C27W3495 Retail **$69.75**

C ONTARIO "B." Self winding automatic Black dial 10K yellow RGP case, stainless steel back Combination gold mesh expansion band Luminous hands, dial, sweep second 17 jewels. Shock/water-resistant*
D27W4195 Retail **$85.00**
ONTARIO. As above, with white dial
E27W4195 Retail **$85.00**

POCKET WATCH

D LEHIGH. Specially designed for easy time-telling! Masculine style dial has large black numerals and second hand. Sparkling chrome case Shock resistant 17 jewel movement assures lifetime accuracy!
F27W2395 Retail **$49.75**

Helbros

PRESTIGE WATCHES FOR MEN

Master-crafted, precision-engineered timepieces designed for men who demand the finest in style and accuracy! World-famous HELBROS watches . . . recognized for their distinguished beauty and dependable lifetime service in dress or rugged sport wear. Guaranteed Unbreakable Mainsprings. Supremely accurate 17 Lifetime Jewel movements . . . water-resistant, anti-magnetic, shock-protected. For yourself, or for a prestige gift, choose the finest—choose a HELBROS watch!*

E SOUND-OFF. Clear sounding wrist alarm! Water resistant*, anti-magnetic, shock-proof! 17 jewels. Chrome top, stainless steel back case. Luminous hands dial Sweep second Combination leather expansion band
G27W3595 Retail **$72.50**

F SENTINEL. As above, in 10K yellow rolled gold plate
H27W4195 Retail **$85.00**

*Water-resistant when opened and closed by a competent watchmaker

17-JEWEL WATER-RESISTANT WATCHES

7-jewel movements! Water-resistant!

G DECATUR. Designed for the man on the go! Water resistant* shock resistant, anti-magnetic! Yellow top case, stainless steel back Luminous hands and hour dots Sweep second Matching expansion bracelet 17 jewels
I27W2375 Retail **$49.75**
DECATUR "W." With chrome top case
J27W2095 Retail **$42.50**

H CONVOY "W." Nautical beauty! Sparkling stainless steel case matching combination leather expansion bracelet Luminous hands dial Sweep second Water-resistant*, anti magnetic, shock protected 17 jewels
K27W2655 Retail **$55.00**
CONVOY. In 10K yellow RGP
L27W3075 Retail **$62.50**

J BISCAYNE. Distinctive timepiece for dress or sport wear! Very thin 10K yellow rolled gold plate case, stainless steel back Water-resistant*, anti-magnetic, shock resistant. 17 jewels. Luminous hands and hour dots Sweep second hand Matching expansion bracelet
M27W3355 Retail **$67.50**

K BAMBI "W." Chrome top, stainless steel back case Gray leather strap.
N27W1465 Retail **$29.75**
BAMBI. Yellow top case, ivory strap
O27W1595 Retail **$33.75**
L ALADDIN "W". Chrome top, stainless steel back Expansion bracelet.
P27W1330 Retail **$29.75**
ALADDIN. With yellow top case.
Q27W1475 Retail **$33.75**

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION • RADIO

Watches of superb beauty . . . supreme lifetime accuracy . . . expertly engineered with Lifetime Jewel movements . . . Guaranteed Unbreakable Mainsprings!

A HARMONY. In tune with the latest fashions . . . on time with the stars! Beautifully carved 10K yellow rolled gold plate case has stainless steel back . . . lovely matching expansion bracelet. Trim numeral and marker dial. Accurate 17 Lifetime Jewel movement.
A28W2305 Retail **$47.50**

HARMONY "W." Same as above, in 10K white rolled gold plate
B28W2395 Retail **$47.50**

B FANTASIA. Smart as a new sports car. Chic 10K yellow rolled gold plate case, stainless steel back . . . combined with a glamorous expansion bracelet highlighted with red leather inserts! Modern, textured snap figure dial. 17 Lifetime Jewels.
C28W2795 Retail **$57.50**

FANTASIA "W." As above in 10K white RGP, gray leather inserts
D28W2795 Retail **$57.50**

Helbros

The choice of smart men and women everywhere! Watches of proven quality . . . designed by master craftsmen . . . engineered for a lifetime of absolute accuracy!

Each timepiece bears the mark of HELBROS' supremacy in the watchmaking art . . . Guaranteed Unbreakable Mainsprings . . . precision Lifetime Jewel movements . . . beautifully fashioned cases, artistically accented with trim, comfortable expansion bracelets.

Choose from this magnificent array of dress and sport watches for men and women . . . handsomely styled, popular-priced 17 Lifetime Jewel watches . . . plus outstanding values on budget-priced 7-jewel specials. Each watch comes in an attractive gift box, ready for presentation on any gift occasion . . . destined to be worn proudly for a lifetime.

D BUNNY. Exciting beauty for any woman . . . price-perfect for any purse! Dependable 7-jewel movement enclosed in a smart yellow top case with stainless steel back. Neat numeral and marker dial. Matching expansion bracelet
G28W1505 Retail **$29.75**

BUNNY "W". Same as above, with white top case and matching bracelet.
H28W1505 . . . Retail **$29.75**

E DUCHESS. Simple elegance for the lady fair! Deftly designed case of 10K yellow rolled gold plate has stainless steel back. Delightful numeral and marker dial. Slim, matching expansion bracelet. 17 jewels.
E28W2515 Retail **$52.50**

DUCHESS "W." Same as above, in 10K white rolled gold plate
F28W2515 Retail **$52.50**

F G H J

TOP VALUE!

E BILLY. Handsome 7-jewel dress watch is an outstanding value in price, appearance, and accurate timekeeping! Distinctive yellow top case has stainless steel back. Matching expansion bracelet. Smart textured skip-figure dial, second hand.
I26W1505. . . . Retail **$29.75**

HANDSOME 17-JEWEL WATCHES FOR MEN

F RUSSELL. Rugged beauty with 17-jewel accuracy! Dapper yellow top, stainless steel back case . . . matching expansion bracelet. Numeral and marker dial; second hand
J28W2275 Retail **$47.50**

G WYATT. Unique masculine styling! Gleaming 10K yellow rolled gold plate case, stainless steel back. Hand some combination leather expansion bracelet. Second hand. 17 jewels.
K28W2515 Retail **$52.50**

H DIRECTOR. A leader in smart design! Distinctive 10K yellow rolled gold plate case, stainless steel back. Second hand. Combination leather link expansion bracelet. 17 jewels.
L28W2795 Retail **$57.50**

J CONCORD. Thin as a coin. 10K yellow rolled gold plate case, with stainless steel back. Elegant combination basket weave expansion bracelet. Second hand. 17-jewel movement.
M28W3215 Retail **$65.00**

MAY & HALAS, Inc. For Quality and Price

21 LIFETIME JEWELS

E DIPLOMAT. Attractive dress watch for the man who demands the finest! Clean contemporary design is evident in every detail from the smart 10K yellow rolled gold plate case with stainless steel back to the handsome matching expansion bracelet Neat 3 metal and marker dial Sweep second hand Accurate 21 Lifetime Jewel movement
A12/55320M3495 Retail **$69.75**

F MERIDIAN "B" Distinguished Chrome top stainless steel back case sets off the black dial with luminous hands and hour dots Sweep second hand Matching combination leather expansion bracelet 21 jewel movement Water resistant* shock-protected and anti-magnetic
A12/35188M2935 Retail **$59.75**
MERIDIAN. As above with white dial
A12/35188M2935 Retail **$59.75**

G DELAWARE Masterpiece of design Dapper 10K yellow rolled gold plate case stainless steel back Water resistant* Shock protected Luminous hands and dial Fashionable leather link expansion bracelet 21 Lifetime Jewels
A12/35970M3355 Retail **$67.50**

World-famous watches for men and women . . . superbly styled . . . engineered with 21, 23, and 25 Lifetime Jewel movements.

Helbros

Magnificent timepieces, renowned for supreme LIFETIME accuracy . . . unexcelled beauty . . . each in a smart gift box.

* Water-resistant when opened and checked by a competent watchmaker

Helbros

LIFETIME JEWEL MOVEMENTS

★ Engineered for lifetime accuracy
★ Guaranteed Unbreakable Mainsprings
★ Unmatched in beauty
★ Nationally advertised

The watch of a lifetime...
A gift to be cherished forever

21 LIFETIME JEWELS

H GAIETY. A happy blending of trim simplicity and dainty styling Charming 10K yellow rolled gold plate case has stainless steel back Matching expansion bracelet Modern textured dial 21 Lifetime Jewels
A12/24620M3355 Retail **$67.50**
GAIETY "W." In 10K white RGP
A12/24620WM3355 Retail **$67.50**

J MELODY "W." Fairy-tale fashioned! Glamorous end pieces adorn with 2 fiery diamonds crown the 10K white rolled gold plate case stainless steel back Matching expansion bracelet 21 jewel movement
A12/24656WM3775 Retail **$75.00**
MELODY. In 10K yellow RGP
A12/24656M3775 Retail **$75.00**

K BOUQUET. Feminine beauty A garland of gleaming 14K yellow gold to grace her wrist precision 21 jewel movement to keep her on time! Textured dial with numerals and markers Trim expansion bracelet
A12/24354M3775 Retail **$75.00**
BOUQUET "W." In 14K white gold
A12/24354WM3775 Retail **$75.00**

L FESTIVAL "W." Celebrated timepiece crowned with 6 precious shimmering diamonds artistically set on a 10K white rolled gold plate case stainless steel back Matching expansion bracelet 21 jewels.
A12/24326WM4615 Retail **$92.50**
FESTIVAL. In 10K yellow RGP
A12/24326M4615 Retail **$92.50**

25 and 23 LIFETIME JEWELS

A CHAMPION Prize possession! 25 jewels Self winding automatic water resistant*, shock proof 10K yellow RGP case, stainless steel back Matching basket weave expansion band Luminous hands dial Sweep second
A12/64750M4900 Retail **$100.00**
CHAMPION "W." Chrome top case
A12/64658M4195 Retail **$85.00**

B PANAMA "W." 25 Jewels! Self winding! Shock water resistant* anti-magnetic Sleek stainless steel case matching expansion bracelet Luminous hands dial Sweep second
A12/70809M4195 Retail **$83.00**
PANAMA In 10K yellow RGP
A12/70800M4615 Retail **$92.50**

C NORMANDY. 25-jewel self-winding automatic 10K yellow rolled gold plate case, stainless steel back Water resistant* shock-proof Luminous hands dial Sweep second Modern ribbed expansion bracelet
A12/70850M4760 Retail **$95.00**

D JUNIPER. For active women Winds itself Water resistant* anti-magnetic shock-protected 23 jewels Trim 10K yellow rolled gold plate case, stainless steel back Luminous hands and dial Jaunty lizard strap
A12/86280M4335 Retail **$87.50**
JUNIPER "W." Chrome top case
A12/86388M4195 Retail **$85.00**

13" DOLL

All vinyl, rooted hair, cotton pinafore-in suitcase. Wardrobe consists: Sunsuit, 2 - pc. dress, party dress, slack outfit.

648-148-105 AM667U 10.00 ea.
Pkd. 6 ea.

13" DOLL

All vinyl "Tynie Baby" in cotton blanket.

648-149-113 AL200Q 3.00 ea.
Pkd. 12 ea.

15" DOLL

All vinyl "Baby Precious" Rooted hair, in plain coat and tam to match.

648-6-226 RY400E 6.00 ea.
Pkd. 6 ea.

HORSMAN

15" DOLL

All vinyl "Love Me Doll", rooted hair ponytail, in striped cotton dress.

648-116-252 FS335U 5.00 ea.
Pkd. 6 ea.

15" DOLL

All vinyl "Baby Precious" doll. Rooted "Buster Brown" hairdo, lace trimmed cotton dress.

648-151-282 AF335W 5.00 ea.
Pkd. 6 ea.

17" DOLL

All vinyl "Love Me Doll". Rooted pony tail and nylon dress.

648-152-356 CF400K 6.00 ea.
Pkd. 6 ea.

16" DOLL

All vinyl "Cry Babies" in suitcase. Rooted hair. Layette consists of: cotton pants, dress, booties, sponge and cloth.

648-153-607 LE535R 8.00 ea.
Pkd. 6 ea.

19" DOLL

All vinyl "Cindy Walker" Bride.

648-154-1922 GO667B 10.00 ea.
Pkd. 3 ea.

21" DOLL

All vinyl "Cindy Walker", rooted hair, casual outfits.

648-155-2100 NN667E 10.00 ea.
Pkd. 3 ea.

21" DOLL

All vinyl "Cindy Walker" Bride, rooted hair.

648-156-2122 BR900L 13.50 ea.
Pkd. 3 ea.

HORSMAN

21" DOLL

All vinyl "Cindy Walker" in formal ball gown, rooted pony tail.

648-157-2169 HU800N 12.00 ea.
Pkd. 3 ea.

16" DOLL

All vinyl, rooted hair, drinks and wets. Cotton rompers and matching bonnet.

648-159-5622 HA400E 6.00 ea.
Pkd. 6 ea.

18" DOLL

All vinyl "Cry Baby", Moulded head, nylon dress and matching bonnet.

648-160-6818 ER535V 8.00 ea.
Pkd. 6 ea.

20" DOLL

All vinyl, "Ruthie" doll, rooted pony tail, nylon pinafore trimmed dress.

648-161-7052 LA667T 10.00 ea.
Pkd. 6 ea.

13" DOLL

All vinyl, "Ruthie" doll, rooted curly hair, percale dress and nylon bonnet.

648-162-7321 ED267J 4.00 ea.
Pkd. 12 ea.

14" DOLL

All vinyl, "Ruthie" doll, rooted hair cotton dress - hair ribbon.

648-163-7432 EK335F 5.00 ea.
Pkd. 6 ea.

16" DOLL

All vinyl "Ruthie" toddler, rooted hair, cotton coat w/matching bonnet.

648-165-7623 CF535W 8.00 ea.
Pkd. 6 ea.

HORSMAN

TWEEDIE DOLL DISPLAY

Consists of: 7 dolls - 6 dolls completely dressed and one in chemise only. "Tweedie" is a 12" doll, all vinyl, long rooted hair. Wears wedgie - type shoes, short anklet socks.

648-168-7777 FD2434T 36.50 ea.
Pkd. 1 ea.

12" TWEEDIE

Tweedie doll dressed in nylon chemise only.

648-169-7114 JO234Q 3.50 ea.
Pkd. 12 ea.

16" DOLL

All vinyl "Ruthie" doll, rooted hair - pin-dotted dress.

648-166-7631 BB400T 6.00 ea.
Pkd. 6 ea.

DRESSES ONLY FOR "TWEEDIE"

Blazer, pleated cotton dress, striped jacket.

648-170-701 NI134W 2.00 ea.
Pkd. 12 ea.

Plaid slack outfit w/cotton jersey.

648-171-706 RF134S 2.00 ea.
Pkd. 12 ea.

Cotton swimsuit w/terry cloth bolero striped jacket, neckerchief and toy sailboat.

648-172-705 SF134A 2.00 ea.
Pkd. 12 ea.

Formal gown w/taffeta underskirt.

648-173-726 GL134S 2.00 ea.
Pkd. 12 ea.

Hat and coat outfit, checked taffeta dress, button-down coat, straw hat.

648-174-722 AB134T 2.00 ea.
Pkd. 12 ea.

Mandarin robe and lounging outfit.

648-175-725 GY134C 2.00 ea.
Pkd. 12 ea.

16" DOLL

All vinyl "Moppet" toddler. Rooted hair, pinafore dress, long cotton stockings, patent leather shoes.

648-167-7650 CR535F 8.00 ea.
Pkd. 6 ea.

GOLDBERGER

20" All vinyl teenage, rooted hair. Jointed waist and limbs. Red sunburst pattern minon dress, straw hat high heels and earrings.

583-132-2035 ER535B 8.00 ea.
Pkd. 12 ea.

20" Hard vinyl Bride, rooted hair. High heels and earrings.

583-133-2036 NR535W 8.00 ea.
Pkd. 12 ea.

20" Hard vinyl doll "My Fair Lady" rooted hair, jointed waist and limbs chromespun dress w / bell skirt, straw hat and high heels.

583-51-2080 AW667U 10.00 ea.
Pkd. 12 ea.

20" Hard vinyl doll "My Fair Lady" rooted hair, jointed waist, and limbs. Beige satin dress, suit, matching hat trimmed with fur, high heels and earrings.

583-134-2081 EL667F 10.00 ea.
Pkd. 12 ea.

21" Plastic Ballerina, vinyl head, rooted hair, bending knee and ankle action legs.

583-135-2172 JM535Y 8.00 ea.
Pkd. 12 ea.

29" Plastic Walking Bride Doll. Vinyl head, rooted hair, bending knee action legs. High heels.

583-136-31755 BV1330K 20.00 ea.
Pkd. 6 ea.

30" All vinyl Bride. Rooted hair, high heels, earrings and bouquet.

583-137-3200 GF800U 12.00 ea.
Pkd. 6 ea.

30" All vinyl Bridesmaid. Rooted hair, satin gown, net cap w/flowers high heels and earrings.

583-138-3250 LA800Y 12.00 ea.
Pkd. 6 ea.

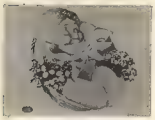
HORSMAN DOLLS

19" DOLL

Drink, wet and tear doll in suitcase.

648-147-BR30 GL667T 10.00 ea.
Pkd. 3 ea.

IDEAL



MINIATURE ALGY DOLL IN BASKET

10" tall, plush construction with vinyl face, treated with Dust Seal. Packed in wicker basket and beribboned polyethylene bag.

683-318-7651 DE200C 3.00 ea.
Pkd. 12 ea.

MINIATURE TIGER IN BASKET

9" long tiger in wicker basket. Made of striped plush. With squeaker.

683-319-7655 WE200A 3.00 ea.
Pkd. 12 ea.

SNOOZY DOLL

Sanitized for the child's protection. Constructed of color-fast plush and stuffed with lightweight dryex and cotton. Vinyl face, felt hands and bowneck ribbon. 16½".

683-370-7773 KR200N 3.00 ea.
Pkd. 24 ea.

SNOOZY DOLL WITH MUSIC

Same as above with zipper in back and removable Swiss music box.

683-371-7776 RC335X 5.00 ea.
Pkd. 12 ea.

SQUATTING MONKEY

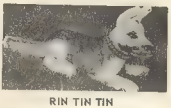
Vinyl face. Body and head are constructed of color-fast sanitized plush and stuffed with lightweight dryex and cotton. Felt hands and feet. 11".

683-368-7733 BH200F 3.00 ea.
Pkd. 24 ea.

FARMER MONKEY

Constructed of white plush with red plush overalls and ribbon straps. Face and ears are made of washable vinyl. With felt hands and feet. 18".

683-369-7735 RL335F 5.00 ea.
Pkd. 12 ea.



RIN TIN TIN

Real "police dog" brown, black and white plush. Has safety lock-in eyes, plastic nose, embroidered tongue and wears a collar. In reclining position. 16" long.

683-257-7883 HJ335V 5.00 ea.
Pkd. 12 ea.

AMERICAN FOAM AND LATEX

MINK STOLE

Child's imitation mink stole. Gray.

G-6-2-77 AX134N 2.00 ea.
Pkd. 12 ea.

CLOWN DOLLS

Assorted Characters. Giant size 36".

G-6-1-LF150 XZ134P 2.00 ea.
Pkd. 24 ea.

TEDDY BEAR

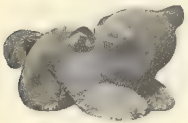
24" Brown and white Teddy bear.

G-6-3-P240 HO200K 3.00 ea.
Pkd. 24 ea.

TEDDY BEAR

Black and white 24".

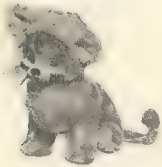
G-6-4-P241 WE200Q 3.00 ea.
Pkd. 24 ea.



ASSORTMENT

Kitten and three adorable pups in crouched position made of quality washable plush filled with foam rubber. Finished with felt features and wide ribbon bows.

B76-109-7B GR1600A 24.00 ea.
Pkd. 1 Asst. Asst.



ASSORTMENT

Four charming plush animals: Maisie, Stinky, Fido and Leony. Perky vinyl faces, finished with ribbon bows.

B76-110-7F AN2400A 36.00 ea.
Pkd. 1 Asst. Asst.

RUSHTON

MUSICAL ASSORTMENT

Two adorable little pups, Nosey and Dinkey. Expressive eyes of felt, pompon nose and felt tongue. Finished with satin bows. Has Swiss music box. 6 animals to asst.

B76-111-BR66 AD2000K 30.00 ea.
Pkd. 1 Asst. Asst.

ASSORTMENT

Two of each: Hound, Kitty, and Tiger.

B76-122-BR33 HU1200L 18.00 ea.
Pkd. 1 Asst. Asst.

SQUEALY PIG

In a lovable cuddle position, dressed in blue jeans. Made of combination plush and velour. Vinyl face, cotton stuffed. Squeal in face.

B76-112-315/14 CL267T 4.00 ea.
Pkd. 6 ea.

PUSS IN BOOTS

In upright position of very long pile plush. Cotton stuffed, vinyl face and boots. In Robin Hood coat and hat.

B76-113-327/14 EM335R 5.00 ea.
Pkd. 6 ea.

BEAR

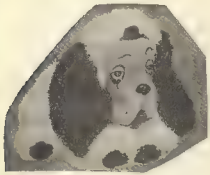
B76-127-364/29 JE467T 7.00 ea.
Pkd. 6 ea.

BEAR

B76-128-364/35 AL667R 10.00 ea.
Pkd. 4 ea.

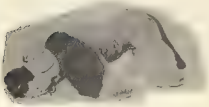
ZIPPER CAT

B76-123-384/15 XW335F 5.00 ea.
Pkd. 6 ea.



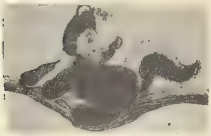
PETE

B76-124-387/18 SX335Y 5.00 ea.
Pkd. 6 ea.



SPARERIBS

B76-125-511/20 GU335W 5.00 ea.
Pkd. 6 ea.



SKUNK

Crouching skunk. Handpainted vinyl face, made of black and white pile plush, cotton filled.

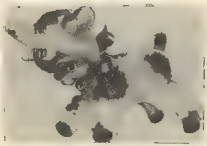
B76-87-691/12 BC335P 5.00 ea.
Pkd. 6 ea.

RUSHTON

CUDDLE PUFF CHEEK BEAR

Two tone lustrous plush. Pink with white, blue with white and brown with tan combinations. Handpainted vinyl nose. 15" high.

B76-90-780/20 HS335V 5.00 ea.
Pkd. 6 ea.



BILLY BUTTS

Frisky little Billy Goat made of long pile grey plush. Handpainted vinyl face and horns.

B76-91-786/12 AS335R 5.00 ea.
Pkd. 6 ea.

SITTING LION

12" high. Bright plush and extremely long pile lion's mane. Vinyl face is handpainted.

B76-94-793/12 CS400P 6.00 ea.
Pkd. 6 ea.

ASSORTMENT

Contains: 6 - Bears, 3 Pandas, 3 - Cats

B76-121-5822 QE1600A 24.00 ea.
Pkd. 1 Asst. Asst.

MUSICAL ASSORTMENT

Contains 3 each of the following: Dog, Bear, Elephant and Kitty.

B76-129-5842M XL3200U 48.00 ea.
Pkd. 1 Asst. Asst.

PUPPET ASSORTMENT

Contains 2 each of the following: Captain Kangaroo, Cluny Clown, Tramp, Snow Man, Dutch Boy and Dutch Girl.

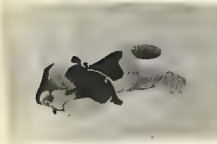
B76-130-JAW NL800A 12.00 ea.
Pkd. 1 Asst. Asst.

ARTISTIC

HOUND DOG

Carefully constructed of Hi - Pile Plush with securely fastened eyes. Beige (with squeal bladder in nose) Size: 24''

G04-1-1573 AS335B 5.00 ea.
Pkd. 1 ea.



SLEEPY DOG

Sturdily constructed of Hi - Pile Plush, securely fastened safety eyes. Beige, black and white. 24''.

G04-2-1579 MO335R 5.00 ea.
Pkd. 1 ea.

GIANT CUDDLE BEAR

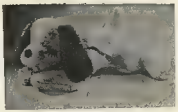
Lofty, luxurious plush with a cashmere feel, securely fastened safety eyes. Cinnamon, beige, white. 34''.

G04-3-1822 YL667U 10.00 ea.
Pkd. 1 ea.

GIANT PANDA

Lofty, luxurious plush with a cashmere feel, securely fastened safety eyes. Black and white. 34''.

G04-3-1824 DA667N 10.00 ea.
Pkd. 1 ea.



GIANT SLEEPY DOG

Giant-sized Jumbo Plush Sleepy Dog sturdily constructed of Hi - Pile Plush. Beige and brown combination. 36''.

G04-5-1809 YT735F 11.00 ea.
Pkd. 1 ea.

SAD EYED PUP

Snooty. Cinnamon with white trim. Lofty, luxurious plush with a cashmere feel, securely fastened safety eyes. 36''.

G04-6-1903 SC1000P 15.00 ea.
Pkd. 1 ea.

JUMBO ELEPHANT

Grey with pink trim. Constructed in Hi-Pile plush. 40''.

G04-7-1905 FR1335W 20.00 ea.
Pkd. 1 ea.

HIRSH

DASHSCHUND

14'' long.

639-7-551GC BF335Y 5.00 ea.
Pkd. 12 ea.

TIGER

18'' long.

639-8-651GC NH400L 6.00 ea.
Pkd. 12 ea.

BROOKPARK®

Quality MELMAC® dinnerware molded of melamine

DRAMATIC SOLID COLORS

FEATURED IN LIFE

STYLED BY Joan Luntz

Both beauty and durability distinguish this remarkable Brookpark dinnerware. Its brilliant colors and interesting square shape makes a stunning table setting; its molded in colors can't fade or peel even in hottest water. Safe in dishwashers, too! *Guaranteed not to chip or break in normal use for one full year.*

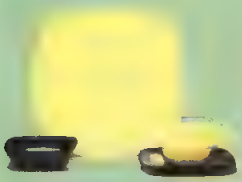
BROOKPARK—1st in consumer preference survey (Retailing Daily, January 1957)

16-piece Starter Sets contain 4 each: dinner plates, saucers, cups and fruit dishes

45-piece Family Sets contain 8 each: dinner plates, bread and butter plates, saucers, cups and soup bowls. Also, one each 13½" platter, creamer, sugar bowl with cover and a large divided vegetable bowl.

Starter Sets and Family Sets are available in pink, turquoise, black, tangerine, white, stone, or yellow; and in combinations of white and turquoise, pink and black, yellow and black, stone and turquoise.

10H335X1130-4X1017 (solid color—specify choice).....**$16.95**

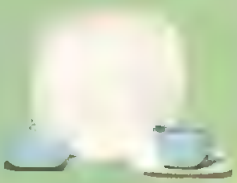


Yellow and Black. Yellow plates and cups, black fruit dishes and saucers

10H336X1130-4X1017 $16.95

Pink and Black. Pink plates and cups, black fruit dishes and saucers.

10H338X1130-4X1017..$16.95



White and Turquoise. White plates and saucers, turquoise cups and fruit dishes.

10H337X1130-4X1017. $16.95

Stone and Turquoise. Stone plates and saucers, turquoise cups and fruit dishes.

10H339X1130-4X1017. $16.95

Yellow Rainbow 16-piece set contains yellow plates, black saucers, tangerine cups and turquoise fruit dishes.

10H340X1130-4X1017 .....**$16.95**

45-PIECE FAMILY SETS

10H345 3297 (Solid color—specify choice). **$54.95**

White and turquoise sets come with white plates, saucers, sugar bowl with cover and platter; and turquoise bread and butter dishes and hollow pieces.

10H341X3297 .....**$54.95**

Yellow and black sets come with yellow plates, cups, sugar bowl with cover and platter; and black saucers, bread and butter dishes and hollow pieces.

10H342X3297 ..... **$54.95**

Pink and black sets come with pink plates, cups, sugar bowl with cover and platter; black saucers, bread and butter dishes and hollow pieces

10H343X3297 ..... **$54.95**

Stone and turquoise sets come with stone platter, saucers, platter and sugar bowl with cover; and turquoise cups, bread and butter, lug soups, divided vegetable and

10H379X3297 ..... **$54.95**

Yellow Rainbow sets come with yellow plates and platter; tangerine cups and sugar bowl with cover; black saucers, lug soups and divided vegetable; and turquoise bread and butters and creamer (see illustration, left).

10H344X3297 . . . . **$54.95**

SERVICE SETS & OPEN STOCK (See other side)

BROOKPARK®

Quality MELMAC® dinnerware molded of melamine

Modern Design WITH PATTERNS

STYLED BY Joan Luntz

Fine dinnerware that will enchant you with its elegance and durability. Imaginative designs in vibrant hues in translucent white . . . the large square shape has a fresh, functional modern style. Safe in dishwashers too! *Guaranteed not to chip or break in normal use for one full year.*

As seen in LIFE

"Tropicana Turquoise" . . . whimsical corner pattern inspired by the Tropics.

10H168X1464-4X1317 16 piece Set Turquoise Cups and Fruit Dishes . **$21.95**

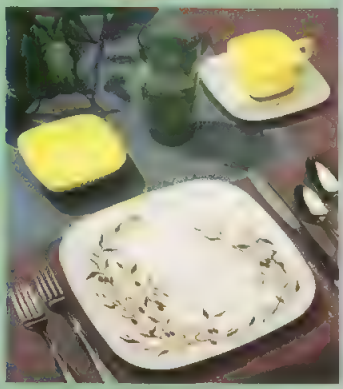
10H169X4797 45-piece Set Turquoise hollow pieces **$79.95**

16-piece Starter Sets contain 4 each: patterned dinner plates and saucers; plain fruit dishes and cups.

"Tropicana Tangerine" . . . Shades of tangy tangerine add special zest to your table settings.

10H170X1464-4X1317 16-piece Set. Tangerine Cups and Fruit Dishes **$21.95**

10H171X4797 45-piece Set. Tangerine Hollow Pieces **$79.95**



"Branches" . . . dramatic new design in yellow and shades of brown in fine translucent white.

10H172X1464-4X1317 16-piece Set. Yellow Cups and Fruit Dishes **$21.95**

10H173X4797 45-piece Set. Yellow Hollow Pieces **$79.95**

45-piece Family Sets contain 8 each: patterned dinner plates, bread and butter plates, saucers, plain lug soup bowls and cups; and 1 each patterned 13½" platter; plain divided vegetable bowl, covered sugar bowl, and creamer.

Open Stock pieces—with Pattern

"TROPICANA TURQUOISE"

10H174X233-12X210	10" Dinner Plate . . . List	$3.50
10H175X200-12X180	8" Luncheon Salad Plate.	3.00
10H176X133-12X120	6" Bread and Butter Plate	2.00
10H177X133-12X120	6" Saucer	2.00
10H178X464-12X417	13½" Platter	6.95

"TROPICANA TANGERINE"

10H179X233-12X210	10" Dinner Plate . . List	$3.50
10H180X200-12X180	8" Luncheon Salad Plate.	3.00
10H181X133-12X120	6" Bread and Butter Plate	2.00
10H182X133-12X120	6" Saucer	2.00
10H183X464-12X417	13½" Platter	6.95

"BRANCHES"

10H184X233-12X210	10" Dinner Plate . . List	$3.50
10H185X200-12X180	8" Luncheon Salad Plate.	3.00
10H186X133-12X120	6" Bread and Butter Plate	2.00
10H187X133-12X120	6" Saucer	2.00
10H188X464-12X417	13½" Platter	6.95

Open Stock—Solid Colors, Specify color:
White, turquoise, pink, tangerine, yellow, black and stone.

10H347X150-12X135	10" Dinner Plate	$2.25
10H348X130-12X117	8" Salad Plate	1.95
10H349X83-12X75	6" Bread and Butter	1.25
10H350X83-12X75	6" Saucer	1.25
10H351X106-12X96	Lug Soup or Cereal Bowl.	1.60
10H352X90-12X81	Coffee Cup	1.35
10H353X300-12X270	13½" Platter	4.50
10H354X250-12X225	Open Vegetable	3.75
10H355X150-12X135	Creamer	2.25
10H356X90-12X81	Fruit or Dessert Bowl. . . .	1.35
10H357X217-12X195	Sugar Bowl with Cover. .	3.25
10H358X300-12X270	Large Divided Vegetable	4.50
10H312X197-12X177	Butter Dish with Cover. .	2.95
10H313X197-12X177	Gravy Boat	2.95
10H314X130-12X117	Salt and Pepper Shaker.	1.95

Coupe Shape

PATTERNS BY

BROOKPARK®

Quality MELMAC® dinnerware molded of melamine

FEATURED IN LIFE

STYLED BY Joan Luntz

Brookpark — the high-fashion dinnerware to use for festive and family meals without worry. These are dramatic, eye-catching patterns in vivid hues in translucent white to dress up your table. Molded-in colors can't fade or peel even in strong detergent and hottest water. Safe in dishwashers, too! Guaranteed not to chip or break in normal use for one full year.

16-piece Starter Sets contain 4 each: patterned dinner plates and saucers; plain dessert bowls and cups.

45-piece Family Sets contain 8 each: patterned dinner plates, bread and butter plates, saucers; plain lug soup bowls and cups and 1 each: patterned 13½" platter; plain open vegetable bowl, sugar bowl with cover and creamer.

"Fantasy Turquoise" . . colorful, carefree, designed for today's casual living

10H279X1264-4X1137 16-piece Set. Turquoise Cups and Fruit Dishes . **$18.95**

10H281X3597 45-piece set. Turquoise Hollow Pieces **59.95**

"Pink Champagne" . . . simple, sophisticated and charming; streams of soaring bubbles in pink and black in translucent white

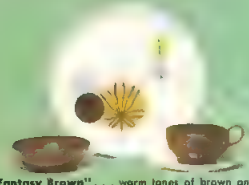
10H282X1264-4X1137 16-piece Set. Pink Cups and Fruit Dishes **$18.95**

10H284X3597 45-piece Set. Pink Hollow Pieces **59.95**

"Empress" traditional in feeling with its elegant border pattern of golden scrolls in translucent white.

10H189X1264-4X1137 16-piece Set. White Cups and Fruit Dishes **$18.95**

10H190X3597 45-piece Set. White Hollow Pieces **59.95**



"Fantasy Brown" . . . warm tones of brown and gold in translucent white lend a look of casual gaiety to any table setting.

10H288X1264-4X1137 16-piece Set. Brown Cups and Fruit Dishes **$18.95**

10H290X3597 45-piece Set. Brown Hollow Pieces **59.95**

Open Stock Pieces with Pattern

FANTASY TURQUOISE

10H320X210-12X189	10" Dinner Plates	$3.15
10H321X177-12X159	7½" Salads	2.65
10H322X110-12X99	6" Bread & Butter	1.65
10H323X110-12X99	6" Saucers	1.65
10H324X397-12X357	13½" Platter	5.95

PINK CHAMPAGNE

10H326X210-12X189	10" Dinner Plates	$3.15
10H328X177-12X159	7½" Salads	2.65
10H330X110-12X99	6" Bread & Butter	1.65
10H332X110-12X99	6" Saucers	1.65
10H334X397-12X357	13½" Platters	5.95

EMPRESS

10H191X210-12X189	10" Dinner Plates	$3.15
10H192X177-12X159	7½" Salads	2.65
10H193X110-12X99	6" Bread & Butter	1.65
10H194X110-12X99	6" Saucers	1.65
10H195X397-12X357	13½" Platters	5.95

FANTASY BROWN

10H196X210-12X189	10" Dinner Plates	$3.15
10H197X177-12X159	7½" Salads	2.65
10H322X110-12X99	6" Bread & Butter	1.65
10H198X110-12X99	6" Saucers	1.65
10H199X397-12X357	13½" Platters	5.95

Open Stock—Solid Colors, Specify color:
Available in white, turquoise, pink, black, brown and gold.

10H200X106-12X96	Soup or cereal bowl	$1.60
10H201X78-12X69	Coffee cup	1.15
10H202X230-12X225	Open vegetable bowl	3.75
10H203X130-12X117	Creamer	1.95
10H204X84-12X75	Fruit dish	1.25
10H205X217-12X195	Covered sugar bowl	3.25
10H206X300-12X270	Large divided vegetable bowl	4.50
10H207X197-12X177	Covered butter dish	2.95
10H208X197-12X177	Gravy boat	2.95
10H209X130-12X117	Salt & pepper shaker set	1.95

BROOKPARK 1st in consumer preference survey (Retailing Daily, January 1957)

BROOKPARK®

Quality MELMAC® dinnerware molded of melamine

Splendour STYLED BY Joan Luntz

Simply Beautiful! Dinnerware with a flair for serving elegantly . . . with day-after-day durability built in. Won't fade, craze or peel. *Guaranteed not to chip or break for one full year* in normal use. Positively safe in dishwashers! Available in white, turquoise, pink, and yellow; and in combination of white and turquoise, pink and black, yellow and black and rainbow.

16-piece Starter Sets contain 4 each: dinner plates, cups, saucers and fruit dishes.

10H210X997-4X897 **(Solid Color**—Specify Choice) **$14.95**

10H211X997-4X897 **Pink and Black.** Pink plates and cups, black saucers and fruit dishes. **14.95**

10H212X997-4X897 **White and Turquoise.** White plates and saucers, turquoise cups and fruit dishes **14.95**

10H213X997-4X897 **Rainbow.** One place setting each of pink, white, turquoise and yellow. . . . **14.95**

Service Sets and Open Stock:

5-piece Service Sets contain 1 each: 13½" platter, sugar bowl with cover, creamer, open vegetable.

10H220X130-12X117	10" Dinner plate	**$1.95**
10H228X100-12X90	8" Salad plate	**1.50**
10H229X67-12X60	6" Bread and butter plate .	**1.00**
10H230X67-12X60	6" Saucer	**1.00**
10H200X106-12X96	Soup or cereal bowl	**1.60**

47-Piece Deluxe Family Sets contain 8 each: dinner plates, bread and butter plates, soup bowls cups, saucers and 1 each platter, open vegetable bowl, sugar bowl with cover, creamer and covered butter dish.

10H214X2997 **(Solid Color—Specify Choice)** **$49.95**

10H215X2997 **Pink and Black** **49.95**

10H217X2997 **White and Turquoise** **49.95**

10H218X2997 **Two place settings each of white, turquoise, pink and yellow with harmonizing hollow pieces.** **49.95**

10H201X78-12X69	Coffee cup	**$1.15**
10H233X283-12X255	13½" Platter	**4.25**
10H202X250-12X225	Open vegetable	**3.75**
10H203X130-12X117	Creamer . . .	**1.95**
10H204X84-12X75	9 oz. Fruit dish	**1.25**
10H205X217-12X195	Sugar bowl with cover	**3.25**
10H206X300-12X270	Divided vegetable bowl . . .	**4.50**
10H312X197-12X177	Butter dish with cover	**2.95**
10H313X197-12X177	Gravy boat	**2.95**
10H314X130-12X117	Salt and pepper shaker set .	**1.95**

"mixing bowls". . . set of three. Sets are available in rainbow combination of white, cherry red and turquoise in 1½, 3 and 5 quart sizes respectively.*

10H376X477 . . . . . **$7.95**

"mouseketeer set" . . their very own Mickey Mouse Club Dinner Set makes eating an exciting adventure for the youngsters. Packed in novel Mickey Mouse "Clubhouse" carton.*

10H377X300-4X270 . . . . . **$4.50**

"oopsi the clown". . . tumble proof, chip proof dinnerware set for children. Delightful clown character fascinates kiddies. Packed in attractive Gift Box.*

10H378X330-8X297 . . . . . **List $4.95**

*Quality MELMAC® dinnerware molded of melamine. Safe in dishwashers—guaranteed not to peel, crack, chip or break for one year in normal use.

BK-12SPL57 Printed in U.S.A.

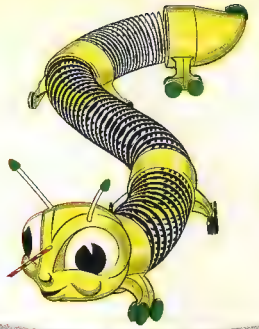
Mr. Wiggle's®

Cata-puller!

The famous all time favorite pull toy with the fascinating wiggle!

Indiv. packed in 4-color display box. 3¾" x 12¼" x 3¾". 1 doz. to ctn., ship. wt. 13 lbs.

No. 250/12 *Retails at* **$2.00**



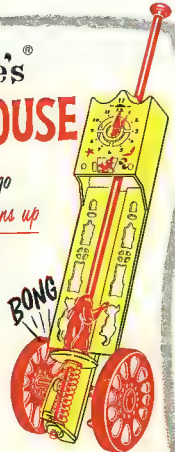
Mr. Wiggle's®

MINUTE MOUSE

Every time the wheels go 'round... the mouse runs up and strikes the clock!

Indiv. packed in 2-color display box. 4¾" x 5" x 24". 1 doz. to ctn., ship. wt. 16 lbs.

No. 220/12
Retails at
$2.50



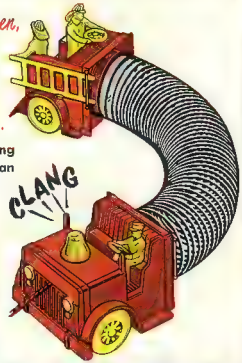
Mr. Wiggle's® FIRE ENGINE

With 3 firemen, a ladder and a ringing bell...

it's more exciting and salable than ever!

Indiv. packed in 4 color display box 9⅛" x 4½" x 4⅜", 1 doz. to carton, shipping weight 12 lbs

No. 200/12
Retails at
$2.00



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Toronto, Canada

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Mr. Wiggle's®

GREAT NEW TOY LINE FOR 1958

No. 230/12
Retails at $2.00

Mr. Wiggle's® ELEPHANT

Eccentric wheels and springy legs give him a wobbly "walking" action that's unlike any other toy! Barrels of fun as he rumbles along!

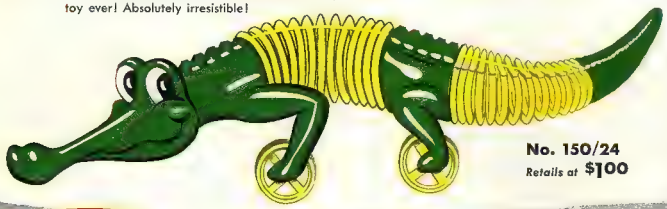
Indiv. packed in 4-color display box. 9¼" x 7⅝" x 6". 1 doz. to ctn., shipping weight 11 lbs

NEW!

Mr. Wiggle's® ALLIGATOR

Amazing new **polyethylene** spring body plus eccentric wheels make for the craziest action-filled pull toy ever! Absolutely irresistible!

Indiv. packed in 4-color display box. 12⅞" x 5" x 2½". 2 doz. to ctn., ship. wt. 11 lbs



No. 150/24
Retails at **$1.00**

NEW!

Mr. Wiggle's HAPPY GARDENER KIT

You've never seen a kit so *complete* at such *low cost* . . . or one that's so sure to appeal to kids and parents alike! Lawn mower is 21" long, rake and shovel are 18" long. Tools have heavy-gauge, bright-painted heads, painted hardwood handles, noise-maker in lawn mower.

Each set indiv. packed for impulse sale. 1 doz. to ctn., ship. wt. 13 lbs.

No. 180/12
Retails at **$1.80**

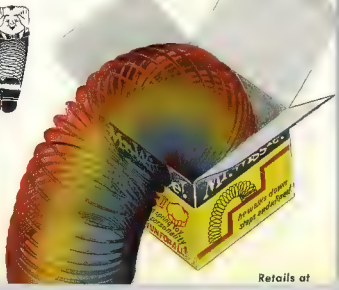
Mr. Wiggle!

The walking spring toy with Personality . . . now in glowing

RAINBOW COLORS!

Indiv. packed in 3-color display box. 3¼" x 3⅛" x 2½". 2 doz to ctn , ship. wt. 15 lbs.

This Display Actually Shows Mr. Wiggle's Stair Walking Action!



Retails at

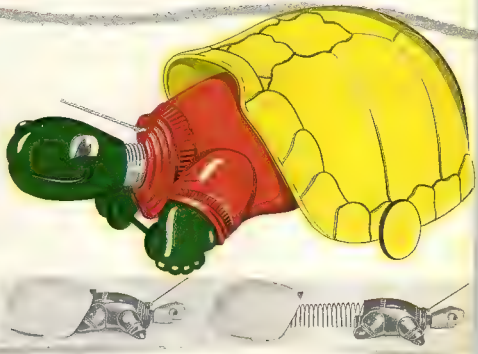
Mr. Wiggle's® APPLE JACK

Squeeze the bright red apple . . . see the wiggly worm pop out with a squeal!

Indiv. packed in 4-color display box. 3 7/8" x 3 7/8" x 4 1/2", 2 doz. to carton, ship. weight 6 lbs. Also rack packed.

No. 110/24
Retails at
$1.00

Mr. Wiggle's® TURTLE



Runs in and out of his shell! Wears bright red "longies" . . . and bobs his head!

No. 210/12 *Retails at* **$2.00**

Indiv. packed in 4-color display box. 3 1/2" x 8 1/2" x 5 1/2". 1 doz. to ctn., shipping weight 10 lbs

Mr. Wiggle's® LEAP FROG

Has the hop . . . hop . . . hopping action of a real frog!

No. 120/24 *Retails at* **$1.00**

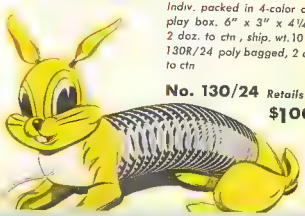
Indiv. packed in 3-color display box 6" x 3" x 4 1/4". 2 doz. to ctn., ship. wt. 8 lbs 120R/36 poly bagged, 3 doz to carton.

Mr. Wiggle's® BUNNY

The pull toy with the hippety-hop bunny action.

Indiv. packed in 4-color display box. 6" x 3" x 4 1/4", 2 doz. to ctn , ship. wt. 10 lbs 130R/24 poly bagged, 2 doz. to ctn

No. 130/24 *Retails at* **$1.00**



Mr. Wiggle's

GREAT NEW TOY LINE FOR 1958

NEW!

No. 230/12
Retails at **$2.00**

Mr. Wiggle's ELEPHANT

Eccentric wheels and springy legs give him a wobbly "walking" action that's unlike any other toy! Barrels of fun as he rumbles along!

Indiv. packed in 4-color display box 9¼" x 7⅜" x 6". 1 doz. to ctn., shipping weight 11 lbs.

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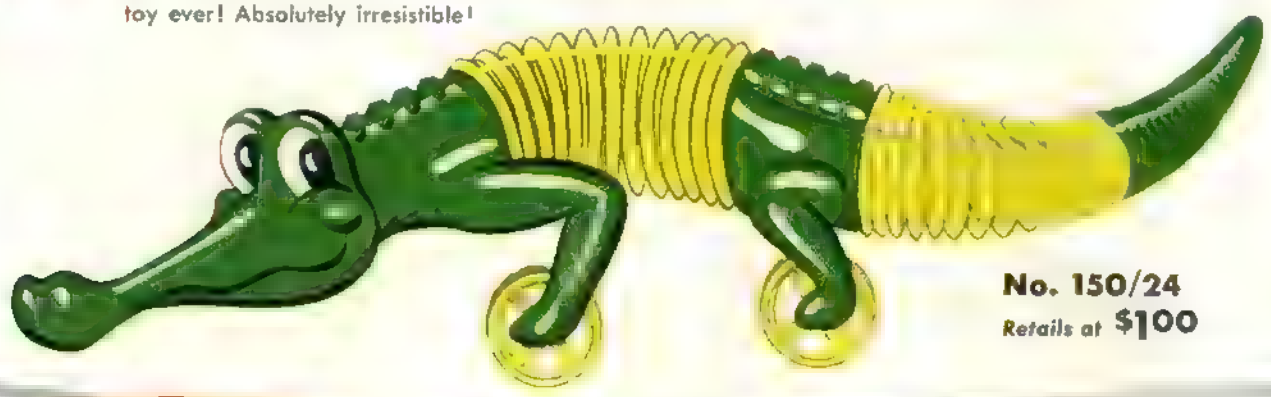
NEW!

Mr. Wiggle's® ALLIGATOR

Amazing new *polyethylene* spring body plus eccentric wheels make for the craziest action-filled pull toy ever! Absolutely irresistible!

Indiv. packed in 4 color display box 12⅞" x 5" x 2½". 2 doz. to ctn., ship. wt. 11 lbs



No. 150/24
Retails at **$1.00**

NEW!

Mr. Wiggle's HAPPY GARDENER KIT

You've never seen a kit so *complete* at such *low cost* ...or one that's so sure to appeal to kids and parents alike! Lawn mower is 21" long, rake and shovel are 18" long. Tools have heavy-gauge, bright-painted heads, painted hardwood handles, noise-maker in lawn mower.

Each set indiv. packed for impulse sale. 1 doz. to ctn., ship. wt. 13 lbs.

No. 180/12
Retails at **$1.80**

Mr. Wiggle!

The walking spring toy with Personality . . . now in glowing

R INBO COLORS!

Indiv. packed in 3-color display box 3⅛" x 3⅛" x 2½". 2 doz. to ctn, ship. wt. 15 lbs

This Display Actually Shows Mr. Wiggle's Stair Walking Action!

Retails at
No. 100/24 $1.00

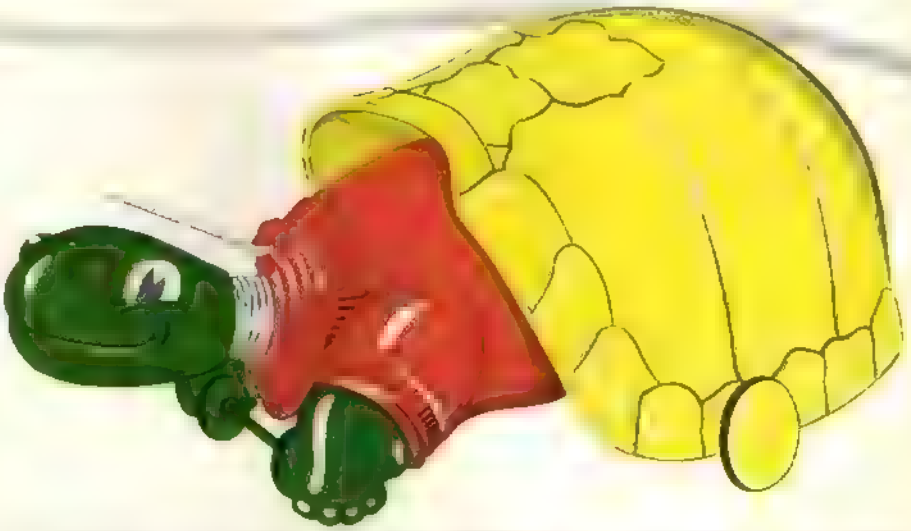
Mr. Wiggle's® APPLE JACK

Squeeze the bright red apple . . . see the wiggly worm pop out with a squeal!

Indiv. packed in 4-color display box 3⅞" x 3⅞" x 4½" 2 doz to carton, ship. weight 6 lbs. Also rack packed

No. 110/24
Retails at
$1.00

Mr. Wiggle's® TURTLE



Runs in and out of his shell! Wears bright red "longies" . . . and bobs his head!

No. 210/12 *Retails at* **$2.00**

Indiv packed in 4-color display box 3½" x 8½" x 5½". 1 doz. to ctn., shipping weight 10 lbs

Mr. Wiggle's® LEAP FROG

Has the hop . . . hop . . . hopping action of a real frog!

No. 120/24 *Retails at* **$1.00**

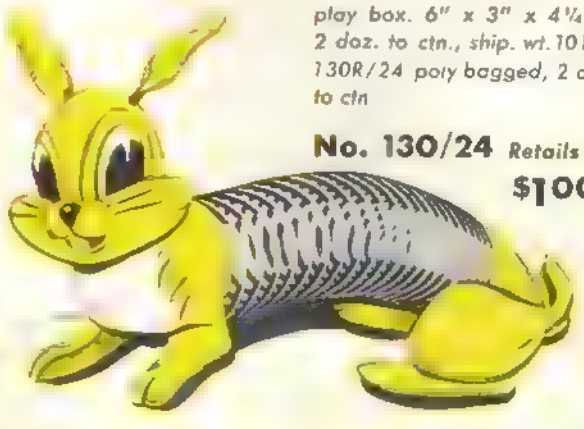
Indiv. packed in 3-color display box. 6" x 3" x 4¼". 2 doz. to ctn, ship. wt 8 lbs
120R/36 poly bagged, 3 doz to carton

Mr. Wiggle's® BUNNY

The pull toy with the hippety-hop bunny action.

Indiv packed in 4-color display box. 6" x 3" x 4¼". 2 doz. to ctn., ship. wt. 10 lbs
130R/24 poly bagged, 2 doz to ctn

No. 130/24 *Retails at* **$1.00**



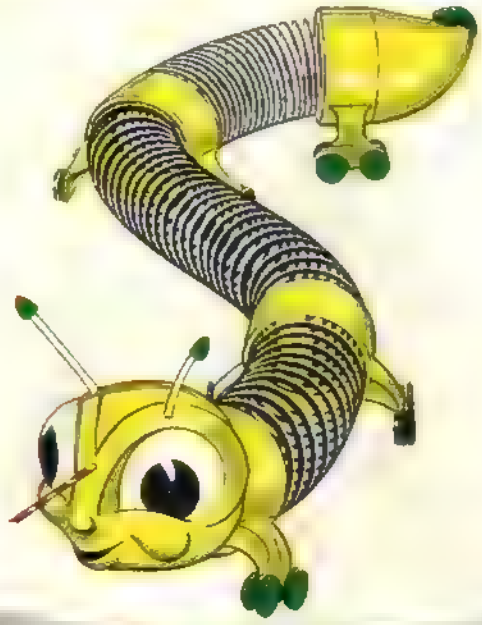
Mr. Wiggle's®

Cata-puller!

The famous all time favorite pull toy with the fascinating wiggle!

Indiv. packed in 4-color display box 3¾" x 12¼" x 3¾". 1 doz. to ctn., ship. wt. 13 lbs.

No. 250/12 *Retails at* **$2.00**

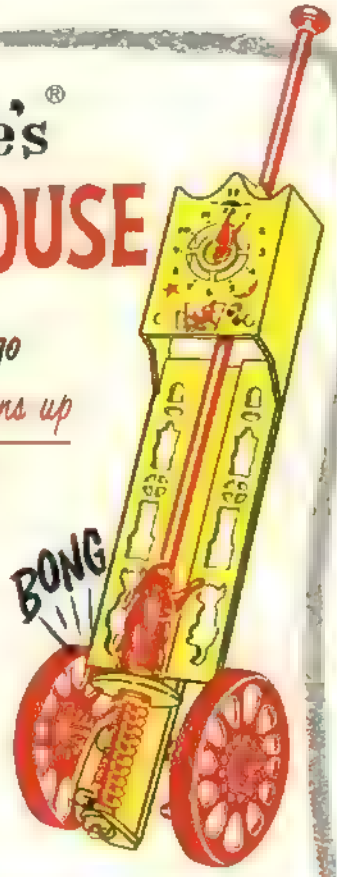


Mr. Wiggle's® MINUTE MOUSE

Every time the wheels go 'round... the mouse runs up and strikes the clock!

Indiv. packed in 2-color display box. 4⅜" x 5" x 24". 1 doz to ctn., ship. wt. 16 lbs.

No. 220/12
Retails at
$2.50



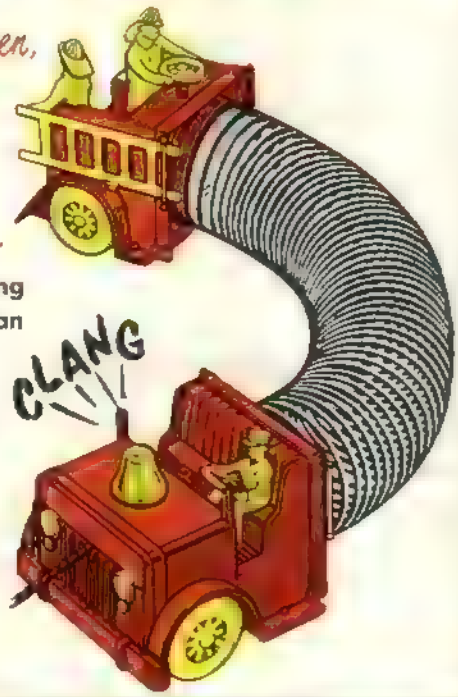
Mr. Wiggle's® FIRE ENGINE

With 3 firemen, a ladder and a ringing bell...

it's more exciting and salable than ever!

Indiv. packed in 4-color display box 9¼" x 4½" x 4⅜" 1 doz to carton, shipping weight 12 lbs

No. 200/12
Retails at
$2.00



Free News Mats and Glossy Photos Available of Entire Mr. Wiggle Line

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THE FAMOUS MURRAY WHEEL GOODS

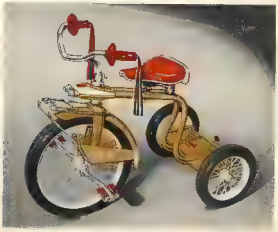
Now made in the world's largest wheelgoods and bicycle factory located in Lawrenceburg, Tenn.—over 17 acres under one roof. This is another plus reason to sell Murray — and don't forget — newest designs, finest quality, nationally advertised, "Parents" seal of approval. And after all, they are "tops with kids".

The GOLDEN ZEPHYR — WITH THE 1958 LOOK

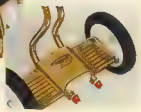
Only Murray has the exclusive twin Z frame

- ★ New twin Z Frame*
- ★ Hooded twin-jeweled nacelles
- ★ Dual twin-jeweled safety jets
- ★ Rugged motor type platform
- ★ Forward sweep wheel guards
- ★ New delta-wing type handlebars
- ★ Forward thrust truss rods

★ Patent Applied For



Juvenile spring type lightweight package carrier—headed twin jeweled nacelles.



Twin jeweled safety jets — wide safety platform.

P-470 — Golden Zephyr

Full Ball Bearing

FRAME: Exclusive Murray tubular twin-Z* frame, hydrogen brazed.
PLATFORM: Heavy gauge extra wide motor type.
PEDALS: Double block, bow type, red and white vinyl.
HANDLEBAR: ⅞" Delta wing type, adjustable chrome plated.
SADDLE Red vinyl with white piping, chrome springs and crash rail.
WHEELS: Full ball bearing.
GRIPS. Exclusive Murray design, red and white plastic, multi-colored streamers.
BAGGAGE CARRIER: New juvenile spring type, chrome plated.
KNUCKLE GUARDS· Red plastic.
WHEELGUARDS: Forward thrust design.
TIRES: 1 ¾" semi-pneumatic front and rear.
FINISH: Frame, fork, fender in metallic gold. Trim, vermilion and white, wheels, white.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-470	10"	8"	22 lbs.
MODEL P-471	12"	8"	24 lbs.
MODEL P-472	16"	10"	27 lbs.

THE FAMOUS MURRAY

★ PATENTED FEATURES ★ FINEST CONSTRUCTION ★

P-440

Full Ball Bearing — "T" Type Frame

FRAME: 1¼" tubular "T" type heavy gauge steel, hydrogen brazed.
PEDALS: Double block, bow type, red and white vinyl
HANDLEBAR: ¾" adjustable Delta wing type, chrome plated.
SADDLE: White vinyl with red piping, chrome springs
WHEELS: Full ball bearing, deluxe spoke
GRIPS: Red plastic with multi-colored streamers.
KNUCKLE GUARDS: Red plastic.
TRUSS RODS: New design, chrome plated
WHEELGUARDS: New forward thrust design
TIRES: 1¾" semi-pneumatic front and rear
FINISH: Frame, fork, fender, wheelguards, flamboyant turquoise with white trim; wheels in white baked enamel
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-439	10"	8"	22 lbs.
MODEL P-440	12"	8"	23 lbs.
MODEL P-441	16"	10"	27 lbs.

P-420

Front Wheel Ball Bearing — "T" Type Frame

FRAME: 1¼" tubular T-type heavy gauge steel, hydrogen brazed.
PEDALS: Double block, bow type, red and white vinyl.
HANDLEBAR: ¾" Delta wing type, adjustable, chrome plated.
SADDLE: Metal, adjustable
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS: Red plastic with multi-colored streamers.
TRUSS RODS: New type white baked enamel.
WHEELGUARDS: Attractively designed heavy gauge steel.
TIRES: 1-5/8" semi-pneumatic, front and rear.
FINISH: Frame, fork, fender, saddle, flamboyant red with white trim; wheels, wheelguards, truss rod, white baked enamel.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-420	10"	8"	19 lbs
MODEL P-421	12"	8"	21 lbs.
MODEL P-422	16"	10"	25 lbs
MODEL P-423	20"	12"	29 lbs.

P-400

Front Wheel Ball Bearing — "T" Type Frame

FRAME. 1¼" tubular, "T" type, heavy gauge steel, hydrogen brazed.
PEDALS Block rubber.
HANDLEBAR: ¾" Delta wing type, adjustable white baked enamel.
SADDLE: Metal adjustable
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS: Red plastic.
TIRES: 1-5/8" semi-pneumatic front and rear.
FINISH: Frame, saddle, fork, platform, saddle in flamboyant blue, white trim; wheels, handlebar in white baked enamel.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-400	10"	8"	18 lbs.
MODEL P-401	12"	8"	20 lbs.
MODEL P-402	16"	10"	22 lbs

V E L O C I P E D E S

★ BEAUTIFUL FINISHES ★ NEWEST DESIGNS ★

P-388

Front Wheel Ball Bearing

FRAME: 1 ¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Black rubber.
HANDLEBAR: ¾" adjustable, white baked enamel.
SADDLE: Metal adjustable.
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS: Red plastic.
TIRES: 1-5/8" semi-pneumatic, front and rear.
FINISH: Frame, fork, platform in vermilion baked enamel with white trim; wheels, saddle, fender and handlebar, white baked enamel.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-388	10"	8"	17 lbs.
MODEL P-389	12"	8"	19 lbs.

P-385

Front Wheel Ball Bearing

FRAME: 1 ¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Black rubber
HANDLEBAR: ¾" adjustable, white baked enamel.
SADDLE: Metal adjustable
WHEELS: Heavy gauge machine spoke, front wheel ball bearing
GRIPS: Red plastic.
TIRES: 1" semi-pneumatic.
FINISH: Frame, fork, fender, platform in vermilion baked enamel with white trim; wheels and saddle in white baked enamel
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-385	10"	6"	14 lbs.
MODEL P-386	12"	8"	15 lbs.

P-380

Front Wheel Ball Bearing

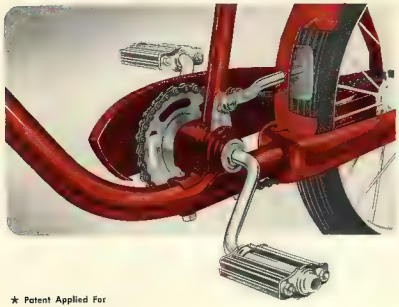
FRAME: 1 ¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Black rubber.
HANDLEBAR: ¾" adjustable white baked enamel.
SADDLE: Metal, adjustable.
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS Red plastic.
TIRES 5/8" solid rubber.
FINISH. Frame, fork, platform in vermilion baked enamel, wheels and saddle white baked enamel.
PACKING. One per carton

SIZES	FRONT WHEEL	REAR WHEEL	WEIGHT
MODEL P-380	10"	6"	13 lbs.

THE FAMOUS MURRAY

★ The Quality Sturdy Convertible ★ Boy's or Girl's ★ Distinctive Design ★

MURRAY'S NEW JUVENILE COASTER BRAKE★



★ Patent Applied For

- ★ Exclusive design coaster brake for additional safety for the small bike rider.
- ★ Positive brake action, brake operates even if chain might break. Optional equipment on all park cycles illustrated.
- ★ Proven Coaster Brake Drive construction.
- ★ Proven Coasting quality.
- ★ Extra Safety Feature.
- ★ Manufactured by makers of the famous Musselmen Coaster Brake.
- ★ Engineered to Murray Bicycle Quality.

P-516 — *With Coaster Brake*

P-506 — *Without Brake*

16" Park Cycle — Speed-Weight Removable Cross Bar — Boys' or Girls'

FRAME: 1 ⅛" heavy gauge steel tubular equipped with large 2" head.
FRAME BEARING: Ball bearing crank hanger.
WHEELS: 16" heavy gauge, deluxe spoke, ball bearing.
TIRES. 1 ¾" semi-pneumatic
SADDLE: Red and white vinyl top, chrome crash rail, double spring, adjustable.
HANDLEBAR: ⅞" Delta wing type, chrome plated, adjustable.
PEDALS: Double block bow-type, red and white vinyl.
GRIPS: Red plastic
PACKAGE CARRIER New juvenile spring type, chrome plated.
CROSS BAR: Double tubular, removable for either boy's or girl's.
SAFETY-AID: Steel disc wheels, 6" x ¾" tires with nylon bearings.
FINISH. Frame, fork, fenders, chain guard, flamboyant red with white trim, wheels white baked enamel.
PACKING: One per carton, shipping weight 37 lbs.

1958 OUTBOARD MOTORS

EVINRUDE

A new concept of marine engineering, the use of V motors in the outboard field, result of 10 years' research, was introduced by Evinrude Motors, Milwaukee, Wis., in recent months.

Evinrude's 50 hp, four-cylinder V's open a new age of "silent outboarding." The V motors head a line of 12 outboards introduced by Evinrude for 1958.

The nation's oldest outboard manufacturer has refined the V principle, successful in automobiles, by horizontal placement of four cylinders, producing a compact, efficient, vibration-free engine.

With its two 50 hp V's—the Starflite and the Four-Fifty—Evinrude fulfills maximum power requirements of runabouts, utilities, workboats and cruisers.

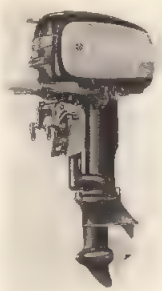
A new principle of quiet adapted to the V's has also been extended to Evinrude's Lark, the 35 hp model which appears with numerous refinements.

The quiet operating features of the Lark and the two V's result from the manner in which the motors are mounted and their motor covers sealed.

From hood to propeller, each motor is completely muted within a soundproof chamber. Outside parts above the gear case are mounted solidly to the pivot bearing; the powerhead is floated on rubber mounts within this outer shell. The exhaust tube is sealed in a silencing nacelle to prevent the escape of noise.

Motor covers are secured positively at all points with rubber seals. Thus, each cover acts as a large air intake silencer, reducing engine noise to a minimum. The motor covers are removable in one piece with only one latch to loosen. Spark plugs and carburetor are readily accessible through a rubber-sealed door.

In both the Starflite and the Four Fifty, Evinrude has upended the V cylinder block, producing an engine that is compact, with a low silhouette. In addition, motor housings cover such normally-exposed instruments as choke and speed control knobs. The Starflite is an electric-starting motor; the Four Fifty, a standard rope-start model.



Three-position safety switch has been adapted for use on the electric-start Evinrude 18-hp Fashion outboard motor for '58.

In addition to the Starflite, the Four Fifty and the Lark, Evinrude brings back its two 35 hp Big Twins, each with refinements in both the electric and rope-start versions.

The remainder of the Evinrude line spans a range from three to 18 horsepower. The motors are: the versatile 3 hp Lightwin; its companion, the 3 hp Ducktwin; the 5.5 hp Fisherman; the 7.5 hp Fleetwin; the 10 hp Sportwin; and the 18 hp Fastwin, available in both standard and electric-start models.

The entire Evinrude line has been styled by Brooks Stevens, Milwaukee. Mr. Stevens is well-known for his rendition of the Evinrude Lark runabout and the circular Evinrude Fisherman.

A rich Commodore Blue replaces the traditional Evinrude Blue as the predominant color of the 1958 line. The Evinrude Blue is retained as trim with Aqua White on most of the new motors; deluxe models of the '58 line emphasize the use of grays, white and charcoal.

Newly-designed plastic emblems and decals appear on all motors in Evinrude's '58 line; three-dimensional decals are featured on all deluxe models. Evinrude's equipment such as Cruis-a-Day fuel tanks, junction and packing boxes, remote controls and ammeters has been redesigned for '58.

OLIVER

New colors to complement any boat—a combination of Beach White and Marlin Gray—are the principal external changes in the 1958 line of Oliver outboard motors. A choice of four colors will be available on the 35-hp Oliver. Beach White, Sunset Red, Riviera Blue and Tahiti Yellow.

New lines of the 6-hp utilize a "sheer line" design in which the top of the motor is thrust forward. The lower portion of the hood juts to the rear. With a handhold which the operator may easily reach, the motor is easily tilted up when entering shallows and beaching the boat.

The 6 and 35-hp models have the Filt-a-Matic motor-angle adjustment which enables the operator to maintain complete control of the motor angle from inside the boat and without tilting the motor.

Oliver's Mix-Matic fuel tank, by which oil and gasoline are automatically proportioned in an accurate ratio despite the amount of fuel remaining in the tank, is standard with the 16 and 35-hp motors, available on the 6-hp at extra cost. The Mix Matic tank eliminates excess smoking, hard starting, "fouled" spark plugs and undesirable exhaust odors.

A magneto-alternator system, the Bendix Scintilla, on the Oliver 35, is back

The 50-hp, four-cylinder Evinrude Starflite operates on the vee principal, produces efficient, powerful, vibration-free engine.

The Oliver 35 offers many popular features including electrical power for accessories and automatic fuel mixing type of tank.

Oliver's 6-hp outboard motor has Tilt-a-Matic adjustment which allows full-control of motor angle adjustment from inside the boat.

again in 1958. This has all the advantages of a low-tension, high-energy aircraft-type ignition system; provides both A.C. and D.C. for all engine requirements and acts as a generator to provide energy for lights, horn and other electrical accessories besides the ability to re-charge the battery

The 35-hp incorporates automotive-type poppet valves, providing easy starting, better fuel injection, reduction in overall size and improved economy of operation.

Oliver's Dura Drive design of lower units is standard on all models. The design features compactness, increased power and simplified, pre-assembly to provide streamlining of the gear housing, longer life for component parts and ease of service.

Siphon-principle fuel pumps used again in 1958 on all Oliver motors do not require pressurized fuel tanks.

Lower unit extension for higher transoms will be available on all models. Owners of larger cruisers and commercial users as well as owners of new boat models now being produced with 20-inch transoms will provide the principal market for the extensions.

Oliver's re-styled 1958 line is keyed to color. Marlin Gray will be used for the lower units of the motors and part of the hoods. Beach White will be the standard complementary trim.

JOHNSON

Kingpin of Johnson Motors' 1958 line is a 50 hp four-cylinder V design engine. Completely new in engineering concept, the Johnson V-4—most powerful in its line of eleven engines ranging upward from 3 horsepower—is compact, super-quiet and so vibration-free a glass will rest atop it at full throttle in actual boating use.

By applying the V principle to the two-cycle outboard motor, Johnson has been able to balance one bank of pistons against the other, reducing not only vibration and noise but also achieving compactness and enabling use of a shorter efficient crankshaft.

Despite its load-lugging 70.7 cubic-inch piston displacement, the Johnson V-4 performs with only a kitten-quiet hum due to airtight sealing of its cover to the waterline and mounting of the motor to its cover with vibration-muffling sponge rubber.

The Johnson V-4 has a twin-barrel down-draft carburetor with only one lever to handle the high-speed fuel-air adjustment, a completely new thermostat-controlled recirculating water cooling system, a device to save fuel at cruising speeds, a built-in fuel pump, and three new tilt features—spring-loaded tilt to assist for ease in raising the lower unit from the water, a tilt-lock for use when trailing the boat, and a tilt-lock for holding the motor out of the water during long mooring periods.

Available in either electric or manual

Johnson's popular fishing model, the 5½ hp Sea Horse, is re styled for '58. Features include slip-clutch and full-range shift.

starting models, the Super Sea-Horse 50 will accommodate a Power-Master generator, sold as an accessory. Spark plugs may be changed through rubber sealed access ports without removing the hood.

In addition to the 50's, Johnson has introduced a completely new Super Sea-Horse 35, an electric starting motor with most of the features on the 50's, including "super quiet drive" silencing, key starting, tilt locks, fuel pump, thermostat, anti-friction bearings, lifting rings and attachments for a generator.

Johnson also offers electric- and manual-starting versions of the Sea-Horse 35, restyled to harmonize with the rest of the 1958 line. Rounding out the line are a key-switch started electric 18, a manual 18, and motors of 10, 7½, 5½ and 3 horsepower, all of them restyled, and the 10 horsepower model weighing in at just 65½ pounds—seven under last year due to a redesigned lower unit.

A vee outboard engine, Johnson's Super Sea Horse 50 is the deluxe model of two 4-cylinder, 50-hp V's Johnson will market.

SCOTT-ATWATER

The new line of Scott-Atwater outboard motors includes ten models and a range of sizes, from the lightweight 3.6 hp Scotty, suitable for prams, dinghies or canoes, to the 40-hp Royal Scott.

Styling and color treatment were developed by Raymond Loewy Associates, Inc industrial designers, in keeping with the modern trend toward clean, sweeping lines and bold colors to complement or harmonize with the boat

All models from 7½ through 40 hp except the Royal Scott which has its own special color scheme, have streamlined hoods of sound-deadening and dent-resistant molded fiberglass in a choice of six colors—red, aquamarine, yellow, coral blue and white. The hoods are interchangeable, making it easy to match the buyer's boat or preference.

The 40-hp has all the quality features of the regular 40-hp Scott-Atwaters; plus turn-key starting without priming; electric fuel pump; all-metal battery box; owner's engraved nameplate; and a special finish in pearl, gray and chrome

Other features of the Royal Scott are a 12-volt electrical system, with built-in generator; power bailer, that pumps up to 300 gallons per hour; three-jet economizer carburetor; Aquamute underwater exhaust; Hush-spring mounts; air intake silencer; full gearshift; enclosed controls; remote, non-pressurized fuel tank; built-in remote control connections; and sound-deadening fiberglass hood.

The 40-hp Super Scott is available with either pushbutton electric starting or manual starter. The electric-starting model has a 12-volt electrical system with built in generator

Both models have Bail-a-Matic power bailing; economizer carburetor; Aquamute underwater exhaust, Hush-spring mounts; air intake silencer; full gear shift; enclosed controls; non-pressurized remote fuel tank; remote control connections; and sound-absorbing fiberglass

The Fishing Scott by Scott-Atwater weighs 60 pounds. It has a sound-deadening fiberglass hood.

The 60-horsepower Flying Scott is newest addition to the Scott-Atwater line of 1958 motors.

hoods in six interchangeable colors.

The 22-hp Sports Scott combines light weight and moderate cost with speeds up to 35 mph, ample power for water skiing, quiet operation and smooth acceleration. It offers easier steering, new cushioned rubber mounts, air-intake silencer, water-muffled exhaust, new "Double V" intake valves for faster pick-up and power hauling. Sports Scott is available with manual or pushbutton electric starting. Electric starting models have 12-volt electrical system with built-in generator. All models have twist-grip throttle, full gearshift enclosed controls, non-pressurized remote fuel tank, built-in remote control connections and sound-deadening fiberglass hoods in a choice of six colors.

The 16-hp Special Scott is a rugged middleweight motor with power enough to plane a big boat or tow a skier behind a light one. The 16 is strikingly styled, with dent-proof, sound-deadening fiberglass hood in choice of six colors.

The 10-hp Family Scott is an easy-to-handle motor with many "big motor" features. It has full underwater exhaust, air intake silencer, Hush-spring mounts, separate non-pressurized fuel tank, remote control connections, full gear shift, twist-grip throttle, power bailing and smartly designed fiberglass hood.

Fishing Scott is a 7½-hp fishing motor that is easy to carry (60 pounds), trolls slowly and quietly, yet will push a light fishing boat up to 20 miles an hour.

Thrifty Scott, developing 5 hp, weighs only 50 pounds, so it is easily carried or stowed in the car. It has generally the same features as the 7.5-hp Fishing Scott, plus a thrifty price tag. It has an all-metal hood in aquamarine and a white lower unit.

Scotty, 3.6 hp, is a pint-size, yet rugged and reliable little motor that a woman can carry with ease. It is trouble-free and simple to run and youngsters can use it safely. It has an integral gas tank and an all-white finish.

Scott-Atwater is adding to its above announced line a new 3-cylinder 60-hp Flying Scott—light, small, compact and smooth running. Three-cylinder in-line construction makes it possible to develop a full 60 horsepower with a motor weighing only 100 pounds, with a powerhead measuring only 12¾" wide and 14" high.

The 3-cylinder design, with a firing impulse each 120 degrees of crankshaft revolution, is inherently balanced, giving smooth, vibration-free power at all speeds. The new motor gives speeds up to 50 mph on fast hulls.

Available are two new features. One is a remote, single-lever full gear shift and throttle control that enables the operator to maneuver easily and safely around docking areas or other tight spots.

The other new feature is an electro hydraulic tilt mechanism, controlled by a remote lever on the dash, that raises and lowers the motor for beaching, backing out from shore, running over sand bars and other shallow water operations.

A new fuel system, with a separate carburetor for each cylinder, gives the Flying Scott smooth idling and acceleration.

Clean combustion, smooth idling, and fast, smooth pick-up when the throttle is advanced are aided further by new, tilted V-type reed assemblies.

The lower unit is offset slightly to counteract the propeller's torque and make steering easier.

Automotive-type electrical system uses a new type of Delco starter assembly with a gear ratio that starts the motor with half the normal drain on the battery.

The high-charge generator, which will charge the battery even at moderate idling speed, has a voltage regulator. The system also powers an electric fuel pump that eliminates hand priming.

The new motor starts by turning a key in the instrument panel on the dash. The instrument panel carries signal lights which warn when the battery is discharging and when water pressure or temperature in the cooling system is getting too high.

The Flying Scott's propeller is custom fitted by the dealer to the boat and load with which the motor will be used. The motor is available in a choice of six hood colors.

The automatic bailer in the Flying Scott operates independently of the cooling system and pumps up to 300 gallons an hour to keep the boat dry.

WEST BEND OUTBOARDS

New styling and conveniences have been incorporated into a series of eight outboard motors offered by West Bend Aluminum Co., West Bend, Wis.

A new dashboard puts all controls, including a sports-car type gear shift, key starter, cover releases, easy-access carburetor door and choke on one panel. A special "dash" light illuminates all controls for after-dark cruising.

Electric remote controls feature a toggle switch that prevents battery drain when the motor is not in use. The Tele-Flex remote control system provides smooth operation and accurate speed selection with a minimum of maintenance. Installation of remote controls can be made in minutes.

Colors are eye-catching outdoor hues: Arctic White, Sun Yellow, Satin Green, Shell Beige to harmonize with the new color creation, Silver Mocha. Outboard fans can take their choice of four color combinations.

Four 35 hp models are available: (1) with manual starter, (2) with electric starter, (3) with electric starter and standard generator (5 amps. capacity) ($) with electric starter and Super-Alternator generator (up to 20 amps. capacity). Extra capacity to keep the battery charged even under extreme power consumption.

Ship-to-shore phone, radio, bilge pump and navigation lights can be operated with perfect safety.

For the fisherman or for small boats the 6, 8 and 12 hp models are compact, lightweight and easy starting. West Bend's 2 hp air-cooled motor weighs just 28 pounds and is not affected by salt, silt or sandy water.

All West Bend engines are specially protected against salt water corrosion. Other features, new this year, include a Visi-Twist speed selector, key starter switches that can be locked when the motor is not in use, stern clamps that fit the hand and easy-action cover releases.

West Bend's 35-hp Shark has a special dash light to illuminate the controls—a handy late-hour cruising convenience. It is available with Tele-Flex remote controls that are easily installed.

Mercury's Mark 28 permits one hand control of forward-neutral-reverse shifting as well as steering and full control over speed

MERCURY

The most powerful outboard for 1958, the Mercury Mark 78, not only provides more fun and excitement for the experienced driver, but it has proved easier to handle for the beginner.

A six cylinder motor with 66 cubic inches displacement, the Mark 78 provides maximum horsepower per cubic inch and pound of engine weight. But because it has a unique full reversing powerhead (when in reverse the engine actually runs backwards) it utilizes the single-lever throttle and motion control.

So, although a powerful engine, the Kickhaefer corporation of Fond du Lac, Wisconsin, says that surveys have shown that beginners actually learn maneuvering rapidly with this control since the single-lever combines starting, speed and forward-reverse shifting. For dual motor installations, remote control is greatly simplified, since there are only two levers (one for each engine) instead of the usual four.

The built-in slimness of the Mark 78 permits twin engine installations with only 16 inches between propeller centers. The 16-inch spacing requires only a 34-inch transom notch cutout for a dual installation and concentrates the weight of each engine as near as practical to the center of the transom.

The Mark 78 is the lead model in a line that includes two other entirely new offerings: the four cylinder Mark 58 with 44 cubic inches displacement and the two cylinder Mark 28 with 22 cubic inches displacement. The latter effectively combines the pleasures of fast or slow boating. It will troll as low as one mile per hour, yet it has sufficient horsepower for use as a ski-tow boat.

With an automatic transmission it too has one-hand shift and speed control. The motor's powerhead is tilted to drain off the "puddles" of unburned gasoline and condensation which form in any engine under extended low-speed operation.

The slanted leading edge permits the lower unit to slide over floating or submerged objects with minimum impact. It also has weed-shedding characteristics.

The Mark 28 uses the new propeller hub exhaust outlet which buries exhaust gases and noises well aft of the boat in the propeller slipstream. To muffle noise in the cockpit still further, the front of the motor has been sealed and the air intake relocated at the back of the cowl.

The Mark 58 is the newest four cylinder outboard to be developed by the company in its ten years of experience with the four-in-line design. It incorporates the Econo-miser fuel-saving device. Utilized on the Mark 78 and Mark 75 also, the device provides up to 60 per cent more miles per gallon when the engines are throttled back to cruising speeds.

Most powerful of Mercury's '58 outboards is this new Mark 78, which has a 66-cubic-inch six-cylinder in line engine

These new motors bring to nine the number of basic models offered by Mercury, the others being the 6 hp Mark 6, 10 hp Mark 10, 20 hp Mark 25, 30 hp Mark 30, 40 hp Mark 55 and 60 hp Mark 75.

All the models have the in-line design which Mercury, now in its 18th year, has consistently developed in twin, four and six cylinder in-line outboards. The Mark 78 and 75 are electric-starting models. Electric starting is optional in four other models—the 20, 30, 40 hp motors and the new Mark 58. A new generator with 50 per cent greater output for increased electrical accessory demand is standard on all electric models except the Mark 25.

Both the Mark 78 and 58 along with the Mark 75 and 55 are, as in the past, available with long shafts for 20" transoms. At the same time, new, wider (2¾") and longer forged aluminum clamp brackets are standard on the Mark 58 and 78 motors for the new thicker transoms.

WESTERN AUTO SUPPLY

Western Auto has announced the addition of a 5½-hp model to its line of Wizard outboard motors. Known as the Powermatic 5½, the motor develops a full 5½ hp at 4,200 rpm. Its top speed is about 15 mph; trolling speed is one mph.

The 5½ is designed primarily for fishermen and hunters. It is lightweight (55 pounds) and compact enough to be conveniently carried in an automobile trunk.

Despite its small size, the motor has a full gearshift, twist-grip throttle, and a 3½-gallon remote fuel system. Choke button, carburetor adjustment knobs, and rewind starter are grouped on the front panel for the operator's convenience.

The Powermatic is powered by a two-cylinder engine with a piston-displacement of 9.42 cubic inches. The cylinders are arranged for alternate-firing.

Two models made by Gale Products, Galesburg, Ill., are these Buccaneer deluxe 12-hp (above) and 25-hp motors. Both feature an operating lock that prevents motor from tilting when decelerating but will release when motor hits an underwater object.

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GOING PLACES . . or staying home. Improved, slender "New-Look" **30-HOUR DESK/TRAVEL ALARM** Gilt trim on Texol case, harmonizing inlay. Lum nous figures and hands. 3-½×3-½×1-¾". Specify choice of colors tan, blue, brown alligator.

20075 A430 . . . . . Retail **$6.95**

PARTNER IN TIME. folds compactly for the getaway, unfolds smartly to serve time **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case. Full luminous figures, hands 3-3/16×3-7/16×1-½". Specify choice of colors brown alligator, tan, red

20076 A430 . . . . Retail **$6.95**

A WEEK'S TIME hours and minutes while away accurately on desk or road **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case. Full gilt numerals, luminous hour dots and hands 3-⅜×3-½×1-¾" Specify choice of colors brown lizard, tan or red pig, brown alligator

20077 A749 . . . Retail **$11.95**

Phinney-Walker time makers for more than 40 years

see it "tick-tock"..; through gay colors

TIME FOR ROYALTY styled like a jewel, accurately timed, revealingly transparent . **30-HOUR DESK/BOUDOIR ALARM.** Gilt figures and hour indicators; hands and hour dots glow in the dark. 3-½×3-1/16×1-¾". Beautiful gay pastel colors (specify choice) rose, clear white, amber or light blue to blend with today's decor accents

20079 A560 . . . . . Retail **$8.95**

(F) PIONEER TRAVELER tomorow's style . today's time, with the keynote Dependability **30-HOUR 7-JEWEL DESK/TRAVEL ALARM.** Gilt trim genuine leather case; scalloped-motif bezel Gilt figures, hour indicators on dist nctive background Luminous hour dots, hands Size 3×2-½×1-¼. Specify choice of colors: red, pig brown, blue

20030 A704 . Retail **$10.95**

(G) HAPPY LANDING for setting your course on a good time, consider this most appreciated gift **30-HOUR DESK/TRAVEL ALARM** Gilt trim genuine leather case, new scalloped motif bezel Gilt figures, hours indicators on gilt circle background Luminous hour dots, hands. Size 3×3-¼×1½. Specify color. blue, pig, red, brown

20031 A560 Retail **$8.95**

TREASURED TIME whenever you go, wherever you stop be ready with dependable time **8-DAY 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding Elegant genuine leather case Gilt figures are raised and complement luminous hour indicators and hands 3-¼×3-3/16×1-¾" Specify choice of color. pig, blue brown alligator red

20080 A997 Retail **$15.95**

8 Days

Prices subject to 10% federal excise tax

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THERE'S MUSIC IN THE AIR there's accurate time in the room for milady. **30-HOUR MUSICAL ALARM** Distinctively styled enamel finish case with gilt trim. 4×3-⅞×1-¾". Raised gilt figures and hour indicators; luminous hands and hour dots. Specify from selection of these beautiful colors: light blue, ivory, pink, or brown

20082 A1061 . . . . . Retail **$16.95**

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accurate – dependable – attractive

originality ... plus charm

COLONIAL CANDLESTICK-CLOCK highlighting a new concept in fashion... truly inspiring; a classic in simplicity. Gilt case, **30-HOUR 7 JEWEL DESK BOUDOIR ALARM.** Raised gilt figures, hour indicators, luminous hands, hour dots. 3×5"

20032 A1061 . . . . . Retail **$16.95**

DESK MATES superb for time, poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators, luminous hands, dots. 4-¾×1-½×3-¾".

20085 A815 . . . . . Retail **$12.95**

"write" on time...be ready...

TIME FOR DECOR charming for the home, precise for the office **8-DAY WALL CLOCK.** Silver finish dials, ornamental gilt wall fixture. Black minute markings. 9-½" diameter. 6-½" dial. 2-½" depth

(N) Gilt finish case, hands: brown color cord

20088 A1530 . . . Retail **$24.50**

(P) Bronze finish case, hands, gold color cord

20087 A1530 . . . Retail **$24.50**

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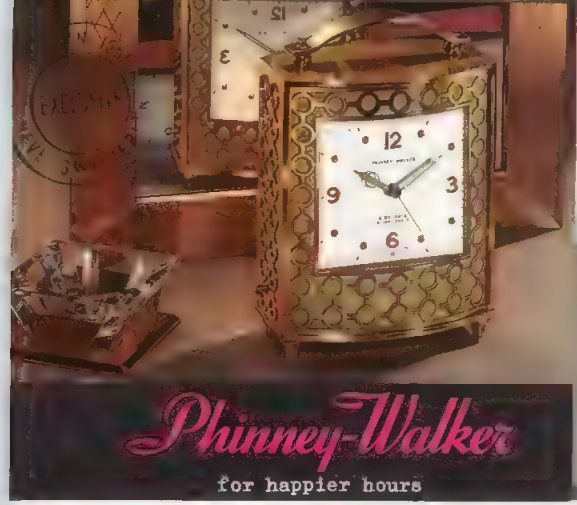

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20033 A2030 Retail **$32.50**

BLAZING RHINESTONES dainty and dazzling for the boudoir. . **34-HOUR ALARM.** Gilt finish case. Gilt figures; luminous hours, hands With black faille envelope case 2-¾×2-⅜×1-¼". Choice of stone colors (specify): aqua, crystal or rose.

20083 A815 Retail **$12.95**

to brighten milady's boudoir

SHADOW-BOX DECOR . sheer beauty that's lovely to look at . . Practical for any room. **8-DAY WALL CLOCK** with gilt color frame. Deep-set figures silhouetted with pointed hour indicators Ornamental Gilt wall attachment Two-tone hands 12×9×1-¼".

20034 A1248 . . Retail **$19.95**

TOO BEAUTIFUL FOR WORDS. 8-DAY WALL CLOCK In a gala array of glamorous colors. Here's a decorator's dream come true. A fascinating harmony of gilt trim; raised gilt figures, on a background choice of alluring colors . . . certain to add cheer to any home or office 10×2" Specify color choice: jet black mellow pink, azure blue shell beige

20035 A875 Retail **$13.95**

worth crowing about ...

ROOSTERS RHAPSODY. REPEATER ALARM featuring 12 gentle, intermittent rings to awaken you gently, followed by a steady ring, sufficient to arouse the heavy sleeper An accomplishment...that's remarkably new... granting consideration to others **30-HOUR DESK/TRAVEL REPEATER ALARM.** in sturdy Texol case with polished gilt trim Full luminous figures, hands. 3-¾×3-⅜×1-¼. Specify choice of colors brown alligator, tan blue

20036 A686 .. .. Retail **$10.95**

it's a calendar.. it's an alarm

APPOINTMENT FOR A GOOD TIME conveniently shows the time and date **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators Lustrous gilt finish. Full luminous figures, hands 4-⅜×4-⅝" overall height 4-⅞"

20086 A935 ... .Retail **$14.95**

PEN-SET DUET Time and weather for the busy executive secretary or collegian **30-HOUR ALARM AND BAROMETER.** Gilt case, adjustable pen holders with two Paper-Mate Desk Pens Raised gilt figures hour indicators Luminous hour dots hands 7-¾×2×3"

20038 A1560 Retail **$24.95**

"write" on time ... come rain or shine

(T) TUCK-AWAY when on the go for business or pleasure **30-HOUR DESK TRAVEL ALARM.** Gleaming in gilt, adjustable easel Raised gilt figures, indicators, with luminous hands and hour dots Genuine leather envelope case 2-½×2-¾" Specify color choice: tan brown, maroon, green

20084 A704 .. ..Retail **$10.95**

(U) CONVERTIBLE streamlined for desk or travel... **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather Richly designed dial; raised gilt figures; luminous hands; hour dots Slides open to 5-½×2-⅜×1-⅛"; close to 3-3/16" Specify color pig or red

20078 A1000 .....Retail **$15.95**

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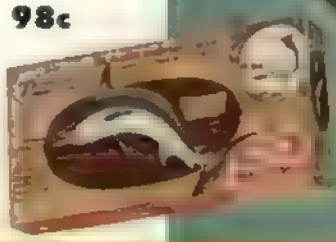

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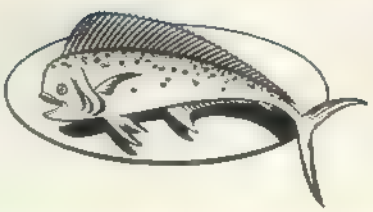

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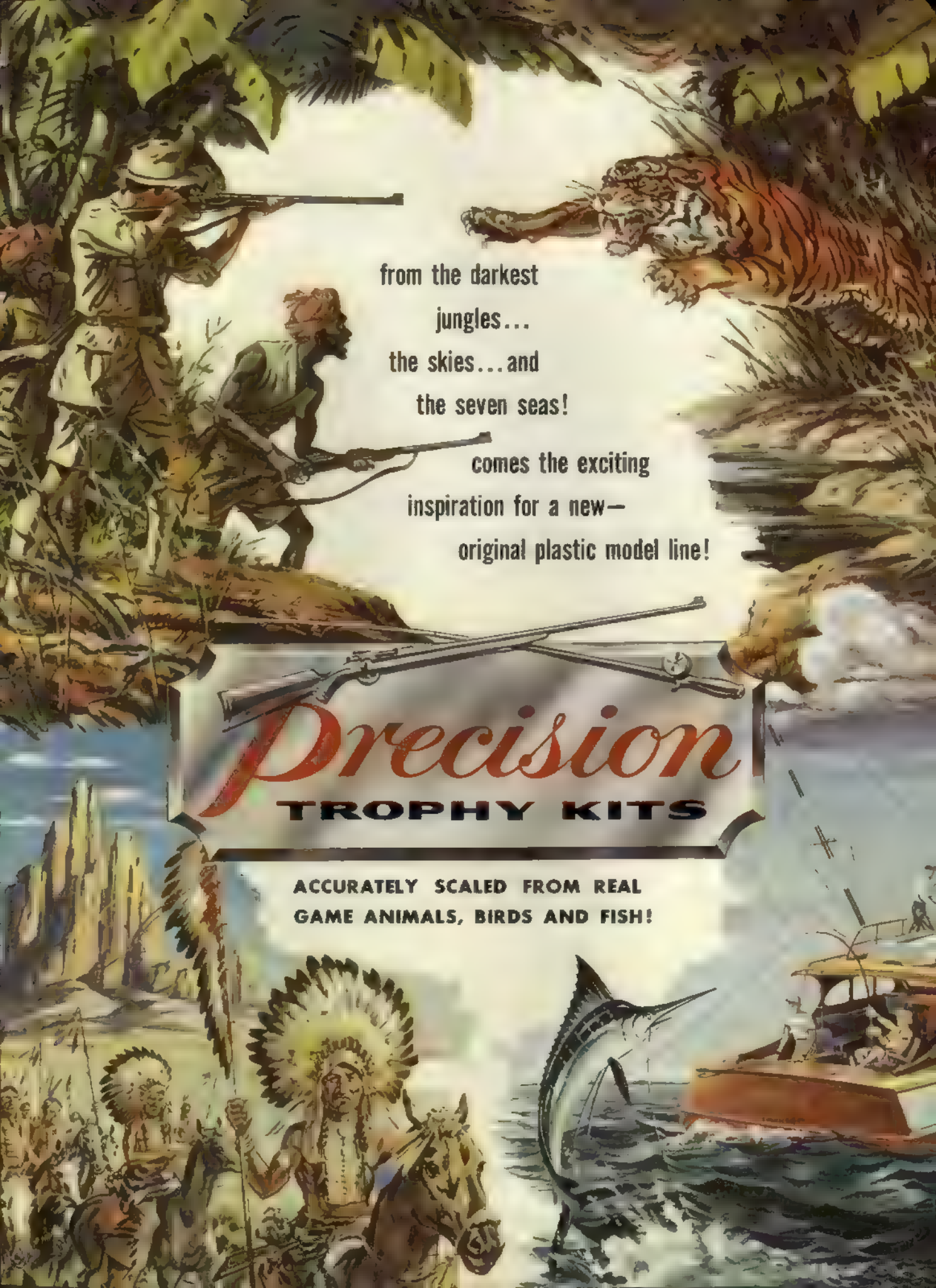
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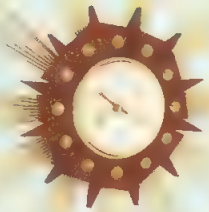
A NEW TREND IN TIME.

SIGNATURE - This beautiful cordless electric* clock is a striking wall size reproduction of grandfather's gold watch, 12" diameter brass case. White Dial.
522C56-6x2662/2840 $44.00



GEOMETRY — Impressive cordless electric* wall clock has brass rods bursting out from cinnamon colored birch wood case. Overall diam. of 26". Dramatic decoration for any wall.
522C57-6x3328/3530 White dial $55.00
522C58-6x3328/3530 Brass dial $55.00

*Contains 2 mercury cells (Power Pack) available at drug stores or any other stores handling hearing aid supplies, Sessions Clock retailers or service stations. Power Pack provides absolutely uniform current throughout life of the cell. Clock will operate one year or more before cells are exhausted. Old cells are easily removed, replacements slip conveniently into bracket in case back.

ELEGANCE — Classic kitchen wall clock now available in gleaming brass case. Also available in bright chrome case. Highly readable and adaptable to practically any room decor. 7½" diameter.
522C44-6x430/461 Brass case $6.95
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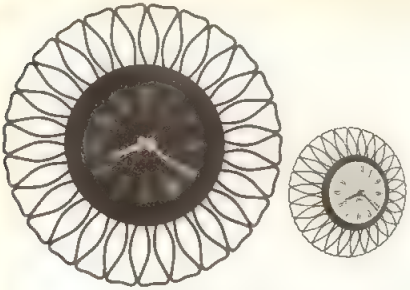
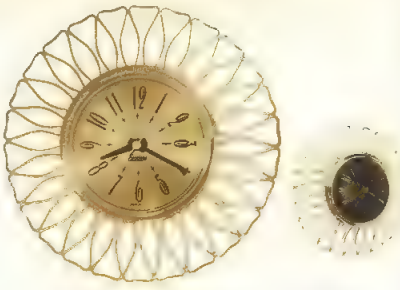
AQUARIUS — Accredited year's most unusual clock. Realistic angel fish seemingly swim in full-color underwater setting. ON-OFF switch illuminates scene. 8" diam. 9" high.
522C20-6x1497/1617 $24.95

All prices plus applicable taxes. Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only.
*Cordless electric clock movements available in Geometry and Signature models only.



HUNTINGTON — Handsome black wrought iron decorator clock. Fits well in living room, den or kitchen. 12" diameter.

522C51-6x671/725	Black dial	$10.95
522C52-6x671/725	White dial	$10.95



ADORATION — Exposed hands and numerals give this exquisite brass wall clock added dimension. 12" diameter.

522C53-6x777/839	Brass dial	$12.95
522C54-6x777/839	Black dial	$12.95

MEADOWBROOK — New unique tambour chime clock for mantel or shelf. Rich fruitwood finish. Chimes each quarter hour, full Westminster melody on the hour. 17⅜" wide, 5¾" high.

522C55-6x4020/4355 $67.00

BRADFORD — Majestic hand finished solid block of Hondures mahogany. Chimes each quarter hour and full Westminster melody on the hour. 6" high, 18" long.

522C25-6x4740/5119	Mahogany	$79.00
522C27-6x4740/5119	Blonde finish	$79.00

SAVANNAH — Delightful antebellum design, in excellent taste. Light mahogany finished wood case 23" high with brass side rails and pineapple finial of polished brass.

522C24-6x1497/1617 $24.95

MADISON — Delicate modern tambour design mantel clock. Light mahogany finished wood case, 16" long.

522C21-6x1079/1165 $17.95

STYLING BY MAC TORNQUIST

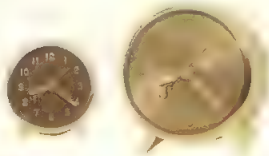
All prices plus applicable taxes. Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only.

PEEK — Smart little bedroom clock with dependable buzzer alarm. Budget price. 4" diameter.

522C2-6x370/399	Luminous	$5.95
522C1-6x317/342	Non Luminous	$4.95

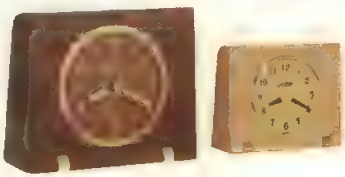
BELLAIRE Saucy, swept-back design for beauty. Fabric effect dial. 4" high. Buzzer alarm.

522C4-6x430/461	Luminous	$6.95
522C3-6x370/399	Non Luminous	$5.95



SWEETHEART Rich sunburst brass luminous dial or cocoa-brown non-luminous. Sturdy plastic case is easy to keep clean. 3⅝" diameter.

522C35-6x370/399	Non Luminous	$5.95
522C36-6X 430/461	Luminous	$6.95



INTERLUDE — Popular wood alarm. Dark or blonde mahogany finish case with matching wood grain dial. Felted brass feet. 4⅝" x 5¼".

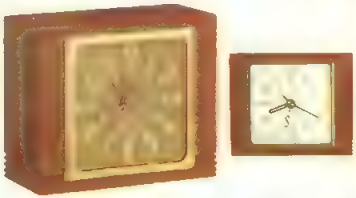
522C6-6x671/725	Luminous	$10.95
522C5-6x614/663	Non Luminous	$ 9.95

ENCHANTMENT — Smart modern design combines honey colored plastic case and etched pattern dial. 6½" x 4½". Buzzer alarm.

522C41-6x495/528	Pink dial, luminous	$7.95
522C42-6x495/528	Brown dial, luminous	$7.95
522C40-6x430/461	Blue dial, non luminous	$6.95
522C39-6x430/461	White dial, non luminous	$6.95

PIXIE — Beautifully styled budget alarm. Open face allows easy reading from any angle. 4" diam.

522C33-6x317/342	Non Luminous	$4.95
522C34-6x370/399	Luminous	$5.95

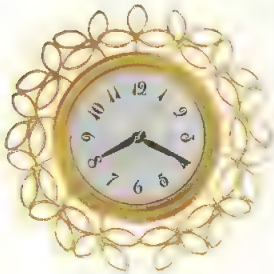


BRAVO — Solid polished mahogany finished wood case. Modestly priced for office, den or bedroom. 4" high.

522C38-6x614/663	Luminous	$9.95
522C37-6x559/604	Non Luminous	$8.95

All prices plus applicable taxes. Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only.

Sessions

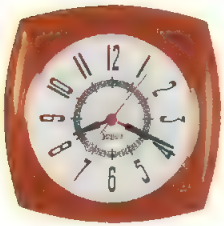


GLIMPSE — Most popular wrought iron kitchen clock now made in lustrous brass finish as well as black . . . both at a new low price.

522C49-6x495/528	Brass Frame	$7.95
522C50-6x495/528	Black Frame	$7.95

COPPERSMITH — Copper is the style keynote. Tarnish-proof, too. Slim case hugs wall, looks built in. 7½" diam.

522C48-6x495/528		$7.95



FAVOR — Looks custom built against wood, wallpaper or painted wall. Smart and functional. 7¼" diam. Specify color.

522C16-6x370/399	White Case	$5.95
522C15-6x370/399	Red Case	$5.95

PREFERENCE — White plastic case with choice of dial colors. 7½" diameter. Specify color.

522C18-6x317/342	White dial	$4.95
522C17-6x317/342	Red dial	$4.95

BEAUTY — Square plastic case in red, white or yellow. The right clock for any kitchen. 7¼" square. Specify color.

522C45-6x317/342	White	$4.95
522C46-6x317/342	Red	$4.95
522C47-6x317/342	Yellow	$4.95

TEA PARTY *Always* America's popular kitchen clock. Silver colored metal dial. 7" high. Specify color.

522C13-6x370/399	White	$5.95
522C12-6x370/399	Red	$5.95
522C14-6x370/399	Yellow	$5.95

SAUCER – Sessions budget priced kitchen clock. Sturdy white plastic case. 6½" diameter. Specify color.

522C10-6x293/315	White	$4.50
522C9-6x293/315	Red	$4.50
522C11-6x293/315	Yellow	$4.50

CHAIRMAN

OFFICE CLOCK

CHAIRMAN — Large and legible. Handsome office clock. 12½" diameter.

522C28-6x897/969		$14.95

OFFICE CLOCK — Functional, dependable, easy to read. 13½" diameter

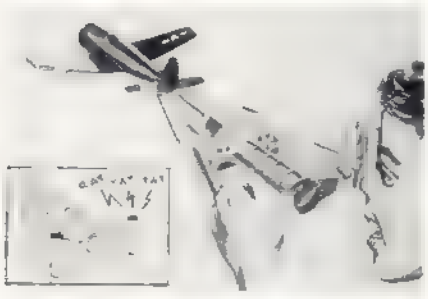
522C29-6x957/1034	Chrome	$15.95
522C30-6x777/839	White	$12.95
522C32-6x777/839	Blue	$12.95
522C31-6x777/839	Brown	$12.95

All prices plus applicable taxes. Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only.

Form No. CRC-157 Printed in U.S.A.

GENERAL MOLDS

ELECTRIC MOTOR POWERED RUN-A-BOUT FIGHTER PLANE



Age Group 4-8 Years

Safe high speed, revolving 4-blade prop. "Clack Clack" sound machine gun firepower. Realistic left and right hand control stick trigger buttons. Brilliantly detailed plus rugged construction. Uses 2 standard flashlight batters. Batteries not included. Size: 17½" x 10¼" x 4¼"

No. 2255-152 Each $2.98

Six in a Carton

ICBM INTERCEPTOR

Age Group 4-10 Years

Electric Power Aircraft Control Wheel. Dual Rapid Fire Recoil and Sounding Bofors. Air to Air Target Missile Forward—Reverse—Left or Right by Remote Control Electric Motor and Steering Powered by 3 "D" Batteries. Size Steering Wheel 8¼" Dia. Plane 15½" x 14" x 5⅜"

No. 2262-351 Each $7.98

Six in a Carton

BATTERY OPERATED AUTOMATIC PROPELLER ACTION AIRPLANE with Flashing Winglights

Wingspread 19", length 16", height 6"

Has completely automatic action. Each propeller in turn revs up, while winglights are flashing, propellers then speed up and plane moves forward or in circle for 30 seconds, then the same cycle starts over again.

No. 2079-2019 Each $5.98

Twelve in a Carton

THOMAS

FLYING BOAT

Propelled on water by extra-long-running powerful wind-up motor. Made of high-impact break-resistant material. Two-tone contrasting colors. Wheels for land play.

No. 2526-400 Each $1.69

Twelve in a carton

IDEAL

MECHANICAL SEAPLANE

Wing span of 10" and fuselage of 9½" in length. Spring type motor spins harmless propeller gliding plane along water. Two water tight pontoons, 9" long. Wind-up key attached.

No. 2297-4847 Each $1.80

Twelve in a Carton

FLYING BOX CAR AND COMBAT TEAM

Two-engine Flying Box Car, 22" wide x 18" long x 5⅝" high with high impact plastic fuselage and safety metal wings and booms. Turning propellors, cowlings and tail sections made of unbreakable, safe polyethylene. Nose of cargo plane opens for ramp used in loading and unloading the combat team's equipment, radar trailer howitzer, shoots harmless sheds. Nike missile trailer with launcher that shoots soft missiles; searchlight trailer truck cab and jeep to tow mobile equipment; unbreakable soldiers. All accessories are made of soft, harmless plastic.

No. 2289-4869 Each $5.98

Four in a carton

MARX

FRICTION FOUR MOTORED AIRPLANE WITH WHIRLING PROPELLERS

Measures: 14½" long, 16½" wide 5⅛" high. Made of sturdy metal construction brightly lithographed in silver and white with blue trim. Equipped with rubber wheels and four motored whirling propellers.

The friction airplane goes into action by pressing down on the body of the plane, which runs along the floor with a strong friction motor sound and revolving propellers.

No. 2535-J1515 Each $1.98

Twelve in a Carton

HAND OPERATED WHIRLING PROPELLOR AIRPLANE

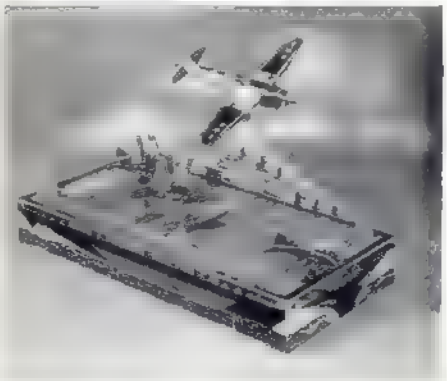
Measures: 11" Long, 12" Wide 8" High. Features hand operated propellors and retractable wheels of sturdy metal construction in silver colors handsomely lithographed. A metal hand operated trigger spins the propellors. A lever on the side of the plane pushes forward to lower and backwards to raise the three sets of dual wheels.

No. 2054-J1421 Each $1.00

Twenty four in a Carton

HUBLEY

PLANE SET—METAL



Set consists of one 495 Airplane and four 450 Airplanes. Packed 1 set in an attractive box which can be set up as the flight deck of an Aircraft Carrier; ½ dozen to a carton. Weight per carton 2 lbs. Large plane red and aluminum combination; small planes two red and silver and two blue and silver. All toys have black wheels.

No. 1065-53 Each $3.98

Six in a Carton

STRAUSS

REMOTE CONTROL HELICOPTER

Scale model helicopter operates like the real ones. Turning crank on control box revolves both the large rotor and the small stabilizing tail propeller. Speed of rotor is controlled by speed of turning the crank. Rising and descending is controlled by the rotor speed. A fascinating and educational toy.

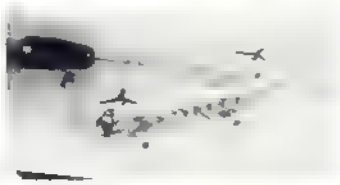
No. 648-215/90 ..... Each $3.98
Twelve in a Carton

SOARING HELICOPTER

Helicopter blades are wound up by string on handle. When correct speed is reached the helicopter is released in free flight

No. 634-43 ..... Each $1.98
144 in a Carton

DOUBLE ROTOR REMOTE CONTROL HELICOPTER

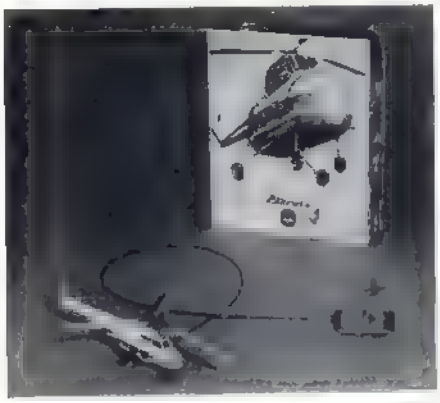


More lifting power by twin propellers gives ease of operation. Made of light gauge metal with flexible cable

No. 649-219 ..... Each $4.98
Twelve in a Carton

BORGFELDT

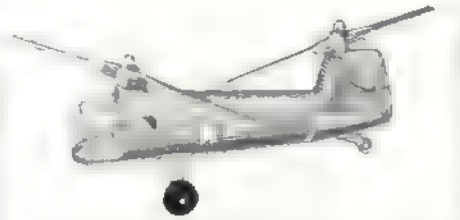
REMOTE CONTROL HELICOPTER



No. 2510-6010 Each $1.98
Twenty four in a carton

HUBLEY

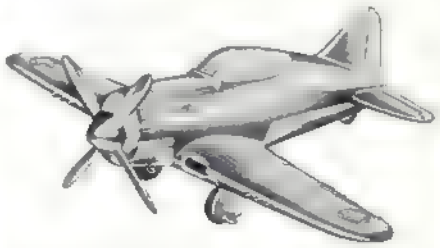
HELICOPTER—METAL



Length 9¼ inches. Dark blue with transparent plastic bubble. Two revolving aluminum finished rotor blades. Two black rubber wheels

No. 1048-483 ** ..... Each $1.49
Twelve in a Carton

NAVY PLANE



Red and aluminum trimming. Cockpit enclosed with transparent plastic bubble. Wings fold. Retractable landing gear. Rubber wheels, revolving propeller. Length 6½", wing span 8¾."

No. 1053-467 Each $0.98
Twelve in a carton

NAVY FIGHTER BOMBER—METAL

Length 10". Colors—red wings and cowl, aluminum body with red, white and blue trim. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear and rubber wheels.

No. 1060-495 ** Each $1.98
Twelve in a carton

ELDON

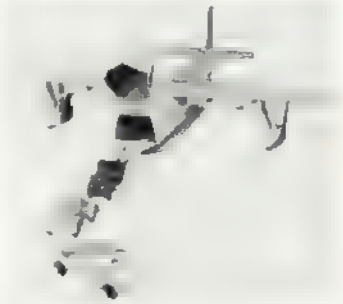
JET PLANE

With firing rockets 14¼" long, with 10⅝" wing span. Retractable landing gear wheels. Four rockets are carried under the wings. Rocket-firing mechanism in the nose. Assorted colors

No. 981-951 ** Each $1.00
Twelve in a carton

ELDON

POLYETHYLENE CARGO PLANE



Equipped with Jeep, Armored Car, and a Rocket Launcher that works! 20" long, 22" wing span

No. 990-902 ..... Each $2.98
Six in a carton

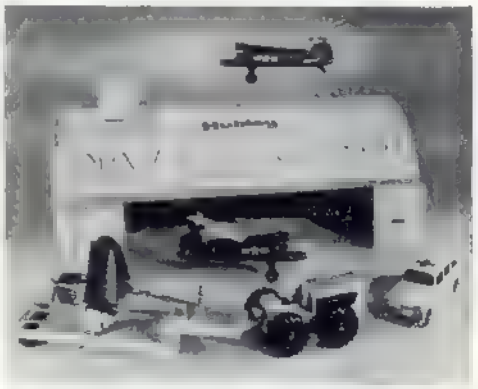
SUPERSONIC BOMBER
Flexible—Unbreakable—Polyethylene

Two feet long, with retractable landing gear. Fires a guided missile 9" long. The pilot equipped with a parachute, is ejected by a trigger mechanism. Color: Silver

No. 995-911 ** Each $2.98
Six in a Carton

HUBLEY

NAVY AIRFIELD SET—METAL



Set consists of "doughnut" wheeled tractor and machinery carrier in yellow with black wheels, one Airplane, two Helicopters and one white ambulance with Red Cross Insignia. Full color box converts to Navy Airfield Hangar

No. 1064-80 ..... Each Set $8.95
Three in a Carton

RUBBER-BAND POWERED FLYING MODELS

STROMBECKER

Scale Plastic FLYING MODELS
Rubber Powered

"SPIRIT OF ST. LOUIS"

All plastic flying scale model assembly kit Scale ½" to 1'. Dimensions assembled: length 11½", wingspan 18". Complete with rubber for flying, colorful decal, easy-to-follow instructions. 84 silver plastic parts completely shaped, ready for quick assembly. Super detailed parts for engine, struts, and gears add to realism

**

No. 325-FM2 ..... Each $1.50
Twenty four in a carton

PIPER PACER

All-plastic flying scale model assembly kit Scale ½" to 1'. Dimensions assembled length 11½", wingspan 15". Complete with rubber for flying, colorful decal, easy-to-follow instructions. Molded in two-tone plastic, over 80 pieces, including injection molded and vacuum formed plastic parts.

**

No. 324-FM1 ....Each $1.50
Twenty four in a carton

RYAN TRAINER

All-plastic flying scale model assembly kit. Scale ½" to 1'. Dimensions assembled length 13" wingspan 15". Complete with rubber for flying, colorful decal, easy-to-follow instructions. 88 plastic-molded parts for quick assembly.

**

No. 326-FM3 ..... Each $1.50
Twenty four in a carton

U.S. ARMY OTTER
Wingspan 14½", Length 11½"

No. 319-FM24 ..... Each $1.00

CANADIAN AIRFORCE OTTER

No. 320-FM25 ....Each $1.00

GRUMMAN "GUARDIAN"

All plastic flying scale model assembly kit Scale 13/64" to 1'. Length 12", wingspan 12¾" Complete with rubber for flying. Colorful decal easy to follow instructions. Plastic molded parts for quick assembly

**

No. 329-FM23 ..... Each $1.00
Twenty four in a carton

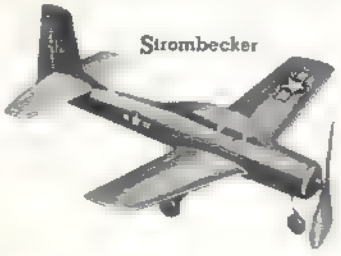
CESSNA 180

All-plastic scale model assembly kit. Scale 13/32" to 1'. Length 11¼", wingspan 13⅞" Complete with rubber for flying. Colorful decal, easy to follow instructions. Plastic molded parts for quick assembly

**

No. 327-FM21 .... Each $1.00
Twenty four in a carton

NORTH AMERICAN T28 TRAINER



All plastic flying scale model assembly kit Scale 5/16" to 1'. Length 11½", wingspan 12½". Complete with rubber for flying Colorful decal, easy to follow instructions. Plastic molded parts for quick assembly.

**

No. 328-FM22 .... Each $1.00
Twenty-four in a carton

U.S. ARMY L19
Wingspan 14", Length 11½"

No. 321-FM26 .... Each $1.00
All above twenty-four in a carton

GLIDERS

STROMBECKER

SLING-LIDERS
ALL-PLASTIC Flying Models
NORTH AMERICAN F100C SUPER SABRE

First supersonic U.S.A.F. Interceptor Fighter All-plastic flying model kit Wingspan 8", length 9½" With launching rod and rubber decals instructions

No. 322-SM50 Each $0.89
Twenty four in a Carton

CONVAIR F102A SUPERSONIC FIGHTER

U.S.A.F. All Weather interceptor fighter. All-plastic flying model kit. Wingspan 7¼", length 11" With launching rod and rubber, decals instructions.

No. 323-SM51 Each $0.89
Twenty four in a Carton

TESTOR

25¢ GO-HI GLIDER

Made of balsa –wing span 18", length 12"—3 color trim. Can be assembled in 30 seconds without cement. Individually packed in cellophane bag.

(Sell Full Cartons Only)

No. 1866-51 ..... Per Carton $3.00
Twelve in a Carton

POWER PLANE ACCESSORIES

KAYSUN

ENGINE-POWER PROPELLERS

The propeller recommended for Wen-Mac Turbojet—all plastic 5 inch 3 pitch

No. 2134-503 .....Each $0.15
Twelve in a display box
Sell Twelve or multiples of twelve

WEN MAC

V-73 GLOW PLUG FUEL

Extra Fuel in ½ Pint metal containers for use in all Wen Mac products, as well as any other flying or ground models Can is the same as illustrated in No 1271-600 Accessory Kit

No. 1264-605 Fuel Each $0.65
Twenty four in a Carton Weight 15 lbs.

FUEL POWERED AIRPLANES

COX

THIMBLEDROME ACCESSORY KIT

Everything needed for power model operation except battery! Contains: Glow Fuel filler cap with stainless steel strainer, hose, battery wires, glow plug clip, Skylon reel, flying lines, two line snaps and finguard.

No. 1470-660 ** ..... Each $2.95
Twenty four in a Carton

WEN MAC

AEROMITE ACCESSORY KITS

Kit contains: 8 ounce can of fuel, pouring spout, fueling tube, connector clip and connector wire. In a box 4 x 5 x 1½ inches.
No. 1271-600 ..... Per Kit $1.49
Twelve kits in a carton

COX

LI'L STINKER
Ready-to-fly Biplane

Built for the tiny PEE WEE .020! Scale model of the famous Pitts Special; reproduced in high impact plastic. Wing span 10 inches. Fuselage 9¼ inches. Equipped with .020 PEE WEE engine. Unbreakable Spring Starter.

No. 1469-D53 ** Each $8.95
Twelve in a Carton

SUPER SABRE F-100

Ready-to-fly replica of the Air Force plane that broke the sound barrier! Easy starting, PEE WEE .020 engine—highly detailed, streamlined swept-wing authenticity—complete to official Air Force insignia. Wing span 10⅝". Fuselage 13⅝". Equipped with Pee Wee .020 Engine. Unbreakable Spring Starter.

No. 1468-E54 * ..... Each $6.95
Twelve in a Carton

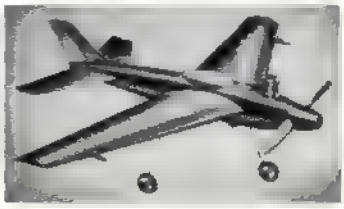
SUPER CUB

17½ inch wingspan smooth flying dependability easy to control and equipped with easy-starting power. Molded of super-tough high-impact plastic. Transparent enclosed cabin and lots of molded-in detail. Equipped with T.D. .049 Babe Bee Engine. Unbreakable Spring Starter.

No. 1467-C52 * ..... Each $7.95
Twelve in a Carton

WEN MAC

AEROSONIC TURBOJET WITH AUTOMATIC SELF-STARTING ENGINE



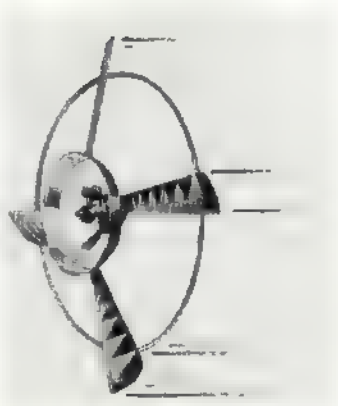
Spectacular, swept-wing jet design. Trigger-fast action starts with exclusive automatic recoil engine-starter. New sensational three-bladed prop. Bend wings double. They snap back for action. Thrills for beginner or expert! Individual size: 14" x 13" x 5".
No. 1274-105 ..... Each $12.95
Six in a carton

BEECHCRAFT BONANZA

"V-tail" design and clean sport-plane lines. It's the new Bonanza by Beechcraft. Now as a fully-assembled, flying model with engine installed. Pull-cord starter equipped. You'll forget balsa when you fly "Durafiex plastic" models by Wen-Mac. Individual size: 14" x 13" x 5".
No. 1267-110 ..... Each $9.95
Six in a carton

WEN MAC

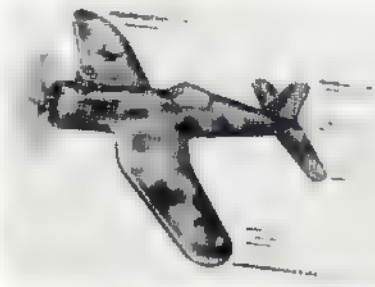
U. S. SATELLITE



It really flies! Soars over 1,000 feet straight up. May be launched FREE FLIGHT or in CONTROLLED ORBIT. NEW secret "flying saucer" flight principle. Start the new gas engine turning 18,500 rpms. The Satellite begins SPINNING. With a "whoosh" it's off the ground. Straight up. Around and around. Up and up into space. NEW Rotomatic starter. Controls included FREE. New gleaming aluminum and plastic.

No. 1275-130 Each $9.95
Six in a Carton

YELLOWJACKET AIRPLANE



You start it. You fly it. You dogfight it! NEW Flexomatic starter. NEW Wen-Mac maximum rpm engine; Hedgehops . . . loops . . . strafes . . . dives . . . stunts. Canopy. Nylon prop. Free lines and handle.

No. 1263-135 ..... Each $6.95
Six in a Carton

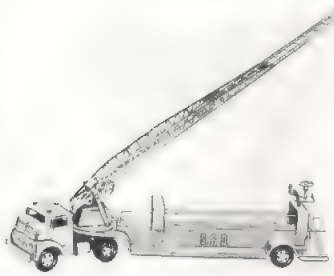
CORSAIR

Now a thrilling new reproduction of this Chance-Vought World War II gull-wing fighter plane. The same combat fighter that won the war in the Pacific. 2-bladed prop. Marine decals. All assembled, ready-to-fly. Full dimension, authentic detail. Easy starting. Beautiful flyer!

No. 1265-125 ..... Each $8.95
Six in a carton

CARS AND TRUCKS

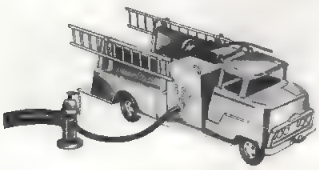
STRUCTO MFG. CO.



Hydraulic Hook & Ladder Truck

28½ inches long. Die-cast metal cab with "strap-type" gas tank, steel body. Aerial ladder raises to 60 degree angle by hydraulic cylinder (with non-toxic, non-stain liquid). Ladder extends to 31 inches, swivels 360 degrees. Auxillary ladder, swiveling tiller seat. Fire engine red with chrome trim and plated spoke hub caps. Rubber wheels.

No.	List Each	Packed	L.P.L.	P.L.
M1-765	$9.98	6 each, 48 lbs.	06Y67	06Y00

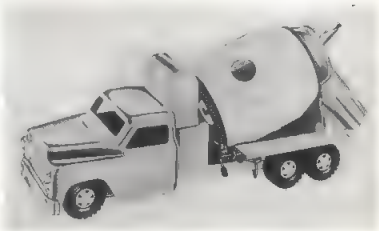


Pumper Fire Truck

20 inches long; heavy gauge steel. Real hose unwinds and attaches to hydrant which has fitting for garden hose. Wrench for controlling hydrant pressure. 2 ladders on side hangers. Fire engine red, chrome trim and hubs, rubber wheels.

No.	List Each	Packed	L.P.L.	P.L.
M1-662	$7.98	6 each, 33 lbs.	05Y34	04X80

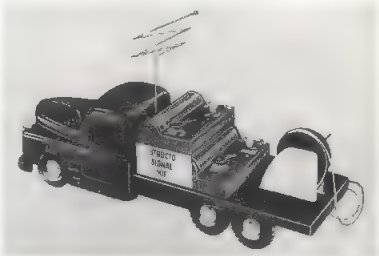
STRUCTO MFG. CO.



Ready-Mix Concrete Truck

20¾ inches long. Mixer, geared to axle, rotates as truck moves, ratchet simulates mixer noise. Loads and unloads through openings. Body raises to discharge contents. Simulated water tank and diesel motor. Bronze chassis and cab, grey barrel, silver gear. 10 rubber wheels with plated hubs.

No.	List Each	Packed	L.P.L.	P.L.
M1-471	$7.98	6 each, 47 lbs.	05Y34	04X80



Mobile Communications Center

20 inches long. Fully equipped and operative as a 2-set 3-way sending and receiving station. Coded messages sent and received by flashing lights, code key or buzzer from portable or truck set. Authentic details, including 25 ft. reel of shielded wire. Air force colors. Rubber tires. Powered by flashlight cells (not included). In a box.

No.	List Each	Packed	L.P.L.	P.L.
M1-270	$4.98	6 each, 32 lbs.	03X34	03X00

Mobile Anti-Missile Unit

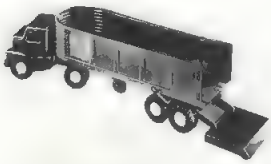
27 inches long. Launcher, searchlight and 2 missile racks are mounted on trailer. Launcher rotates 360 degrees, has 3 tubes with individual firing buttons, simulated radar screen, 6 plastic missiles with soft rubber tips, elevation knob. 3½ inch full swiveling searchlight throws a powerful beam with regular flashlight cells (not included). 4 color finish.

No.	List Each	Packed	L.P.L.	P.L.
M1-620	$6.98	6 each, 41 lbs.	04X67	04X20

(Illustrated at left)

CARS AND TRUCKS

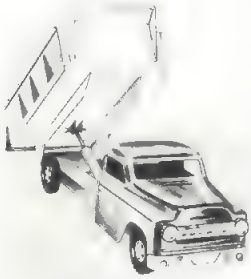
STRUCTO MFG. CO.



Trailer Truck with Mechanical Lift Gate

20¾ inches long. Crank lowers lift gate or raises it to level of trailer floor. Green cab and tailgate, orange body. Die cast wheels, floating tandem duals, rubber tires, retractable rubber dolly wheels. In a carton.

No.	List Each	Packed	L.P.L.	P.L.
M2-936	$4.98	6 each, 35 lbs.	03X34	03X00



Hydraulic Dump Truck

20½ inches long. Sturdy steel. Press "Unload" lever and hydraulic cylinder raises dump body automatically and slowly for even spreading of load. Red cab, chassis and tailgate; grey body. Rubber wheels with plated spoke hub caps.

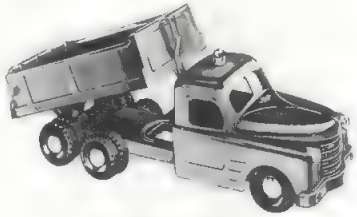
No.	List Each	Packed	L.P.L.	P.L.
M2-250	$4.98	6 each, 35 lbs.	03X34	03X00

STRUCTO MFG. CO.

Refrigerated Express Truck

21 inches long. Chrome plated simulated compressor unit on front. Large double doors on rear of trailer. Assorted play cartons. Blue body, yellow cab. 6 rubber wheels with plated spoke caps. 2 retractable dollywheels.

No.	List Each	Packed	L.P.L.	P.L.
M2-951	$3.98	6 each, 33 lbs.	02X67	02X40



Heavy Duty Dump Truck

20 inches long. Heavy gauge steel; blue cab, orange body. Body raises and lowers automatically. Imitation flasher light on cab. Floating tandem duals, rubber tires with chrome hub caps. In a carton.

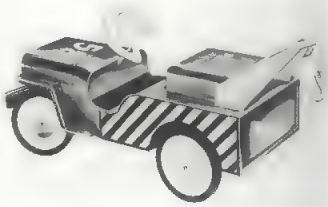
No.	List Each	Packed	L.P.L.	P.L.
M2-200	$3.98	6 each, 33 lbs.	02X67	02X40

Ride-Er Wrecker Jeep

29¼ inches long, constructed of heavy gauge automotive steel. Easy operating steering for young riders. Crank operated winch on boom. Roomy hauling compartment in rear. Safe rubber bumper. Rubber tired steel wheels. Red body with white stripes; white steering wheel, boom and wheels.

No.	List Each	Packed	1 or 2	3/M
M2-997	$10.98	1 each, 17 lbs.	07Y34	06Y60

(Illustrated at right)



CARS AND TRUCKS

STRUCTO MFG. CO.

Cattle Transport

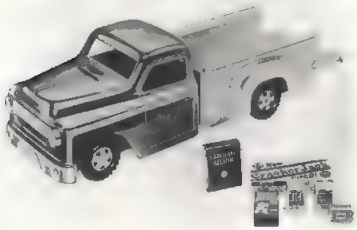
21 inches long. Heavy gauge steel. Large double doors on rear of trailer. Retractable rubber dolly wheels. Orange body, metallic green cab and chassis. Rubber wheels, plated spoke hub caps.

No.	List Each	Packed	L.P.L.	P.L.
M3-960	$3.98	6 each, 32 lbs.	02X67	02X40

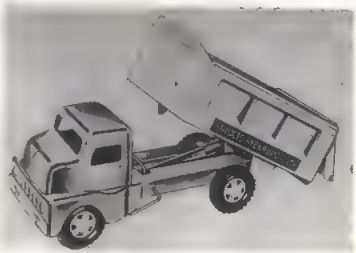
Tree Trimming Truck

12 inches long. Crank operation raises platform which remains level. Entire boom swivels 360 degrees. Heavy duty rubber wheels, bronze truck, metallic green boom.

No.	List Each	Packed	L.P.L.	P.L.
M3-939	$2.98	6 each, 18 lbs.	02X00	01X80



STRUCTO MFG. CO.



Hydraulic Dump Truck

12¼ inch steel truck. Hydraulic cylinder (with non-toxic, non-stain liquid) raises and dumps loads automatically and slowly for even spreading. Rubber wheels, yellow body, metallic green cab and tailgate.

No.	List Each	Packed	L.P.L.	P.L.
M3-965	$2.98	6 each, 19 lbs.	02X00	01X80

Guided Missile Launcher

12¼ inches long. Heavy gauge steel cab and truck. Plastic launcher revolves 360 degrees, has three firing tubes, 3 buttons to actually launch rubber tipped missiles. All olive drab finish. Rubber wheels. In a carton.

No.	List Each	Packed	L.P.L.	P.L.
M3-156	$2.98	6 each, 17 lbs.	02X00	01X80

Ranchero Pick-Up

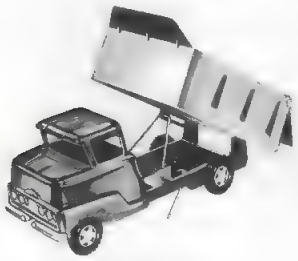
17 inches long, of heavy gauge steel. Bronze cab and chassis, grey body. Rubber wheels with plated spoke hub caps. 6 play cartons included. In a box.

No.	List Each	Packed	L.P.L.	P.L.
M3-110	$2.98	6 each, 23 lbs.	02X00	01X80

(Illustrated at left)

CARS AND TRUCKS

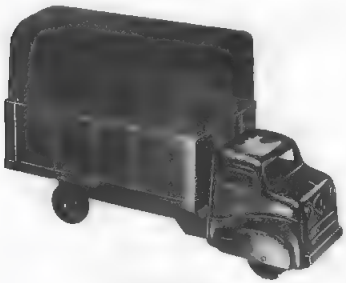
STRUCTO MFG. CO.



Dump Truck

15¾ inches long; heavy gauge steel. Lever raises and lowers dump bed. Blue cab and chassis, orange body. Rubber wheels with plated spoke hub caps. Individual box.

No.	List Each	Packed	L.P.L.	P.L.
M4-600	$2.98	6 each, 24 lbs.	02X00	01X80

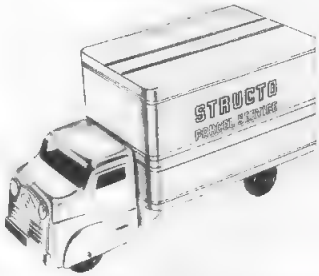


Army Transport

12¾ inches long. Finished with 2 coats of baked-on olive drab enamel. Canvas top with star insignia and "U.S.A." Cab and body of steel. Rubber wheels. In a box.

No.	List Each	Packed	L.P.L.	P.L.
M4-155	$1.98	6 each, 15 lbs.	01X34	01X20

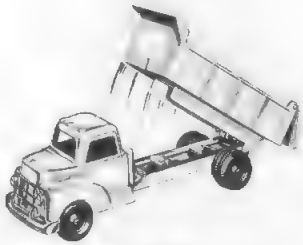
STRUCTO MFG. CO.



Parcel Service Truck

12 inches long. Cab and body of heavy gauge steel. Yellow cab and chassis, bronze body. Rubber wheels. Six play cartons included. In a box.

No.	List Each	Packed	L.P.L.	P.L.
M4-142	$1.98	6 each, 17 lbs.	01X34	01X20



Dump Truck

Die-cast metal, 9 inches long. Lever raises body. Tailgate opens. Yellow cab, contrasting grille, blue body. 6 rubber wheels.

No.	List Each	Packed	L.P.L.	P.L.
M4-75	$1.00	12 each, 14 lbs.	00X67	00X60

Auto Haulaway

21¼ inches long, all steel, fully operative. 2 die-cast cars. Ramp attaches for loading and unloading. Yellow cab and ramp, red body. 8 Rubber wheels.

No.	List Each	Packed	L.P.L.	P.L.
M4-946	$2.98	6 each, 26 lbs.	02X00	01X80

(Illustrated at right)

"TONKA TOYS" TOY TRUCKS

GENERAL SPECIFICATIONS LISTED ON PAGE K671

ROAD GRADER

Every bit as tough and workable as the real ones it's modeled after. Blade tilts and rotates, front wheels steer from cab, back wheels are "floating" duals, 13" long, 6" high, 6" wide.

S. R. $4.98

		Each
K674-103	Road Grader (Mfr. No. 12)	$6.66

6 in a shipper; wt. 29 lbs.

HI-WAY SERVICE TRUCK

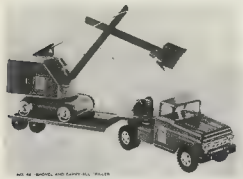
A big hydraulic dump truck, with a steel braced dump box with drop down sides and 2-position tail-gate, mounting bracket and easily attached scraper blade for grading. Two scale model signs included. 16½" long, 6½" high 7½" wide.

S.R. $7.98

		Each
K674-202	Hi Way Truck (Mfr. No. 41)	$10.66

4 in a shipper; wt. 26 lbs.

SHOVEL AND CARRY-ALL TRAILER



Owner of this "do everything" duo becomes the biggest boy contractor on the block. Streamlined Steam Shovel arrives at "job site" secured to its giant Trailer with heavy chain. Tractor uncouples from trailer. 32⅛" long, 14½" high (with shovel loaded), 6" wide.

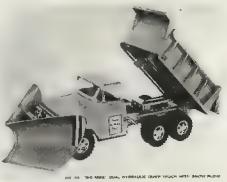
S.R. $8.98

		Each
K674-301	Steam Shovel and Trailer (Mfr. No. 43)	$12.00

4 in a shipper, wt. 39 lbs.

"BIG MIKE" DUAL HYDRAULIC DUMP TRUCK WITH SNOW PLOW

Rough, rugged, and regal—king of the Tonka Dump Trucks. Has twin hydraulic action to dump the huge load it can carry. Running gear includes 2-position tail-gate and "floating" dual-tandem wheels. 18⅜" long, 7" high, 9" wide.

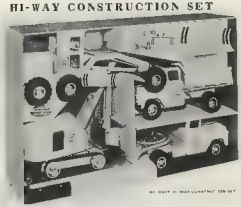


S.R. $9.98

		Each
K674-509	Truck with Plow (Mfr. No. 45)	$13.34

4 in a shipper; wt. 34 lbs.

HI-WAY CONSTRUCTION SET

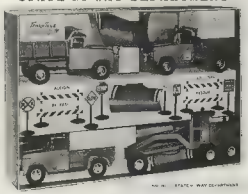


Digging, hauling, scraping, dumping—this task force of construction toys are rugged outdoor vehicles. Set contains: manually operated Dump Truck with Scraper Blade with Mounting Bracket; Road Grader with adjustable blade, in-cab steering; Steam Shovel Carry-all Trailer that moves from job to job. Set boxed: 27¾" long, 17½" wide, 7" high. Individually packed, weight 20 lbs.

S.R. $19.95

		Each
K674-608	Hi-Way Truck Set (Mfr. No. B207)	$26.66

STATE HI-WAY DEPARTMENT



Four broad and burly construction vehicles with a full set of scale model road signs. Set contains: manually operated Dump Truck with Scraper Blade; Road Grader; Hi-Way Hydraulic Dump Truck with Snow Plow, Pick-Up Truck with simulated "flasher" light; 6 Road Signs, 2 Road Barriers. Set boxed; 31-5/8" long, 22-5/8" wide, 7-1/2" high. Individually packed, weight 21 lbs.

S.R. $24.95

		Each
K674-707	Hi Way Truck Set (Mfr. No. B211)	$33.00

"TONKA TOYS" TOY TRUCKS

GENERAL SPECIFICATIONS LISTED ON PAGE K671

STOCK TRUCK WITH STOCK FARM

Six durable, polystyrene farm animals frolic in a realistic wood corral that even has a "chute" for loading into the big stock rack truck. Perfectly scaled accessories to match truck size which is 16¼" long, 7½" wide, 6" high.

S.R. $8.95

		Each
K673-113	Stock Truck (Mfr. No. B202)	$12.00

4 in a shipper; wt. 29 lbs.

TRUCK-TRAILER RENTAL SET

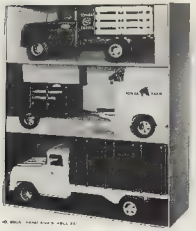
A really versatile collection of trucks and accessory units. They're completely flexible so they can be "rented" to perform a variety of hauling tasks for hours of happy play. Set includes: Farm Stake Truck with removable panels for carrying over-size loads; Pick-Up Truck with movable tail-gate and trailer hitch; Stake Trailer with removable rear panel, size: 8½" L, 4¾" H, 5" W. Box Trailer that holds big load, size: 8½" L, 3¾" H, 5¼" W. Set boxed. 18¾" long, 16" wide, 6¼" high.

S.R. $9.95

		Each
K673-220	Truck-Trailer Set (Mfr. No. B204)	$13.34

One set in a shipper; wt. 11 lbs.

FARM SET

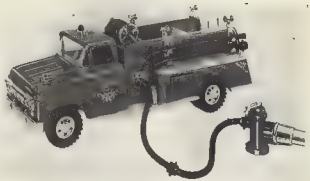


Ideal for the "gentleman farmer" who likes "sporting" animals and activities. In addition to the trim Wood Corral, Farm Stake Truck with removable panels, husky Stock Rack, and fleet Stake Trailer with Animal, there's a sporty Horse Trailer with two polystyrene "thoroughbreds." Set boxed: 21" long, 17-1/8" wide, 6-1/2" high. Individually packed, weight 13 lbs.

S.R. $14.95

		Each
K673-337	Farm Set (Mfr. No. B205)	$20.00

SUBURBAN PUMPER



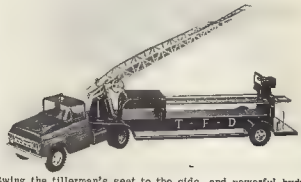
It actually "hooks up" to its own miniature hydrant (included) that connects to any standard garden hose. Realistic hydrant wrench controls water to the SUBURBAN PUMPER and flow from the big 36 inch fire hose. 7⅞ inch hydrant hoses are carried on one side of truck, removable 10½ inch ladder on the other. Fire hose winds on reel, has hook for attaching to other equipment. 17⅛" long, 6½" high, 6" wide.

S.R. $9.95

		Each
K673-550	Fire Truck (Mfr. No. 46)	$13.34

4 in a shipper; wt. 29 lbs.

HYDRAULIC AERIAL LADDER



Swing the tillerman's seat to the side, and powerful hydraulic pistons arch the ladder skyward while the "fire chief" extends it to full 36 inch height. 360 degree revolving ladder base, and a 36 inch auxiliary ladder "nested" on No. 5 provide complete fire-fighting versatility. 32½" long, 7½" high, 6" wide.

S.R. $13.98

		Each
K673-667	Fire Truck (Mfr. No. 48)	$18.66

4 in a shipper; wt. 40 lbs.

TONKA FIRE DEPARTMENT

Set contains Tanker Truck which feeds water from hydrant to Suburban Pumper plus Hydraulic Aerial Ladder with auxiliary ladders. hydrant can get water from any garden hose. Young firefighters get everything; even an authentic metal Fire Chief's badge. Set dimensions boxed: 34-1/4" long, 16-1/8" wide, 6-1/4" high. Individually packed, weight 24 lbs.

S.R. $29.95

		Each
K673-774	Fire Dept. Set (Mfr. No. B213)	$40.00

"TONKA TOYS" TOY TRUCKS

GENERAL SPECIFICATIONS LISTED ON PAGE K671

DELUXE SPORTSMAN TRUCK

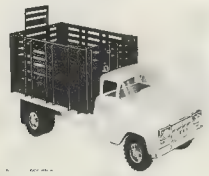
Here's one of the most exciting, new TONKA TOYS ever offered. Youngsters thrilled with boats and trucks can get both in one ingenious combination, plus motor that attaches to boat. Boat Trailer tracks husky Sportsman like a shadow-couples and uncouples with a click. 22-3/4" long, 6" high, 5½" wide.

S.R. $5.98

		Each
K672-107	**Sportsman Truck** (Mfr. No. 34).....	$7.96

6 in a shipper; wt. 30 lbs.

STOCK RACK



A big and impressive model of the real thing. Has real sliding gate. Animals and other accessories are available. 16½" long, 6" high, 7½" wide.

S.R. $5.98

		Each
K672-206	**Stock Truck** (Mfr. No. 32).....	$7.96

6 in a shipper; wt. 24 lbs.

FARM STAKE WITH 2-HORSE TRAILER

Blue Grass Kentucky Horse Trailer carries two spirited polystyrene steeds. The Farm Stake Truck is a big cross-country hauler with removable rounded-edge stake panels for taking on odd-shaped loads. Horse Trailer couples and uncouples easily. 21-3/4" long, 6-3/4" high, 6" wide.

S.R. $6.98

		Each
K672-305	**Truck and Trailer** (Mfr. No. 35).....	$9.34

4 in a shipper; wt. 27 lbs.

LIVESTOCK VAN

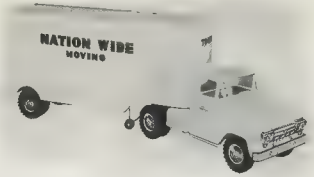
Trailer "landing gear" supports trailer when the cab is uncoupled. Big tail-gate swings down to become a loading ramp. Dual-tandem wheels have "floating" suspension. 24-1/4" long, 9-1/4" high, 6" wide.

S.R. $7.98

		Each
K672-503	**Livestock Van** (Mfr. No. 36).....	$10.66

4 in a shipper; wt. 34 lbs.

NATIONWIDE MOVING VAN



Even the markings look authentic on this long and heavy Nationwide Van. Large interior is easy to fill through full-width doors. A child becomes an expert "mover" with this big "semi." 24¼" long, 8¾" high, 6" wide.

S.R. $7.98

		Each
K672-602	**Moving Van** (Mfr. No. 39).....	$10.66

4 in a shipper; wt. 33 lbs.

THUNDERBIRD EXPRESS

A gleaming white truck freighter with dual-tandem trailer wheels. Authentic rear doors swing wide open to speed loading and unloading. Cab uncouples-"landing gear" supports sleek trailer. 24-1/4" long, 9-1/4" high, 6" wide.

S.R. $7.98

		Each
K672-701	**Express Truck** (Mfr. No. 37).....	$10.66

4 in a shipper; wt. 36 lbs.

"TONKA TOYS" TOY TRUCKS

GENERAL SPECIFICATIONS

Real truck paint—tough non-toxic DuPont "Duhra" vehicle enamel is used exclusively . . . applied and baked in same fashion as in real production.

Realistic styling—all plated surfaces, grills, bumpers and wheels discs are protected by a brilliant Chromate finish. Durable good looks.

Scale design— dual headlights, wrap-around windshield, unique cab design add to the scale-model realism of all trucks that are faithfully reproduced from current styles.

Protective packaging—all models are individually boxed in tough corrugated cartons—minimum 200 lbs. test.

Durability—thick, rugged 20-gauge steel used alone or in combination with heavy-gauge aluminum for all vehicles and metal accessories.

Exciting details—authentic heavily-treaded tires, faithful reproduction of details add to the realism of all TONKA models.

PICK-UP TRUCK

Movable tail-gate is held open or closed by plated chain. Has trailer coupling for accessory trailers. 12⅝'' long, 5½'' high, 5½'' wide.

S.R. $2.98

		Each
K671-117	Pick-Up Truck (Mfr. No. 02)	$4.00

6 in a shipper; wt. 19 lbs.

SPORTSMAN TRUCK

A sturdy "go-any-where" vehicle with roomy enclosed space for supplies. Tail-gate held open or closed by plated chain. Has coupling for accessory trailers. 12⅝'' long, 6'' high, 5½'' wide.

S.R. $3.98

		Each
K671-224	Sportsman Truck (Mfr. No. 05)	$5.34

6 in a shipper; wt. 24 lbs.

UTILITY TRUCK

Rough and tough construction throughout —stakes permanently attached. 16¼'' long, 5¾'' high, 6'' wide.

S.R. $3.98

		Each
K671-335	Utility Truck (Mfr. No. 03)	$5.34

6 in a shipper; wt. 19 lbs.

FARM STAKE TRUCK

Removable stake panels have safe rounded edges. Has trailer coupling. 13⅜'' long, 5⅛'' high, 6'' wide.

S.R. $3.98

		Each
K671-448	Farm Truck (Mfr. No. 04)	$5.34

6 in a shipper; wt. 25 lbs.

PICK-UP, TRAILER AND ANIMAL

A life-like tough, polystyrene ewe in the all-steel, rounded stake 2-wheel trailer. It's easily coupled or uncoupled to a PICK-UP TRUCK. End stake panels of trailer lift out for loading animal. 20¾'' over-all length, 5½'' high, 5¾'' wide.

S.R. $4.98

		Each
K671-778	Truck and Trailer. (Mfr. No. 28)	$6.66

6 in a shipper; wt. 28 lbs.

HYDRAULIC DUMP TRUCK

A touch on the release lever and out goes the load gently, smoothly—hydraulically! Adjust the 2-position tail-gate and you dump straight or spread. 13¾'' long, 6'' high, 6'' wide.

S.R. $4.98

		Each
K671-661	Dump Truck (Mfr. No. 20)	$6.50

6 in a shipper; wt. 25 lbs.

DUMP TRUCK

2 position tail-gate for straight dumping or spreading. Top leverage dump lever and snap-open tail-gate latch are at rear of hi-view cab. 13⅜'' long, 6'' high, 6'' wide.

S.R. $3.98

		Each
K671-554	Dump Truck (Mfr. No. 06)	$5.34

6 in a shipper; wt. 26 lbs.

WRECKER TRUCK

Heavy duty winch is supported by thick reinforcing bars. Link chain with hook is easy to crank in. Includes all legally required working lights — 12¾'' long, 6½'' high, 6½'' wide.

S.R. $4.98

		Each
K671-885	Wrecker Truck (Mfr. No. 18)	$6.50

6 in a shipper; wt. 24 lbs.

GASOLINE TRUCK

Open the hinged back door and there's a retractable hose and nozzle. 15¼'' long, 5¾'' high, 6'' wide.

S.R. $5.98

		Each
K671-992	Gasoline Truck. (Mfr. No. 33)	$7.96

6 in a shipper; wt. 30 lbs.

STOP
SLOW
ROAD CLOSED
DETOUR

masterpieces in performance . . . realistically detailed . . . and sturdily built for fun-filled years.

(A) REMCO U.S. NAVY POM POM—Dramatic-like anti aircraft action aboard navy vessels. Controlled from remote position on gun emplacement, battery-operated motor rotates gun full 360 degrees, fires and recoils twin aluminum barrels with realistic pom . . . pom . . . pom sound. Barrels raise and lower by hand gear. Firing light on panel lights up. Dimensions: 19" long, 8½" deep, 8½" high. (Less batteries.) Ship. wt. 3½ lbs.

77103A860 . . . . . **Retail $12.95**

(B) NYLINT MISSILE LAUNCHER—Realistic Naval Defense Coastal unit spots and pinpoints target on rotating radar screen. Launcher is swiveled, elevated by hand-wheel, cocked, loaded. Touch the firing button, and POW—a plastic, sponge-nosed missile is on its way! Toy is all-mechanical, pivoted, steerable, with slip clutch to avoid breakage. Of heavy gauge welded steel, with sprayed, baked enamel finish. 31½" long, 8¼" wide, 18⅜" high, with barrel elevated.

77089A665—Ship. wt. 8½ lbs. . . . Retail $9.95

(C) TONKO ROAD BUILDER SET—6 big, handsome construction toys, for hours and hours of road-building, durably constructed to take years of punishment from tough "construction crews." Dump truck 13x6x8"; road grader 13x6x6"; steam shovel, 15x12¼x6"; carry-all trailer, 32x14¼x6"; Big Mike dual hydraulic dump truck, 14x7x8¼"; scraper blade with mounting bracket that can be attached to any of the trucks. Wt. 26 lbs.

79337B1665—Not mailable . . . . . Retail $24.95

(D) STRUCTO U.S. COMBAT CONVOY—17 piece live-action set durably built of heavy gauge steel with baked on o.d. enamel—built to last a child time. Transport truck, with rubber tires, canvas top, 12½" long, 5¼" wide, 7⅜" high. Guided Missile launcher truck (with 2 missiles that it launches), 12⅝" long, 5¼" wide, 6" high. Searchlight truck has revolving and elevating light with 3¼" polished reflector, works from flash light batteries (not included). 12¾" long, 5¼" wide, 7½" high. Ship. wt. 5 lbs.

77096A865 . . . . . **Retail $12.95**

(E) NYLINT MICHIGAN SHOVEL—Bucket takes a good "bite" just like the real thing, then trips automatically when raised to boom. The long sturdy boom raises and lowers, and the whole housing pivots on the rugged, extra braced chassis. 31½" long, 7½" wide, 20¼" high.

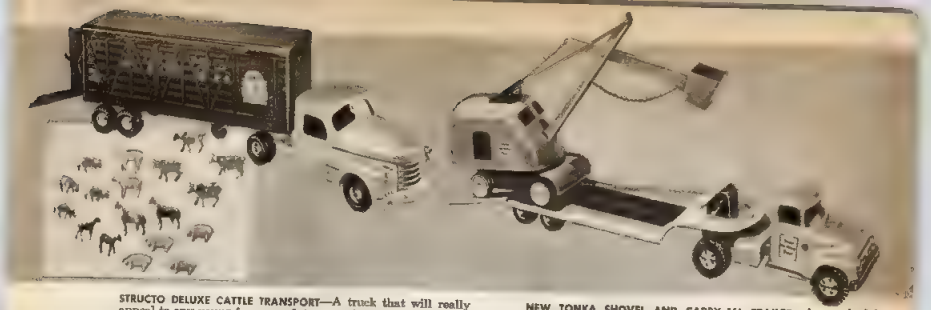
7940A665—Ship. wt. 11½ lbs. . . . Retail $9.95

(F) TONKA HYDRAULIC DUMP TRUCK—Just trip the release lever and a real hydraulic mechanism dumps the load. Tail gate had 2 position regulator for straight dumping or spreading. 13" long, 6" high, 6" wide.

77106A335—Ship. wt. 4 lbs. . . . . Retail $4.98

(G) STRUCTO CONCRETE MIXER—A scale model that does practically everything a real mixer will do. Mixer is geared to axle, rotates as truck moves, makes, "mixing" noise, has openings for loading and discharging contents. Body raises to unload cement. Simulated water storage tank. "Diesel" motor, 10 rubber wheels, chrome hub caps. 21½" long, 7⅜" wide, 9¼" high.

77113A535—Ship. wt. 9 lbs. . . Retail $7.95



STRUCTO DELUXE CATTLE TRANSPORT—A truck that will really appeal to any young farmer or future rancher. Both tractor and trailer are made of heavy gauge steel and they run on 14 rubber tires with shiny chrome plated hub caps. Two retractable dolly wheels on trailer. Complete with 18 head of vinyl live stock to haul in the trailer. Brown and yellow, 28¾" long, 6¼" wide, 8⅝" high. Ship. wt. 8 lbs.

77063A535 ..... **Retail $7.95**

NEW TONKA SHOVEL AND CARRY-ALL TRAILER—A wonderful work toy! Steam shovel arrives at "work site" on its rugged trailer, held in place by heavy chain. Removable ramps facilitate loading and unloading while operator turns the winch. Trailer uncouples from tractor. 32" long, 14½" high (with shovel loaded), 6" wide. All metal construction. Realistic, well-made for lasting play value. Ship. wt. 9¼ lbs.

77107A535 ..... **Retail $7.98**

STRUCTO U.S.A. TRANSPORT TRUCK—Realistic miniature of a famous Army transport, built from heavy gauge steel, with 4 easy-rolling rubber tires, an all-weather canvas top with star insignia and U.S.A. lettering. Baked-on olive drab enamel. 12¼" long, 6¼" wide, 7⅞" high. Ship. wt. 2½ lbs.

77090A200..... **Retail $2.98**

TONKA PICK-UP TRUCK—Now equipped with a trailer hitch so that accessory trailers can be added if desired. Movable tail-gate in held open or closed by a plated chain. All metal. Ruggedly constructed, realistic looking, with endless play possibilities. 12½" long, 5½" high, 6½" wide.

7932A200—Ship. wt. 3 lbs...... **Retail $2.98**

STRUCTO MOBILE COMMUNICATIONS CENTER—Fully equipped to operate as a two set, 3-way sending and receiving station . . . portable or truck set can send or receive messages by flashing lights, Morse code key or buzzer. Heavy gauge steel in AF colors, realistically detailed. 20"x6⅛"x6½". Wt. 5 lbs.

77112A535—(Less batteries)..... **Retail $7.95**

TONKA WRECKER TRUCK—A tough, sturdy metal model with load of play appeal. Heavy plated link chain with hook is easy to crank on the heavy-duty winch. Thick reinforcing bars for strength and realism; simulated working and "flasher" lights for added authenticity. 12½" long, 6½" high, 6¼" wide. Wt. 4 lbs.

77105A335..... **Retail $4.98**

TONKA DUMP TRUCK—Heavy in weight, all metal, ruggedly constructed, realistic in action. Tailgate has 2 positions, for straight dumping or spreading. Plated dump lever and tailgate latch are at rear of cab. 13" long, 6" high, 6" wide. Perfect for indoor or outdoor play. Ship wt. 4 lbs.

7927A265..... **Retail $3.98**

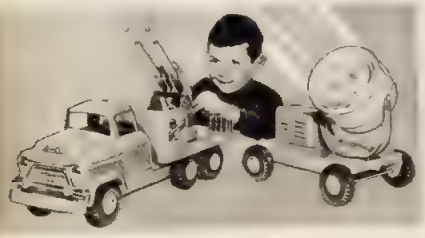
STRUCTO HIGHWAY MAINTENANCE SERVICE TRUCK—Built of heavy gauge steel it stands up under rugged play for as many years as the truck it's patterned after. Crank operated extension platform swivels in a complete circle. 4 heavy-duty rubber wheels. Orange with green boom. 12x4½x7" (13½ with boom up).

77091A200—Ship. wt. 2½ lbs...... **Retail $2.98**

realistic scale model trucks illustrated on opposite page

METAL ELECTRONIC CANNON—Swivel the gun mount, rotate the radar screen, raise or lower the barrel by electronic push-button to exactly the right elevation indicated on a dial, then load and . . . fire! Just a touch of the electronic firing button sends the harmless sponge-nosed plastic missile on its way . . . swiftly and instantly. Special slip clutch. Operates on 2 "D" flashlight batteries (not included). 22½"x6½"x16¾". Ship. wt. 9½ lbs.
77085A865 ..... Retail $12.95

SKY SWEEPER—High-powered plastic Nike rocket launcher with built-in sight and projector searchlight mounted on trailer pulled by cab truck. Beam projects 6 different images on wall, even in daylight . . . sighting device zeroes in target by elevating and rotating to track image on wall. Twin launcher fires suction-tipped missiles. Off-on switch, focusing dial, knob for changing targets. 24"x6½"x8¼". Ship. wt. 2¼ lbs.
77134A535 ..... Retail $7.95



BUDDY "L" ANTI-AIRCRAFT UNIT WITH ELECTRIC SEARCHLIGHT TRAILER—Metal scale model GMC reproduction of a mobile Anti-Aircraft unit with its own powerful beam giant electric searchlight trailer. Searchlight is battery operated; twin anti-aircraft guns elevate, swivel, may be fired simultaneously or singly. Supply of safety pellets included 25½" long 6½" wide, 10" high. Ship. wt. 6¼ lbs. (Less batteries.)
77115A530 ..... Retail $7.95

(A) TONKA STATE HI-WAY DEPARTMENT—The answer to a junior highway engineer's dreams! Set includes 4 big all metal construction vehicles . . . manually operated Dump Truck with 2-position tailgate, Road Grader with all-weather cab, Hi-Way Hydraulic Dump Truck that dumps its loads automatically, Pick-Up Truck with simulated "flasher" light . . . plus 6 road signs and 2 road barriers. Ship. wt. 19 lbs.
79334B1335—Not mailable ..... Retail $19.95

(B) STRUCTO HIGHWAY BUILDER SET—Three realistic reproductions of actual highway maintenance and road building equipment. Power shovel has boom that raises and lowers, automatic loading and unloading shovel. Road grader has front wheels that steer and scraper blade that rotates, raises, lowers and tilts. Dump Truck body raises and lowers automatically. Heavy steel construction throughout. Shovel is 26½x7x8¾", grader 18$^{13}/_{16}$x7½x7⅝", dump truck 20x6¾x6¼". Two road blocks included. Wt. 14 lbs.
77114A865 ..... Retail $12.95

(C) STRUCTO TRANSCONTINENTAL FLEET—Big 37-piece set consists of 2 steel tractor cabs, auto transport trailer (27x6x6¾") with ramp that extends for loading and unloading, cattle transport trailer (21⅛x5⅛x7⅝") with 2 retractable dolly wheels and rear doors that open, freight hauling trailer (17¾x4⅝x4⅛"), semitrailer freight (20$^{3}/_{16}$x5¾x5⅝"), plus 18 animals, 2 cars, 6 play cartons, 5 highway signs. All measurements include cab length. Built to take plenty of abuse. Ship. wt. 19 lbs. Not mailable.
77099A1190 ..... Retail $17.95

(D) NEW TONKA HYDRAULIC AERIAL LADDER—When tillerman's seat is swung out the way, real hydraulic action lifts ladder while the "driver" extends it to a full 36-inch length. Ladder base revolves a full 360° and the truck carries an extra 19-in. auxiliary ladder. 32" long, 7½" high, 6" wide. Shipping wt. 9½ lbs.
77109A865 ..... Retail $12.98

(E) TONKA SUBURBAN PUMPER—Actually "hooks up" to its own miniature hydrant that can be connected to any standard garden hose. Hydrant wrench controls water to the pumper and flow from the big 40-inch fire hose. Two 6-in. hydrant hoses are carried on one side of truck, removable 10½" ladder on the other. Fire hose winds on reel, has hook for attaching to other equipment. 17" long, 6½" high, 6" wide. Ship. wt. 7 lbs.
77163A600 ..... Retail $8.95

(F) TELESCOPING CRANE—A big powerful scale model with one hand wheel to elevate the boom, another to extend or retract its outer section and a third to operate the chain hoist. Boom base rotates, adjustable jacks support wide swings and heavy lifts. With 4-wheel steering, too! 27" long, 7½" wide, 22½" high when raised. All metal construction. Ship. wt. 9 lbs.
77088A600 ..... Retail $8.95

(G) TONKA TRUCK-TRAILER RENTAL—A really versatile collection of trucks and accessory units! Includes farm stake truck with removable panels for carrying over-size loads, pick-up truck with movable tail-gate and trailer hitch, stake trailer with removable rear panel, a box trailer for really big loads. For hours of fun. Ship. wt. 11 lbs.
77111A665 ..... Retail $9.95

(H) NEW TONKA STOCK FARM—A beautifully detailed and flexible set that will stimulate hours of creative play! Comes with 6 durable polystyrene farm animals to frolic in the realistic wood corral that even has a "chute" for loading and unloading the stock rack truck. Corral can be dismantled for storage. Truck is 16¼" long, 6" wide, 7½" high. Shipping wt. 7 lbs.
77110A535 ..... Retail $7.98

(J) TONKA'S NEW "BIG MIKE" DUAL HYDRAULIC DUMP TRUCK—The biggest and heaviest dump truck made by famous Tonka! Twin hydraulic mechanisms easily dump the huge load it can carry. 2-position tail-gate and tandem dual wheels are added realistic details. Built to do all the heavy duty work any youngster can dream up, to stand up under rough usage for endless play hours. 14 inches long, 7 inches high, 8¼ inches wide. Ship. wt. 6½ lbs.
77108A535 ..... Retail $7.98

ULYSSE NARDIN

Leading research organization rates Ulysse Nardin as one of the five top quality watches in the world.

A Line of Superb New Watches

EACH ONE LOOKS AS THIN AS A COIN

In competition Ulysse Nardin S.A. Le Locle (Swiss) has won over 3600 prizes and observatory awards, which far outnumbers the amount received by any other watch company in the world.

More Ulysse Nardin chronometers have been and are now being used by Admiralties and Shipyards than any other chronometer in the world.

Every Ulysse Nardin movement is adjusted to temperature to insure a great degree of accuracy and reliability.

The same spirit of true craftsmanship and desire for technical improvement that spurred the early Nardins through five generations, is the driving force today in the production of truly great Ulysse Nardin watches of chronometer accuracy.

HENRY FONDA starring in 12 ANGRY MEN
An ORION NOVA Production Released thru UNITED ARTISTS

GEORGE
Thin as a coin, a masterpiece of engineering skill has finely created a watch as it [illegible] Ulysse Nardin with 14K applied finest quality padded strap. 14K solid gold buckle, world famous Ulysse Nardin 17J temperature adjusted movement shock protected, unbreakable mainspring. 18K solid gold case Above is an official certified chronometer 37WS800–18750
18K gold case Retail 3[illegible]

JEROME
Thin as a coin outstanding for its simplicity exceptionally thin, diamond lapped with 14K gold applied dial, world famous Ulysse Nardin 17J temperature adjusted movement shock protected, unbreakable mainspring
14K gold case
With gold filled case Retail 129 00

JUSTIN
Thin as a coin the ultimate in grace and beauty is combined in this slender creation capped by a mirror like finish with 14K applied dial, world famous Ulysse Nardin 17J temperature adjusted movement shock protected, unbreakable mainspring. 14K solid gold buckle
14K gold case Retail

JOSEPH
Thin as a coin created with meticulous care, exceptionally flat, a mirror topped world famous Ulysse Nardin 17J temperature adjusted movement shock protected unbreakable mainspring
With solid 14K gold case
With gold filled case

KEVIN
Thin as a coin this exceptionally flat, handsomely styled, mirror lapped finish finest top grade strap, world famous Ulysse Nardin temperature adjusted movement, shock protected, unbreakable mainspring with sweep second hand. 14K solid gold buckle
14K gold case

KENT
Thin as a coin outstanding for its simplicity with 14K applied dial finest quality padded strap 14K gold buckle the world famous Ulysse Nardin 17J temperature adjusted movement
14K gold case

BEHIND EVERY ULYSSE NARDIN WATCH IS THIS WORLD-WIDE

G U A R A N T E E

Every Ulysse Nardin watch must pass through numerous tests before it leaves the factory. Therefore Ulysse Nardin guarantees your watch against any manufacturing defects or adjustments for a period of one year

A Certificate of Origin is issued with every Ulysse Nardin watch bearing the registered number of your individual movement, which is your guarantee of high precision and dependability. This guarantee is recognized throughout the world and will be honored by the Ulysse Nardin agent wherever you are

ULYSSE NARDIN

Grand Prize — *16 Gold Medals*

PRESENTING on this page an outstanding array of fine men's automatic self-winding watches. New designs by foremost American and European artists have been acclaimed by fashion leaders throughout the world. All watches shipped in beautiful presentation boxes.

ALLAN

Automatic, ultra thin solid 14K gold case lapped to a mirror like finish, padded strap with 14K buckle, self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring, water resistant case.

37WS808-9750
14K gold case — Retail 195.00

ALVIN

Automatic neat and distinctive water resistant case, top grade strap with 14K gold applied dial, self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring.

37WS809-9450
14K gold case — Retail 189.00

ANDREW

Automatic, handsomely styled water resistant case, 14K gold applied dial, self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring.

37WS810-11250
With 14K gold case — Retail 225.00

CALENDAR-DATE

Automatic calendar watch, dial window shows day of month, Ulysse Nardin 17j temperature adjusted movement, unbreakable mainspring, dial made with raised faceted sticks of 14K solid gold with hand some strap, water resistant case.

37WS812-10500
With 14K gold case, stainless steel back — Retail 210.00

37WS811-[illegible]
With stainless steel case — Retail 175.00

SEA-HAWK

Automatic, water resistant, stainless steel case, masculine rugged design, world famous self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring, with recessed crown.

37WS813-7250
Stainless steel case — Retail 145.00

37WS814-7250
With gold filled top, stainless steel back — Retail 145.00

CLEMENT

Automatic, years ahead in styling, solid 14K gold case, self winding Ulysse Nardin 17j temperature adjusted movement with unbreakable mainspring, handsome strap with 14K buckle, 14K applied dial.

37WS815-10500
14K gold case — Retail 210.00

ABBOTT

Automatic, uniquely styled water resistant case, smart blending of 14K applied dial, finest grade strap, self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring.

37WS816-9750
14K gold case — Retail 195.00

37WS817-7500
With gold filled case — Retail 150.00

BRADLEY

Automatic, self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring, with fine padded strap.

37WS818-6750
Gold filled case — Retail 135.00

CONNIE

Automatic, ladies self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring with top grade strap.

Gold filled case

37WS819-6750 — Retail 135.00

BRIAN

Automatic, modern styled mirror lapped case, fine quality leather strap, made with 14K applied dial, 14K solid gold case, self winding Ulysse Nardin 17j temperature adjusted movement, shock protected, unbreakable mainspring.

[illegible]
14K gold case — Retail 195.00

37WS821-7250
With gold filled case — Retail 145.00

WAYNE

Automatic, classic simplicity, in a self winding watch, Ulysse Nardin 17j temperature adjusted movement, unbreakable mainspring, 14K applied dial, top grade strap, water resistant case.

37WS822-7000
Gold filled top steel back case — Retail 140.00

ULYSSE NARDIN

Grand Prize — *11 Gold Medals*

BARRY

For [illegible] style with [illegible] 14K gold case, top grade [illegible] with [illegible] Ulysse Nardin 17J temperature adjusted movement [illegible] mainspring.

37W5824-5750
gold filled case — Retail 105.00

DENNIS

[illegible] style for [illegible] top grade [illegible] with [illegible] Ulysse Nardin 17J temperature adjusted movement, shock protected, unbreakable mainspring.

37W5824-5750
gold filled case — Retail 115.00

DEXTER

[illegible] 14K solid yellow gold case

37W5825-8750
14K solid yellow gold case — Retail 175.00

37W5825-9000
yellow gold filled case — Retail 120.00

DOUGLAS

[illegible] 14K gold case

37W5827-8250
14K gold case — Retail 165.00

DWIGHT

[illegible] except [illegible] 14K gold case

37W5828-9000
14K gold case — Retail 180.00

From the beginning of every action stands faith.

The settlers in a country, the promoters of a company, all those who did realize any great and lasting accomplishment, at first placed themselves under the protection of God, then relied on their own judgment and courage.
Under these conditions only, men's undertakings are to thrive and survive.

The Bible of Leonard Frederic Nardin
Founder
1792—1859

CRAIG

Ultra thin, water resistant case, world famous Ulysse Nardin 17J temperature adjusted movement, shock protected, unbreakable mainspring, top grade padded strap.

37W5829-5850
with stainless steel case — Retail 117.00

37W5830-8450
gold filled case — Retail 129.00

37W5831-9450
14K solid gold case — Retail 189.00

CHESTER

The ultimate in grace and beauty is combined in this slender creation. Capped to a mirror like finish with 14K applied dial with top grade leather strap, world famous Ulysse Nardin 17J temperature adjusted movement, shock protected, unbreakable mainspring.

With stainless steel case

With yellow gold filled [illegible]

LLOYD

Ultra thin, attractive style, exceptionally flat case, top grade padded strap with 14K applied dial, the world famous Ulysse Nardin 17J temperature adjusted movement, shock protected, unbreakable mainspring with sweep second hand.

With solid yellow 14K gold case

37W[illegible]750
With gold filled case — Retail 125.00

CLAUDE

Ultra thin, exclusive and elegant thin as a coin, solid 14K gold case with top grade leather strap, 14K applied dial Ulysse Nardin 17J temperature adjusted movement.

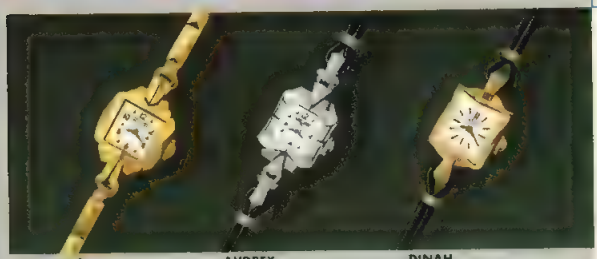
37W[illegible]5850
With 14K yellow gold case
Retail 18[illegible]

All watches shipped in beautiful presentation boxes. Nationally Advertised. Add 10% excise tax if not for resale. Watches shown slightly reduced in size.

ULYSSE NARDIN *Grand Prize*

11 Gold Medals

"Pictures and Words, no matter how beautiful, tell only a part of any story. To appreciate Ulysse Nardin watches to the fullest, your jeweler is prepared to show you true beauty and quality."



INGRID
Simple and graceful is this creation in a matter finish gold filled dust protected case with 14K applied dial, matching expansion bracelet with world famous Ulysse Nardin 17J temperature adjusted movement.
37W6827-5060
Gold filled case — Retail 100.00

AUDREY
Fabulously elegant creation in a 14K gold dust protected case with Persyle end pieces. Lapped to a mirror like finish, 14K gold applied dial, silk cord, world famous Ulysse Nardin 17J temperature adjusted movement, unbreakable mainspring.
37W5838-7000
14K white gold — Retail 140.00
37W5839-7000
14K yellow gold — Retail 140.00

DINAH
Simple and graceful is this creation in a matter finish dust protected case 14K applied dial, world famous Ulysse Nardin 17J temperature adjusted movement, unbreakable mainspring, silk cord.
37W5840-6[illegible]
Yellow 14K gold — Retail 125.00
37W5841-5250
White 14K gold — Retail [illegible]

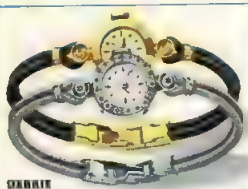
FAITH
Many creative ideas make this a watch of rare beauty. Dust protected case with 14K applied dial, silk cord world famous Ulysse Nardin 17J temperature adjusted movement, unbreakable mainspring.
37W844-6000
14K yellow gold — Retail [illegible]
37W844-5250
14K white gold — Retail 120.00

FERN
Lady's wrist watch of rare elegance with feather edge bezel and mirror finish with 14K applied dial, world famous Ulysse Nardin 17J temperature adjusted movement, unbreakable mainspring, silk cord
37W5843-6750
14K white gold case — Retail 135.00

HARRIET
Dainty elegance is the keynote of this 14K yellow gold applied dial Ulysse Nardin temperature adjusted movement, silk cord
37W[illegible]
14K gold case — Retail [illegible]

LADIES AUTOMATIC
Exceptionally small self winding, sweep second automatic, 14K natural yellow gold water resistant case gold applied dial Ulysse Nardin temperature adjusted movement, silk cord
37W5847-5450
With silk cord 14K gold case — Retail 189.00
37W[illegible]
With leather strap 14K gold case — Retail [illegible]

POLLY
A masterpiece of elegant design, dust protected case, with 14K applied dial, world famous Ulysse Nardin temperature adjusted movement, unbreakable mainspring
37W5849-[illegible]
14K yellow gold case — Retail 140.00
37W[illegible]
Waterproof stainless steel case — Retail 120.00

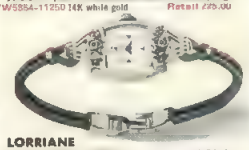


CARRIE
Dainty and petite, actually smaller than a dime, natural yellow gold, silk cord with 14K gold applied dial, world famous Ulysse Nardin 17J temperature adjusted movement, unbreakable mainspring
37W5[illegible]
Retail [illegible]

PEARL
37W5[illegible]56
14K white gold with 20 diamonds — Retail 395.00

SALLY
The apex of fashion in this outstanding watch set with 6 brilliant cut diamonds, dust protected case, 14K applied dial, 17J temperature adjusted movement, unbreakable mainspring
37W[illegible]
14K white gold case — Retail [illegible]

MURIEL
Smartly tailored design in 14K white gold case, set with 8 brilliant cut diamonds, 14K gold square dial, case with [illegible] temperature adjusted movement, unbreakable mainspring
37W5854-11250 14K white gold — Retail 275.00



LORRIANE
Exquisite [illegible] 14K [illegible] jacket case set with 2 brilliant cut diamonds dial, 14K applied [illegible] world famous [illegible] temperature adjusted movement, unbreakable mainspring
W[illegible] 14K white gold — Retail 185.00

ELLEN
This gracious styling will delight the discriminating ladies. Dust protected case with silk cord 14K applied dial, world famous Ulysse Nardin 17J temperature adjusted movement, unbreakable mainspring
37W5842-6500 14K yellow gold only — Retail [illegible]

STERLING SILVER GENUINE STONE

400G800	Set	16.00
401G600	Links	12.00
402G200	Tie Tac	4.00

Genuine Lapis Lazuli found in Chile, framed in brilliantly polished concave settings.

ALL MERCHANDISE SHOWN ACTUAL SIZE
• ALL STERLING SILVER PROTECTED BY RHODIUM FINISH • ALL ENGRAVING AND ENGINE TURNING IS DONE BY HAND

418G3863	Set	77.25
419G2888	Links	57.75
420G975	Tie Tac	19.50

Heavy, old world design highlighted by a brilliant star cut 2 point diamond.

STERLING SILVER

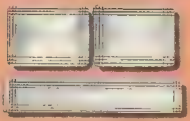
403G775	Set	15.50
404G500	Links	10.00
405G275	Tie Slide	5.50

Treasured sterling silver extra heavy links, beautiful hand engraving enhancing a soft satin background with a highly polished signet.

STERLING SILVER

406G725	Set	14.50
407G450	Links	9.00
408G275	Tie Slide	5.50

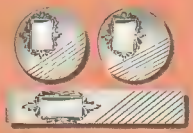
Treasured sterling silver, combining expert hand engraving and engine turning on a richly satined background.



STERLING SILVER

409G825	Set	16.50
410G550	Links	11.00
411G275	Tie Slide	5.50

Bold extra weight sterling silver in a pattern of rich simplicity, combining satin finished background with deeply hand engine-turned border.



STERLING SILVER

412G725	Set	14.50
413G450	Links	9.00
414G275	Tie Slide	5.50

Deep hand engine turning on a soft satin background, contrasting a mirror finish signet with hand engraving.

STERLING SILVER

415G850	Set	17.00
416G550	Links	11.00
417G300	Tie Slide	6.00

A brilliant rhinestone is accentuated by bright star-cutting against a satin background, with recessed black enamel border.

VAN GUARD

FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION

STERLING SILVER GENUINE STONE

421G800	Set	16.00
422G450	Links	9.00
423G350	Tie Slide	7.00

Genuine black Onyx found in India, highly polished buff top stones in gleaming sterling silver settings.

VAN GUARD JEWELRY IN ALL PRICE RANGES IS FASHIONED BY EXPERT CRAFTSMEN TO MEET OUR HIGH STANDARDS OF QUALITY AND EXCELLENCE

VAN GUARD

FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION

All cuff links have positive snap-bar action as illustrated

All 1/20 12K G F tie slides have safety spring grip action

1/20-12Kt. GOLD FILLED

424G750	Set	15.00
425G500	Links	10.00
426G250	Tie Slide	5.00

Square cut simulated rubies in highly polished setting, against a soft satin background. Available also in simulated sapphire.

1/20-12Kt. GOLD FILLED

427G800	Set	16.00
428G450	Links	9.00
429G350	Tie Slide	7.00

Authentic, genuine hand-tied trout flies exact in every detail — available in red, yellow, blue or green, on pearl background

1/20-12Kt. GOLD FILLED GENUINE STONE

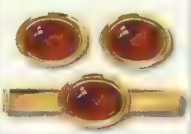
430G1125	Set	22.50
431G625	Links	12.50
432G500	Tie Slide	10.00

Genuine black onyx stones with richly hand carved warrior head, inlaid with 22Kt. gold in unusual modern settings.

1/20-12Kt. GOLD FILLED

433G625	Set	12.50
434G325	Links	6.50
435G300	Tie Slide	6.00

Lustrous simulated pigeon blood ruby cabochons, brilliantly polished concave settings. Also available in capri blue



A.. MERCHANDISE SHOWN ACTUAL SIZE

1/20-12Kt. GOLD FILLED

436G700	Set	14.00
437G400	Links	8.00
438G300	Tie Slide	6.00

Brilliant, fiery, extra quality rhine stones in handsome tailored settings, available in simulated ruby sapphire or onyx

1/20-12Kt. GOLD FILLED

439G800	Set	16.00
440G450	Links	9.00
441G350	Tie Slide	7.00

Rich, simulated ruby stones form a background for beautifully enameled and richly colored emblems. Available in Masonic, Shrine, 32nd Degree, Elks Eagle and K. of C

1/20-12kt. GOLD FILLED

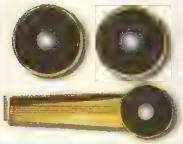
442G750	Set	15.00
443G450	Links	9.00
444G300	Tie Slide	6.00

Highly reflective, polished facets, simulated sapphire stones. Prong set bezel. Available also in simulated ruby and golden topaz.

1/20-12Kt. GOLD FILLED CULTURED PEARL

445G850	Set	17.00
446G500	Links	10.00
447G350	Tie Slide	7.00

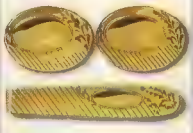
Genuine lustrous cultured pearl on a background of simulated black onyx in simple but elegant mountings.



1/20-12Kt. GOLD FILLED

448G625	Set	12.50
449G375	Links	7.50
450G250	Tie Slide	5.00

Striking custom hand engraving and engine-turning with brightly polished signet against a lustrous satin background.



1/20-12Kt. GOLD FILLED GENUINE STONE

451G800	Set	16.00
452G500	Links	10.00
453G300	Tie Slide	6.00

Genuine Black and White Agate from the land of the Amazon, set in gleaming settings. Available also in Red and White striped Agate.

1/20-12Kt. GOLD FILLED GENUINE STONE

454G850	Set	17.00
455G550	Links	11.00
456G300	Tie Slide	6.00

Genuine Tiger Eye mined in the depths of the Belgian Congo, encased in handsome masculine bezels.

1/20-12Kt. GOLD FILLED SYNTHETIC RUBY

457G850	Set	17.00
458G625	Links	12.50
459G225	Tie Tac	4.50

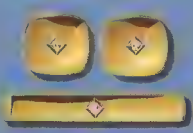
Distinctive, modern styling with hand set synthetic ruby stones. Hand burnished border with satin finish background.

10Kt. GOLD

10Kt. GOLD

460G3750	Set	75.00
461G2475	Links	49.50
462G1275	Tie Slide	25.50

A brilliant two point diamond in a heavy noble setting of highly polished 10Kt Gold.



10Kt. GOLD

463G3750	Set	75.00
464G2100	Links	42.00
465G1650	Tie Slide	33.00

Exceptionally fine two point diamond, set in lustrous black Genuine Onyx encased in precious 10Kt. Gold Setting.

10Kt. GOLD

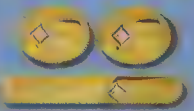
466G2100	Set	42.00
467G1350	Links	27.00
468G750	Tie Slide	15.00

Plain masculine elegance in heavy brightly polished 10Kt. Gold. Fine for monogramming.

10Kt. GOLD

469G4050	Set	81.00
470G2625	Links	52.50
471G1425	Tie Slide	28.50

Heavy 10Kt. Gold. Genuine hand engine turning on soft satin background high lighted by a brilliant two point diamond.



VAN GUARD JEWELRY IN ALL PRICE RANGES IS FASHIONED BY EXPERT CRAFTSMEN TO MEET OUR HIGH STANDARDS OF QUALITY AND EXCELLENCE.

VAN GUARD

FIRST WITH THE FINEST

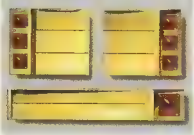
HANDSOMELY CASED FOR GIFTS OR PRESENTATION

Ad cuff links have positive snap-bar action as illustrated.

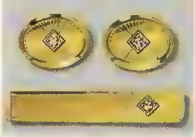
All tie slides have safety spring grip action.

472G425 Set **8.50**
A brilliant sunburst, combining simulated black onyx is enhanced by a fiery rhinestone in this handsome setting

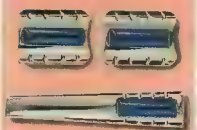
473G375 Set **7.50**
This simple masculine design is very striking with its simulated cabachon rubies.



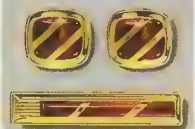
474G325 Set **6.50**
A sparkling rhinestone in a gleaming white setting against a radiant sunburst background.



475G375 Set **7.50**
This ultra modern design of great reflection is enhanced by a beautiful simulated cabachon sapphire.



476G325 Set **6.50**
A handsome simulated ruby is encased in a distinctive masculine modern setting.



477G300 Set **6.00**
Brilliant hamilton finished set with masculine antique black design.

478G400 Set **8.00**
Choice, silver grey simulated catseye stones set in bold, modern settings.

America's First Watchmaker Since 1850

WALTHAM

17, 21,* 25* and 30 Jewel WATCHES *Fully Guaranteed*

Guarantee
All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory

*Includes RESEVOIL oil reserve jewels.

30 Jewels Self-Winding Waterproof**

Constellation 30 Jewels . . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art! Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand. Shock protected by **Incabloc.**

33W4200-5370 . . . . . **Retail $135.00**

Shock-Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

Lady Petite BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised crystal, modern skip figure dial. 17 Jewel movement. Shock protected by **Incabloc.**

33W4201-2485 . . . . . **Retail $62.50**

B Martha Washington: Prettily styled lady's watch. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc.**

33W4202-2295 . . . . **Retail $57.50**

C Mary Todd: A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement. Shock protected by **Incabloc.**

33W4203-2660 . . . . . **Retail $67.50**

Jean LaFitte: Swashbuckling style in a man's dress watch. Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination expansion band with black leather inserts. 17 Jewel movement. With **Incabloc.**

33W4204-2650 . . . **Retail $67.50**

Waterproof**

25* JEWELS

D Sarah Bernhardt: 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement.

33W4205-3995 . . . . . **Retail $100.00**

E Saratoga: 25* Jewels. Waterproof**. Attractive man's watch for general wear. All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected

33W4206-3860 . . . **Retail $95.00**

F Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination mesh expansion band. Two-tone textured dial with modern skip figures.

33W4207-3450 . . . **Retail $67.50**

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc.** 17 Jewels.

33W4208-2295 . . . **Retail $57.50**

Retail prices include Federal Excise Tax.
Watches illustrated are ⅔ actual size

Each watch gift boxed.

****GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.**

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS Fully Guaranteed

SELF-WINDING

25 JEWELS
Waterproof** and Self-Winding

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather insets. Luminous hands and figures can be read in the dark. Red sweep second hand, Incabloc protection.**

33W4209-4695 . . . Retail $120.00

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With Incabloc.

33W4210-4445 Retail $110.00

Farragut: Waterproof. Self-winding watch. Advanced design case of yellow gold filled with non corrosive back. Matching gold-filled expansion band. Textured dial, sweep second hand. 17 Jewels. With Incabloc.**

33W4211-4060 Retail $100.00

25 JEWELS

Robt. Fulton. 25 Jewels. Self-winding. Waterproof Chrome top case, steel back. Steel combination expansion band. Luminous dial Incabloc.**

33W4212-3995 Retail $100.00

As above. 17 Jewel movement

33W4238-3195 Retail $82.50

Watches illustrated are ⅔ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof dress watch. Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet. 17 Jewels. Incabloc protected**

33W4213-3850 Retail $95.00

J Olympiana: Self-winding waterproof sports watch. All gold-filled case and matching combination expansion bracelet. 17 Jewels. With Incabloc.**

33W4214-4500 Retail $110.00

K Virginia Dare: 23 Jewels. Self-winding waterproof watch with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. Incabloc shock protection**

33W4215-5320 Retail $135.00

FOR THE CAREER WOMAN

L Pavlova: Lady's waterproof self-winding watch. Daintily styled Dust-protected case is color of natural gold. Stainless steel back. Matching gold filled combination expansion bracelet. 17 Jewel movement. Incabloc shock protected**

33W4216-3930 Retail $95.00

M Salome: As above. Chrome top case, stainless steel back. Matching combination expansion band

33W4217-3710 Retail $90.00

Capt. Kidd: Waterproof and self-winding. Debonair style for men. Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather. Jet black dial; luminous hands. 17 Jewels. Incabloc shock protection.**

33W4218-3570 Retail $87.50

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax.

17, 21*, 25* JEWELS

Fully Guaranteed

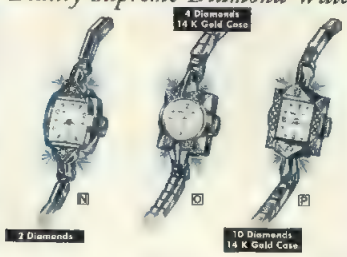
America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ¾ actual size

*Includes RESEVOIL oil reserve jewels

Beauty Supreme Diamond Watches



N Queen Anne: Two dazzling genuine diamonds set in a regal white gold filled case. Non-corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc.**

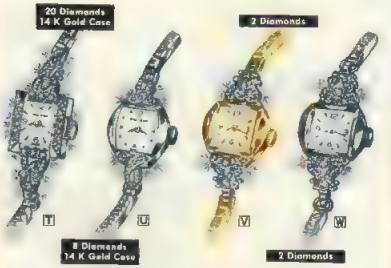
33W4221-3940 . . . . Retail **$100.00**

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc.**

33W4222-5495 Retail **$135.00**

P Queen Mary: 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold-filled expansion bracelet. Shock protected by **Incabloc.** 17 Jewels

33W4223-7420 . . Retail **$185.00**



T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc.**

33W4224-9975 Retail **$250.00**

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold-filled expansion bracelet. 17 Jewels. With **Incabloc.**

33W4225-6250 Retail **$175.00**

V Melba. Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back. Matching expansion bracelet. 17 Jewels **Incabloc** shock protection

33W4226-3130 Retail **$77.50**

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels. **Incabloc** shock protection

33W4227-3130 Retail **$77.50**

R La Duse: 21* Jewels. Continental design with a fashion dial. Case is yellow rolled gold plate with non-corrosive back. Matching gold filled expansion bracelet. Very legible dial. High flat crystal. Dust protected and shock protected.

33W4219-3195 . . . . Retail **$80.00**

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust protected. Shock protected.

33W4220-5485 Retail **$135.00**

Delightful . . . Dependable

Solid 14K Gold Case

du Barry: Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal. 17 Jewels. Shock protected by **Incabloc.**

33W4228-3055 Retail **$75.00**

Julia Marlow: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc.**

33W4229-3055 Retail **$75.00**

Each watch gift boxed.

Retail prices include Federal Excise Tax. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America... to time the pulse of America

Fully Guaranteed

[3] **For women at work; nurses . . . laboratory technicians . . . homemakers, etc.** Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like insets. Sweep second hand. 17 Jewels. Shock protected by **Incabloc.**

33W4230-2650 . . . . . Retail $71.50

[3] Same as above. White rolled gold plate case, stainless back.

33W4231-2650. . . . . Retail $71.50

Westchester: Waterproof self-winding** watch with suave masculine styling. Dust-protected case is yellow rolled gold plate, stainless steel back. Matching gold-filled combination expansion bracelet. Two-tone textured dial, luminous hands, dots. Red sweep second hand. 17 Jewels With **Incabloc.**

33W4232-3495. . . . . Retail $87.50

[1] **Le Salle: Deluxe** presentation watch at an unusually low price Yellow rolled gold plate case with non-corrosive back Matching gold-filled expansion bracelet. Red sweep hand. 17 Jewels. Shock protected by **Incabloc.**

33W4233-2595 . . . . . Retail $67.50

[4] **Peary: Waterproof**** watch with all the features of a fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching combination expansion band Sweep hand Shock protected by **Incabloc.** 17 Jewels.

33W4234-2850. . . . . Retail $72.50

[5] **Amundson: Waterproof**** watch designed to take rough treatment Case has chrome top, stainless steel back. Matching expansion bracelet. Luminous figures and hands. Sweep second hand. Shock protected by **Incabloc.** 17 Jewels

33W4235-2275 . . . . . Retail $57.50

* Includes RESEVOIL (U. S. Pat. No. 2478865) all reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear.

Rogers. 21* Jewel waterproof** watch with the smartest styling in its class Case has chrome top and stainless steel back. Matching combination expansion bracelet. smart stick figure dial with luminous hands and dots that glow in the dark. Red sweep second hand. Shock protected movement

33W4236-2880. . . . Retail $69.50

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen—all who can't use a wrist watch. Engraved case of yellow rolled gold plate. Large black enamel figures on a white dial is very easy to read. 17 Jewel movement is shock protected with **Incabloc.** Black leather fob included without extra cost

33W4237-2595 . . . . . Retail $65.00

Watches illustrated are ⅞ actual size

****GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax. Each watch gift boxed.

America's First Watchmaker Since 1850

WALTHAM

17, 21,* 25* and 30 Jewel WATCHES Fully Guaranteed

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory.

*Includes RESEVOIL all reserve jewels

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art. Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand. Shock protected by **Incabloc.**

2J524X5370 . . . . . Retail **$135.00**

Jean LaFitte: Swashbuckling style in a man's dress watch. Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination expansion band with black leather insert. 17 Jewel movement. With **Incabloc**

2J528X2650 . . . . Retail **$67.50**

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

25* JEWELS

D Sarah Bernhardt: 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement.

2J529X3995 . . . . . .Retail **$100.00**

E Saratoga: 25* Jewels. Waterproof**. Attractive man's watch for general wear. All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected

2J530X3860 . . . .Retail **$95.00**

Lady Petite BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised crystal, modern skip figure dial. 17 Jewel movement. Shock protected by **Incabloc.**

2J525X2485 . . . . .Retail **$62.50**

B Martha Washington: Petitely styled lady's watch. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc.**

2J526X2295 . . . . . Retail **$57.50**

C Mary Todd. A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement. Shock protected by **Incabloc.**

2J527X2660 . . . . . Retail **$67.50**

F Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination mesh expansion band. Two-tone textured dial with modern skip figures

2J531X3450 . . . Retail **$87.50**

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc.** 17 Jewels.

2J532X2295 . . . Retail **$57.50**

Prices Do Not Include Federal Excise Tax

Watches illustrated are ⅞ actual size

Each watch gift boxed.

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS *Fully Guaranteed*

SELF-WINDING

Waterproof** and Self-Winding

25 JEWELS
Waterproof** and Self-Winding

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather inserts. Luminous hands and figures can be read in the dark. Red sweep second hand. **Incabloc** protection.

2J533X4695 . . . . . Retail $120.00

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With **Incabloc.**

2J534X4445 Retail $110.00

Farragut: Waterproof.** Self-winding watch. Advanced design. Case of yellow gold filled with non-corrosive back. Matching gold filled expansion band. Textured dial, sweep second hand. 17 Jewels. With **Incabloc.**

2J535X4060 Retail $100.00

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding Waterproof.** Chrome top case, steel back. Steel combination expansion band. Luminous dial **Incabloc.**

2J536X3995 Retail $100.00

As above. 17 Jewel movement

2J562X3195 Retail $82.50

Watches illustrated are ⅞ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof** dress watch. Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet. 17 Jewels **Incabloc** protected

2J537X3850 . . . . . Retail $95.00

J Olympiana: Self-winding waterproof** sports watch. All gold-filled case and matching combination expansion bracelet. 17 Jewels, With **Incabloc.**

2J538X4500 Retail $110.00

K Virginia Dare: 23 Jewels. Self-winding waterproof** watch with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. **Incabloc** shock protection.

2J539X5320 . . . . . Retail $135.00

FOR THE CAREER WOMAN

L Pavlova: Lady's waterproof self-winding** watch. Daintily styled. Dust-protected case is color of natural gold. Stainless steel back. Matching gold-filled combination expansion bracelet. 17 Jewel movement. **Incabloc** shock protected.

2J540X3930 Retail $95.00

M Salome: As above. Chrome top case, stainless steel back. Matching combination expansion band

2J541X3710 . . . . . Retail $90.00

Capt. Kidd: Waterproof and self-winding.** Debonair style for men. Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather. Jet black dial; luminous hands. 17 Jewels. **Incabloc** shock protection

2J542X3570 Retail $87.50

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Prices Do Not Include Federal Excise Tax

17, 21*, 25* JEWELS
Fully Guaranteed

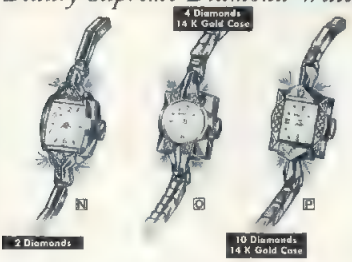
America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ½ actual size

*Includes RESEVOIL oil reserve jewels

Beauty Supreme Diamond Watches



N Queen Anne: Two dazzling genuine diamonds set in a regal white gold-filled case. Non-corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc**

2J545X3940 . . . . . Retail **$100.00**

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc.**

2J546X5495 Retail **$135.00**

P Queen Mary. 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold-filled expansion bracelet. Shock protected by **Incabloc.** 17 Jewels.

2J547D7420 . . . . . Retail **$185.00**

T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc.**

2J548D9975 . . . . Retail **$250.00**

V Melba: Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back Matching expansion bracelet. 17 Jewels. **Incabloc** shock protection.

2J550X3130 . . . . Retail **$77.50**

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold-filled expansion bracelet. 17 Jewels. With **Incabloc.**

2J549X6250 . . . . Retail **$175.00**

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet 17 Jewels. **Incabloc** shock protection.

2J551X3130 . . Retail **$77.50**

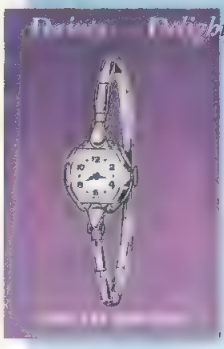
R La Duse. 21* Jewels. Continental design with a fashion flair. Case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected

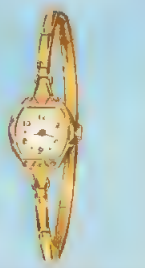
2J543X3195 . . . . . Retail **$80.00**

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust-protected. Shock protected.

2J544X5485 . . . . . Retail **$135.00**

Delightful . . . Dependable





Solid 14K Gold Case

du Barry: Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal. 17 Jewels. Shock protected by **Incabloc.**

2J552X3055 . Retail **$75.00**

Julia Marlow: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc.**

2J553X3055 Retail **$75.00**

Prices Do Not Include Federal Excise Tax **"GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America... to time the pulse of America

Fully Guaranteed

[3] **For women at work; nurses . . . laboratory technicians . . . homemakers,** etc. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like inserts Sweep second hand. 17 Jewels. Shock protected by **Incabloc.**

2J554X2650 Retail **$71.50**

[2] Same as above. White rolled gold plate case, stainless back.

2J555X2650 . . . . . Retail **$71.50**

Westchester: Waterproof self-winding** watch with suave masculine styling. Dust protected case is yellow rolled gold plate, stainless steel back. Matching gold-filled combination expansion bracelet. Two-tone textured dial, luminous hands, dots. Red sweep second hand. 17 Jewels. With **Incabloc.**

2J556X3495 Retail **$87.50**

[3] **La Salle:** Deluxe presentation watch at an unusually low price Yellow rolled gold plate case with non-corrosive back Matching gold-filled expansion bracelet Red sweep hand 17 Jewels. Shock protected by **Incabloc.**

2J557X2595 . . . . . Retail **$67.50**

[4] **Peary: Waterproof**** watch with all the features of a fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching combination expansion band. Sweep hand. Shock protected by **Incabloc.** 17 Jewels

2J558X2850 . . . . . Retail **$72.50**

[5] **Amundson: Waterproof**** watch designed to take rough treatment Case has chrome top, stainless steel back Matching expansion bracelet Luminous figures and hands. Sweep second hand. Shock protected by **Incabloc.** 17 Jewels.

2J559X2275 . . . . . Retail **$57.50**

*Includes RESEVOIL (U. S. Pat No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction bearing jewels to assure better service and longer wear.

Rogers: 21* Jewel waterproof** watch with the smartest styling in its class. Case has chrome top and stainless steel back. Matching combination expansion bracelet smart stick figure dial with luminous hands and dots that glow in the dark. Red sweep second hand. Shock protected movement.

2J560X2880 . . . Retail **$69.50**

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen—all who can't use a wrist watch. Engraved case of yellow rolled gold plate. Large black enamel figures on a white dial is very easy to read. 17 Jewel movement is shock protected with **Incabloc.** Black leather fob included without extra cost.

2J561X2595 . . . . . Retail **$65.00**

Watches illustrated are ⅞ actual size

"GUARANTEED WATERPROOF" As long as case, crown and crystal remain intact.

Prices Do Not Include Federal Excise Tax
Each watch gift boxed.

America's First Watchmaker Since 1850

WALTHAM

17, 21,* 25* and 30 Jewel WATCHES Fully Guaranteed

Guarantee
All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory

*Includes RESEVOIR oil reserve jewels

WALTHAM

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . . Self-winding . . . Waterproof**
dress watch for men Supreme accomplishment of the watchmaker's art! Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim Red sweep second hand. Shock protected by **Incabloc.**
4200W3370.....Retail **$135.00**

Shock-Protected by INCABLOC

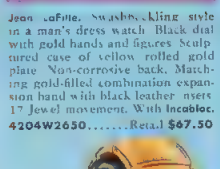
INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

Lady Petite BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet Raised crystal, modern skip figure dial, 17 Jewel movement Shock protected by **Incabloc.**
4201W2485.....Retail **$62.50**

B Martha Washington: Petitely styled lady's watch Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc.**
4202W2295.....Retail **$57.50**

C Mary Todd: A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends Non corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement Shock protected by **Incabloc.**
4203W2660.....Retail **$67.50**



Jean LaFitte. Swashbuckling style in a man's dress watch Black dial with gold hands and figures Sculptured case of yellow rolled gold plate Non-corrosive back. Matching gold-filled combination expansion band with black leather inserts 17 Jewel movement. With **Incabloc.**
4204W2650.....Retail **$67.50**

Waterproof**

25* JEWELS

D Sarah Bernhardt: 25* Jewels. Charming dress watch Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement
4205W3995.....Retail **$100.00**

E Saratoga: 25* Jewels. Waterproof**. Attractive man's watch for general wear All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand Shock protected
4206W3860.....Retail **$93.00**

F Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate Non corrosive back. Matching gold filled combination mesh expansion band Two-tone textured dial with modern skip figures
4207W3450.....Retail **$87.50**

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non corrosive back Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc.** 17 Jewels.
4208W2295.....Retail **$57.50**

Retail prices include Federal Excise Tax. Each watch gift boxed.
Watches illustrated are ⅔ actual size

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS *Fully Guaranteed*

SELF-WINDING

25 JEWELS
Waterproof** and Self-Winding

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather inserts. Luminous hands and figures can be read in the dark. Red sweep second hand. **Incabloc** protection.

4209W4695 . . . . . Retail **$120.00**

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold filled expansion band. Textured modern dial, red sweep second hand. With **Incabloc.**

4210W4445 Retail **$110.00**

Farragut Waterproof.** Self-winding watch. Advanced design. Case of yellow gold filled with non-corrosive back. Matching gold filled expansion band. Textured dial, sweep second hand. 17 Jewels. With **Incabloc.**

4211W4060 Retail **$100.00**

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding. Waterproof** Chrome top case steel back. Stee combination expansion band. Luminous dial. **Incabloc**

4212W3995 Retail **$100.00**

As above. 17 Jewel movement.

4238W3195 Retail **$82.50**

Watches illustrated are ⅔ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof dress watch.** Yellow rolled gold plate case, stainless back. Gold filled expansion bracelet. 17 Jewels **Incabloc** protected

4213W3850.....Retail **$95.00**

J Olympiana: Self-winding waterproof sports watch.** All gold Filled case and matching combination expansion bracelet. 17 Jewels. With **Incabloc**

4214W4500.....Retail **$110.00**

K Virginia Dare: 23 Jewels. Self-winding waterproof watch** with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. **Incabloc** shock protection.

4215W5320.....Retail **$135.00**

FOR THE CAREER WOMAN

L Pavlova: Lady's waterproof self-winding watch.** Daintily styled. Dust-protected case in color of natural gold. Stainless steel back. Matching gold filled combination expansion bracelet. 17 Jewel movement. **Incabloc** shock protected.

4216W3930.....Retail **$95.00**

M Salome: As above. Chrome top case stainless steel back. Matching combination expansion band.

4217W3710.....Retail **$90.00**

Capt. Kidd: Waterproof and self-winding.** Dependable, fool-proof. Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold filled combination expansion band in genuine leather. Jet black dial; luminous hands. 17 jewels. **Incabloc** shock protection.

4218W3570.....Retail **$87.50**

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax.

17, 21*, 25* JEWELS
Fully Guaranteed

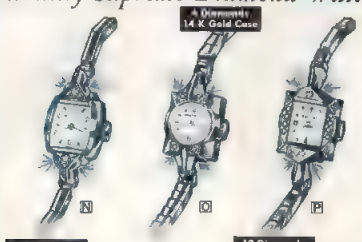
America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ¾ actual size

*Includes RESEVOIL oil reserve jewels.

Beauty Supreme Diamond Watches



N Queen Anne: Two dazzling genuine diamonds set in a regal white gold-filled case. Non corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc.**
4221W3940... .. . .Retail **$100.00**

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc**
4222W5495... .. . . .Retail **$135.00**

P Queen Mary: 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold-filled expansion bracelet. Shock protected by **Incabloc.** 17 Jewels
4223W7420.. ..... . .Retail **$185.00**

R La Duse 21* Jewels. Continental design with a fashion flair. Case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected.
4219W3195.....Retail **$80.00**

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick figure dial. Dust-protected. Shock protected.
4220W5485.....Retail **$135.00**

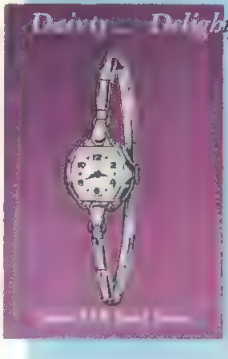
T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc.**
4224W9975 . Retail **$250.00**

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold filled expansion bracelet. 17 Jewels. With **Incabloc.**
4225W6250 Retail **$175.00**

V Melba: Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back. Matching expansion bracelet. 17 Jewels. **Incabloc** shock protection.
4226W3130 ..Retail **$77.50**

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels. **Incabloc** shock protection.
4227W3130....Retail **$77.50**

Dainty—Delightful . . . Dependable



Solid 14K Gold Case

du Barry Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal. 17 Jewels. Shock protected by **Incabloc.**
4228W3055 ..Retail **$75.00**

Julia Marlow: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc.**
4229W3055...Retail **$75.00**

Retail prices include Federal Excise Tax. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America... to time the pulse of America

Fully Guaranteed

1 **For women at work; nurses . . . laboratory technicians . . . homemakers,** etc Dust protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like inserts. Sweep second hand 17 Jewels. Shock protected by **Incabloc.**
4230W2650... Retail **$71.50**

2 Same as above. White rolled gold plate case stainless back
4231W2630... Retail **$71.50**

Westchester: Waterproof self-winding** watch with suave masculine styling. Dust-protected case is yellow rolled gold plate, stainless steel back. Matching gold filled combination expansion bracelet. Two-tone dial has gold-tone hands and sweep second hand 17 Jewels With **Incabloc**
4232W3495.....Retail **$87.50**

3 **La Salle: Deluxe** presentation watch at an unusually low price Yellow rolled gold plate case with non-corrosive back Matching gold-filled expansion bracelet. Red sweep hand 17 Jewels Shock protected by **Incabloc**
4233W2595. .Retail **$67.50**

4 **Peary: Waterproof** watch with all the features of a fine dress watch. Yellow rolled gold plate dust protected case with stainless steel back Matching combination expansion band Sweep hand Shock protected by **Incabloc.** 17 Jewels
4234W2850.....Retail **$72.50**

5 **Amundsen: Waterproof** watch designed to take rough treatment. Case has chrome top, stainless steel back. Matching expansion bracelet Luminous figures and hands Sweep second hand. Shock protected by **Incabloc.** 17 Jewels
4235W2275.....Retail **$57.50**

*Includes RESEVOIL (U S Pat No. 2678865) oil reservoir jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear.

Rogers. 21 Jewel waterproof watch with the smartest styling in its class. Case has chrome top and stainless steel back. Matching combination expansion bracelet, smart stick figure dial with luminous hands and dots that glow in the dark Red sweep second hand shock protected movement
4236W2880 Retail **$69.50**

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen—all who can't use a wrist watch Engraved case of yellow rolled gold plate Large black enamel figures on a white dial is very easy to read 17 Jewel movement is shock protected with **Incabloc** Black leather fob included without extra cost
4237W2595.....Retail **$65.00**

Watches illustrated are ⅞ actual size

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Guarantee
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*Includes RESEVOIL oil reserve jewels.

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art! Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand. Shock protected by **Incabloc.**

4200W3370.....Retail **$135.00**

Shock-Protected by **INCABLOC**

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Lady Petite

BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised crystal, modern skip figure dial. 17 Jewel movement. Shock protected by **Incabloc.**

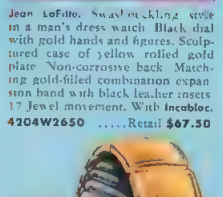
4201W2485.....Retail **$62.50**

B Martha Washington: Petitely styled lady's watch. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc.**

4202W2295.....Retail **$57.50**

C Mary Todd: A fashion leader! Trim, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement. Shock protected by **Incabloc.**

4203W2660.....Retail **$67.50**



Jean LaFitte. Swashbuckling style in a man's dress watch. Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination expansion band with black leather inserts. 17 Jewel movement. With **Incabloc.**

4204W2650 .....Retail **$67.50**

Waterproof**

25* JEWELS

D Sarah Bernhardt 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement.

4205W3995.....Retail **$100.00**

E Saratoga: 25* Jewels. Waterproof**. Attractive man's watch for general wear. All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected.

4206W3860.....Retail **$93.00**

F Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination mesh expansion band. Two-tone textured dial with modern skip figures.

4207W3450.... Retail **$87.50**

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS Fully Guaranteed

SELF-WINDING

25 JEWELS
Waterproofand Self-Winding**

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather inserts. Luminous hands and figures can be read in the dark. Red sweep second hand. **Incabloc** protection
4209W4695.....Retail **$120.00**

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With **Incabloc**
4210W4445 Retail **$110.00**

Farragut: Waterproof.** Self-winding watch. Advanced design. Case of yellow gold filled with non-corrosive back. Matching gold-filled expansion band. Textured dial, sweep second hand. 17 Jewels. With **Incabloc.**
4211W4060 Retail **$100.00**

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding Waterproof.** Chrome top case, steel back. Steel combination expansion band. Luminous dial **Incabloc**
4212W3995 Retail **$100.00**

As above 17 Jewel movement
4238W3195 Retail **$82.50**

Watches illustrated are ⅞ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof** dress watch. Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet. 17 Jewels. **Incabloc** protected
4213W3850.....Retail **$95.00**

J Olympiana: Self-winding waterproof** sports watch. All gold-filled case and matching combination expansion bracelet. 17 Jewels. With **Incabloc.**
4214W4500.....Retail **$110.00**

K Virginia Dare: 23 Jewels. Self-winding waterproof** watch with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. **Incabloc** shock protection.
4215W5320.....Retail **$135.00**

FOR THE CAREER WOMAN

L Pavlova. Lady's waterproof self-winding** watch. Dainty styled. Dust protected case is color of natural gold. Stainless steel back. Matching gold-filled combination expansion bracelet. 7 Jewel movement. **Incabloc** shock protected
4216W3930.....Retail **$95.00**

M Salome. As above. Chrome top case, stainless steel back. Matching combination expansion band.
4217W3710.....Retail **$90.00**

Capt. Kidd: Waterproof and self-winding.** Dress watch for men. Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather for each wrist. Luminous hands. 17 Jewels **Incabloc** shock protection
4218W3570.....Retail **$87.50**

17, 21*, 25* JEWELS

Fully Guaranteed

America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ⅔ actual size

*Includes RESEVOIL oil reserve jewels

Beauty Supreme Diamond Watches

N Queen Anne: Two dazzling genuine diamonds set in a regal white gold-filled case. Non-corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc.**
4221W3940.....Retail **$100.00**

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc.**
4222W5495.....Retail **$135.00**

P Queen Mary: 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold-filled expansion bracelet. Shock protected by **Incabloc.** 17 Jewels.
4223W7420.....Retail **$185.00**

T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc.**
4224W9975...Retail **$250.00**

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold filled expansion bracelet. 17 Jewels. With **Incabloc.**
4225W6250...Retail **$175.00**

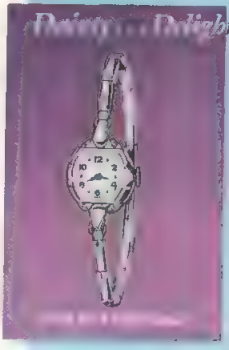
V Melba: Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back. Matching expansion bracelet. 17 Jewels. **Incabloc** shock protection.
4226W3130...Retail **$77.50**

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels **Incabloc** shock protection
4227W3130...Retail **$77.50**

R La Duse: 21* Jewels. Continental design with a fashion flair. Case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected.
4219W3195.....Retail **$80.00**

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust-protected. Shock protected.
4220W5485.....Retail **$135.00**

Dainty...Delightful...Dependable



Solid 14K Gold Case

du Barry Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal. 17 Jewels.

Julia Marlowe: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock pro-

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America... to time the pulse of America

Fully Guaranteed

1 **For women at work: nurses . . . laboratory technicians . . . homemakers, etc.** Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like inserts. Sweep second hand. 17 Jewels. Shock protected by **Incabloc.**

4230W2650..... Retail **$71.50**

2 Same as above. White rolled gold plate case, stainless back

4231W2650..... Retail **$71.50**

Westchester: Waterproof self-winding** watch with suave masculine styling. Dust protected case of yellow rolled gold plate, stainless steel back. Matching gold filled combination expansion bracelet. Two tone textured dial, luminous hands, dots. Red sweep second hand. 17 Jewels. With **Incabloc.**

4232W3495.....Retail **$87.50**

3 **La Salle** Deluxe presentation watch at an unusually low price. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Red sweep hand. 17 Jewels. Shock protected by **Incabloc**

4233W2595.....Retail **$67.50**

4 **Peary: Waterproof**** watch with all the features of a fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching combination expansion band. Sweep hand. Shock protected by **Incabloc.** 17 Jewels

4234W2850.....Retail **$72.50**

5 **Amundson: Waterproof**** watch designed to take rough treatment. Case has chrome top, stainless steel back. Matching expansion bracelet. Luminous figures and hands. Sweep second hand. Shock protected by **Incabloc.** 17 Jewels.

4235W2275.....Retail **$57.50**

*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear.

Rogers: 21* Jewel waterproof** watch with the smartest styling in its class. Case has chrome top and stainless steel back. Matching combination expansion bracelet. Smart stick figure dial with luminous hands and dots that glow in the dark. Red sweep second hand. Shock protected movement

4236W2880.....Retail **$69.50**

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen—all who can't use a wrist watch. Engraved case of yellow rolled gold plate. Large black enamel figures on a white dial is very easy to read. 7 Jewel movement is shock protected with

Watches illustrated are ⅞ actual size

America's First Watchmaker Since 1850

WALTHAM

17, 21,* 25* and 30 Jewel WATCHES Fully Guaranteed

Guarantee
All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory.

*Includes RESEVOIL oil reserve jewels.

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art! Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim Red sweep second hand, Shock protected by **Incabloc.**

4206W5370.....Retail **$135.00**

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

Lady Petite BY WALTHAM

[A] Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised crystal, modern skip figure dial, 17 Jewel movement. Shock protected by **Incabloc.**

4201W2485.....Retail **$62.50**

[B] Martha Washington: Perfectly styled lady's watch Yellow rolled gold plate case with non-corrosive back Matching gold-filled expansion bracelet Very legible dial with raised flat top crystal. 17 Jewels Shock protected by **Incabloc.**

4202W2295 ....Retail **$57.50**

[C] Mary Todd: A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back Matching gold-filled expansion bracelet. 17 Jewel movement Shock protected by **Incabloc.**

4203W2660.....Retail **$67.50**

25* JEWELS

[D] Sarah Bernhardt: 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet Modern dial Shock protected movement

4205W3995.....Retail **$100.00**

[E] Saratoga: 25* Jewels. Waterproof.** Attractive man's watch for general wear All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected.

4206W3860..... .Retail **$95.00**

Jean LaFitte: Swashbuckling style in a man's dress watch Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold filled combination expansion band with black leather inserts. 17 Jewel movement. With **Incabloc.**

4204W2650.....Retail **$67.50**

[F] Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back Matching gold-filled combination mesh expansion band. Two-tone textured dial with modern skip figures.

4207W3650 . Retail **$87.50**

[G] Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc.** 17 Jewels.

4208W2295.....Retail **$57.50**

Retail prices include Federal Excise Tax. Each watch gift boxed.
Watches illustrated are ⅔ actual size

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS Fully Guaranteed

SELF-WINDING

25 JEWELS
Waterproof** and Self-Winding

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather ensets Luminous hands and figures can be read in the dark. Red sweep second hand. Incabloc protection.
4209W4693.....Retail **$120.00**

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With Incabloc
4210W4445 Retail **$110.00**

Farragut: Waterproof.** Self-winding watch. Advanced design Case of yellow gold filled with non-corrosive back Matching gold-filled expansion band Textured dial, sweep second hand 17 Jewels. With Incabloc
4211W4060 Retail **$100.00**

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding. Waterproof.** Chrome top case, steel back. Steel combination expansion band Luminous dial. Incabloc.
4212W3995 Retail **$100.00**

As above. 17 Jewel movement
4238W3195. Retail **$82.50**

Watches illustrated are ¾ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H **Camille. Self-winding waterproof** dress watch. Yellow rolled gold plate case, stainless back Gold-filled expansion bracelet. 17 Jewels. Incabloc protected
4213W3850... . . . . Retail **$95.00**

J **Olympiana: Self-winding waterproof** sports watch. All gold-filled case and matching combination expansion bracelet 17 Jewels. With Incabloc
4214W4500 . . . . . Retail **$110.00**

K **Virginia Dare: 23 Jewels. Self-winding waterproof** watch with 2 genuine fiery diamonds White rolled gold plate case, non-corrosive back. Gold filled expansion bracelet. Incabloc shock protection
4215W5320 . . . . . Retail **$135.00**

FOR THE CAREER WOMAN

L **Pavlova Lady's waterproof** self-winding** watch Daintily styled Dust-protected case is color of white gold Stainless steel back Matching gold-filled combination expansion bracelet 17 Jewel movement. Incabloc shock protected
4216W3930.....Retail **$95.00**

M **Salome:** As above. Chrome top case, stainless steel back. Matching combination expansion band
4217W3710 . . Retail **$90.00**

Capt. Kidd: Waterproof and self-winding.** Debonair style for men Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather black dial. luminous hands 17 Jewels. Incabloc shock protection
4218W3370. . . . . Retail **$87.50**

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax.

17, 21*, 25* JEWELS
Fully Guaranteed

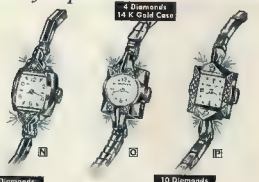
America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ½ actual size

*Includes RESEVOIL oil reserve jewels

Beauty Supreme Diamond Watches



N Queen Anne: Two dazzling genuine diamonds set in a regal white gold-filled case. Non-corrosive back Matching "Queen" expansion bracelet. Legible skip figure dial 17 Jewels. With **Incabloc.**
4221W3940.....Retail **$100.00**

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold The matching "Queen" expansion band is white gold filled 17 Jewels. With **Incabloc.**
4222W5495.....Retail **$135.00**

P Queen Mary: 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold Matching "Queen" white gold-filled expansion bracelet Shock protected by **Incabloc.** 17 Jewels.
4223W7420.....Retail **$185.00**

T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold Intricately carved. Matching gold filled expansion bracelet 17 Jewels. Shock protected by **Incabloc.**
4224W9975 .Retail **$250.00**

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold Unusual design end-pieces. Matching gold-filled expansion bracelet 17 Jewels With **Incabloc.**
4225W6250.. Retail **$175.00**

V Melba. Two brilliant genuine diamonds make this watch a real treasure Yellow rolled gold plate case, steel back. Matching expansion bracelet 17 Jewels **Incabloc** shock protection
4226W3130 . .Retail **$77.50**

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold Non-corrosive back Matching gold filled expansion bracelet. 17 Jewels **Incabloc** shock protection
4227W3130.. Retail **$77.50**

R La Duse: 21* Jewels. Continental design with a fashion flair. Case is yellow rolled gold plate with non-corrosive back Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected.
4219W3195.....Retail **$80.00**

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest' Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust-protected. Shock protected.
4220W5485.. .....Retail **$135.00**

Dainty Delightful . . . Dependable

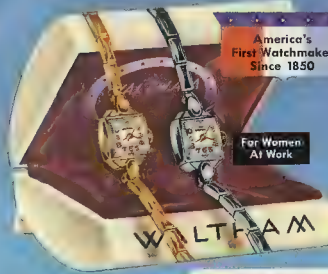
Solid 14K Gold Case

du Barry: Solid 14K white gold case. Sheer luxury in a watch she'll always cherish. So perfectly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal 17 Jewels Shock protected by **Incabloc.**
4228W3055 ..Retail **$75.00**

Ju ra Marlow Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc.**
4229W3055 .Retail **$75.00**

Each watch gift boxed.

Retail prices include Federal Excise Tax. **"GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.**



WALTHAM

PACE-SETTER WATCHES

Built for the strength of America... to time the pulse of America

Fully Guaranteed

1 **For women at work; nurses . . . laboratory technicians . . . homemakers,** etc Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like inserts. Sweep second hand. 17 Jewels Shock protected by **Incabloc.**
4230W2650. . . . . . Retail **$71.50**

2 Same as above. With rolled gold plate case, stainless back
4231W2650. . . . . . Retail **$71.50**

Westchester. Waterproof self-winding** watch with suave masculine styling. Dust-protected case in yellow rolled gold plate, stainless steel back Matching gold-filled combination expansion bracelet. Two-tone textured dial, luminous hands, dots Red sweep second hand 17 Jewels. With **Incabloc.**
4232W3495 . . . . Retail **$87.50**

3 **La Salle:** Deluxe presentation watch at an unusually low price Yellow rolled gold plate case with non corrosive back Matching gold-filled expansion bracelet. Red sweep hand 17 Jewels Shock protected by **Incabloc**
4233W2595 . . . . . Retail **$67.50**

4 **Peary. Waterproof**** watch with all the features of a fine dress watch Yellow rolled gold plate dust-protected case with stainless steel back Matching combination expansion band Sweep hand. Shock protected by **Incabloc.** 17 Jewels
4234W2850 . . . . . Retail **$72.50**

5 **Amundsen Waterproof**** watch designed to take rough treatment. Case has chrome top, stainless steel back Matching expansion bracelet. Luminous figures and hands Sweep second hand. Shock protected by **Incabloc.** 17 Jewels
4235W2275 . . . . . Retail **$57.50**

*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reservoir jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear

Rogers: 21* Jewel waterproof** watch with the smartest styling in its class Case has chrome top and stainless steel back. Matching combination expansion bracelet smart stick figure dial with luminous hands and dots that glow in the dark. Red sweep second hand Shock protected movement
4236W2880. . . . Retail **$69.50**

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen all who can't use a wrist watch Engraved case of yellow rolled gold plate Large black enamel figures on a white dial is very easy to read. 17 Jewel movement is shock protected with **Incabloc.** Black leather fob included without extra cost
4237W2595 . . . . . Retail **$65.00**

Watches illustrated are ⅞ actual size

****GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax. Each watch gift boxed.

America's First Watchmaker Since 1850

WALTHAM

17, 21,* 25* and 30 Jewel WATCHES Fully Guaranteed

Guarantee
All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory.

*Includes RESEVOIL all reserve jewels.

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art! Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand. Shock protected by **Incabloc**.
348-4200 . . . . . Index 1-5370 . . . . . $135.00

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

Lady Petite BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised crystal, modern skip figure dial. 17 Jewel movement. Shock protected by **Incabloc**.
348-4201 . . . Index 1-2485 $62.50

B Martha Washington: Petitely styled lady's watch. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc**.
348-4202 . . . Index 1-2295 . $57.50

C Mary Todd: A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewel movement. Shock protected by **Incabloc**.
348-4203 . . . Index 1-2660 . $67.50

Jean LaFitte: Swashbuckling style in a man's dress watch. Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination expansion band with black leather inserts. 17 Jewel movement. With **Incabloc**.
348-4204 . . Index 1-2650 . $67.50

Waterproof**

Solid 14K Gold Case

Ultra Thin

25* JEWELS

D Sarah Bernhardt: 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement.
348-4205 . . . Index 1-3995 . $100.00

E Saratoga: 25* Jewels. Waterproof.** Attractive man's watch for general wear. All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected.
348-4206 . . . Index 1-3860 . $95.00

F Ticonderoga: 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back. Matching gold-filled combination mesh expansion band. Two-tone textured dial with modern skip figures.
348-4207 Index 1-3450 $67.50

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc**. 17 Jewels.
348-4208 Index 1-2295 $57.50

Retail prices include Federal Excise Tax. Each watch gift boxed.
Watches illustrated are ⅞ actual size

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS *Fully Guaranteed*

SELF-WINDING

Waterproof** and Self-Winding

25 JEWELS
Waterproof** and Self-Winding

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold-filled combination expansion bracelet with genuine leather inserts. Luminous hands and figures can be read in the dark. Red sweep second hand. **Incabloc** protection.
348-4209 . . . . . Index 1-4695 . . . . . $120.00

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With **Incabloc.**
348-4210 Index 1-4445 $110.00

Farragut: Waterproof.** Self-winding watch. Advanced design. Case of yellow gold filled with non-corrosive back. Matching gold-filled expansion band. Textured dial, sweep second hand. 17 Jewels. With **Incabloc.**
348-4211 Index 1-4060 $100.00

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding. Waterproof** Chrome top case, steel back. Steel combination expansion band. Luminous dial. **Incabloc.**
348-4212 Index 1-3995 $100.00

As above. 17 Jewel movement
348-4238 Index 1-3195 $62.50

Watches illustrated are ⅔ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof** dress watch. Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet. 17 Jewels. **Incabloc** protected.
348-4213 . . . . . Index 1-3850 . . . $95.00

J Olympiana: Self-winding waterproof** sports watch. All gold-filled case and matching combination expansion bracelet. 17 Jewels. With **Incabloc.**
348-4214 Index 1-4500 $110.00

K Virginia Dare: 23 Jewels. Self-winding waterproof** watch with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. **Incabloc** shock protection
348-4215 . . . Index 1-5320 $135.00

FOR THE CAREER WOMAN

L Pavlova: Lady's waterproof self-winding** watch. Daintily styled. Dust-protected case is color of natural gold. Stainless steel back. Matching gold-filled combination expansion bracelet. 17 Jewel movement. **Incabloc** shock protected.
348-4216 . . . Index 1-3930 $95.00

M Selome: As above. Chrome top case, stainless steel back. Matching combination expansion band
348-4217 . Index 1-3710 $90.00

Capt. Kidd. Waterproof and self-winding.** Debonair style for men. Dust protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather. Jet black dial; luminous hands. 17 Jewels. **Incabloc** shock protection.
348-4218 Index 1-3570 $87.50

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax.

17, 21*, 25* JEWELS

Fully Guaranteed

America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ¾ actual size

*Includes RESEVOIL oil reserve jewels.

Beauty Supreme Diamond Watches

N Queen Anne: Two dazzling genuine diamonds set in a regal white gold filled case. Non-corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc.**
348-4221 Index 1-3940 $100.00

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc.**
348-4222 Index 1-5495 $135.00

P Queen Mary: 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold-filled expansion bracelet. Shock protected by **Incabloc.** 17 Jewels.
348-4223 Index 1-7420 $185.00

R La Duse: 21* Jewels. Continental design with a fashion flair. Case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected.
348-4219 . . . . . Index 1-3195. . . . . $80.00

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust-protected. Shock protected.
348-4220 Index 1-5485 . . . . . $135.00

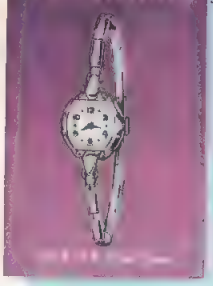
T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc.**
348-4224 Index 1-9975 $250.00

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold-filled expansion bracelet 17 Jewels With **Incabloc.**
348-4225 Index 1-6250 $175.00

V Malibu: Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back. Matching expansion bracelet. 17 Jewels. **Incabloc** shock protection.
348-4226 Index 1-3130 $77.50

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels. **Incabloc** shock protection.
348-4227 Index 1-3130 $77.50

Delightful . . . Dependable



Solid 14K Gold Case

du Barry: Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold filled expansion bracelet Modern skip figure dial with high domed crystal. 17 Jewels. Shock protected by **Incabloc.**
348-4228 Index 1-3055. $75.00

Julia Marlow: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc.**
348-4229 Index 1-3055 $75.00

Retail prices include Federal Excise Tax. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America...in time the pulse of America

Fully Guaranteed

[1] **For women at work; nurses . . . laboratory technicians . . homemakers,** etc. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like inserts. Sweep second hand. 17 Jewels. Shock protected by **Incabloc.**
348-4230 . . . . . Index 1-2650 . . . . . $71.50

[2] Same as above. White rolled gold plate case, stainless back.
348-4231 . . . . . Index 1-2650 . . . . . $71.50

Westchester: Waterproof** self-winding watch with suave masculine styling. Dust-protected case is yellow rolled gold plate, stainless steel back. Matching gold-filled combination expansion bracelet. Two-tone textured dial, luminous hands, dots. Red sweep second hand. 17 Jewels. With **Incabloc.**
348-4232 . . Index 1-3495 . . $87.50

[3] **La Salle: Deluxe** presentation watch at an unusually low price. Yellow rolled gold plate case with non-corrosive back. Matching gold filled expansion bracelet. Red sweep hand. 17 Jewels. Shock protected by **Incabloc.**
348-4233 . . . . . Index 1-2595 . . . . . $67.50

[4] **Peary: Waterproof**** watch with all the features of a fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching combination expansion band Sweep hand. Shock protected by **Incabloc.** 17 Jewels.
348-4234 . . . . . Index 1-2850 . . . . . $72.50

[5] **Amundsen: Waterproof**** watch designed to take rough treatment. Case has chrome top, stainless steel back. Matching expansion bracelet. Luminous figures and hands. Sweep second hand. Shock protected by **Incabloc.** 17 Jewels.
348-4235 . . . . . Index 1-2275 . . . . . $57.50

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen—all who can't use a wrist watch. Engraved case of yellow rolled gold plate. Large black enamel figures on a white dial is very easy to read. 17 Jewel movement is shock protected with **Incabloc.** Black leather fob included without extra cost.
348-4237 . . . . . Index 1-2595 . . . . . $65.00

*Includes RESEVOIL (U. S. Pat No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear

Rogers: 21* Jewel waterproof** watch with the smartest styling in its class. Case has chrome top and stainless steel back Matching combination expansion bracelet. smart stick figure dial with luminous hands and dots that glow in the dark. Red sweep second hand. Shock protected movement.
348-4236 .Index 1-2680 $69.50

Watches illustrated are ⅞ actual size

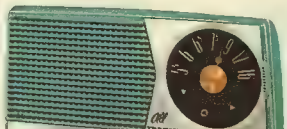
"GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

Retail prices include Federal Excise Tax. Each watch gift boxed.

Westinghouse Radios

The Best Way to Remember the Day!

Westinghouse . . . the Name to Watch in Radio . . . presents a complete selection of Radios for 1958, featuring the exclusive Silver Safeguard . . . packs radio for . . . all around for Do . . . ght for . . . ds, or a sturdy . . . in the Outdoor . . . Best Way to Remember . . . enjoy . . . Radio.

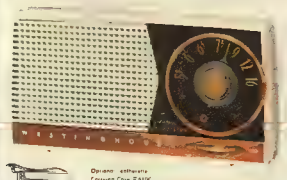


*Optional leatherette Carrying Case #810C.

*Replacement Battery: Ray O Vac #1600, or equivalent.

"All Transistor" Personal Portable . . . small, compact, powerful performer. Miracle transistors replace tubes . . . operate instantly on a single 9-volt battery.* Unbreakable case . . . exclusive Silver Safeguard Chassis . . . Earphone jack. Earphone unit for private listening optional extra. 5 transistors plus diode. Dimensions: 3-1/8" high, 6" wide, 1-5/8" deep. Shipping weight: 1-1/2 lbs.

H6383R-3895 — Turquoise . . . Retail **$49.95**
H6384R-3885 — Charcoal Gray . . . Retail **$49.95**



Optional leatherette Carrying Case #810C.

*Replacement Battery: Ray O Vac #1600, or equivalent

"Seven Transistor" Personal Portable, tucks away in pocket or purse. Unbreakable case. Silver Safeguard Chassis with push-pull audio output circuit. Single 9-volt battery* plays 75 hours. Ea. phone jack . . . Earphone unit for private listening optional extra. Seven transistors. Dimensions: 3-1/8" high, 6" wide, 1-5/8" deep. Shipping weight: 1-1/2 lbs.

H6385R-4395 — Black & Pearlescent Gray . . . Retail **$59.95**
H6386R-4395 — Red & Black . . . Retail **$59.95**

The "CORDLESS" ALL TRANSISTOR . . . the ultimate in modern radio design. No power cord . . . no tubes. New unbreakable case with smart tapering lines. A radio with unlimited versatility . . . at home . . . office . . . school . . . picnic . . . beach . . . boating . . . or motoring. New, advanced chassis design packs big set radio reception . . . Maximum fidelity 6" x 4" speaker provides big set sound performance. A standout performer . . . operates up to 1000 hours on a 9-volt battery pack or six 1-1/2 volt flashlight "D" cells. Six transistors plus diode. Dimensions: 6-11/16" high, 9-1/4" wide, 3-1/2" deep. Shipping weight: Approx. 4 lbs.

H6387R-4195 — Charcoal & Gold . . . Retail **$59.95**
H6388R-4195 — Lemon Yellow & Off-White . . . Retail **$59.95**

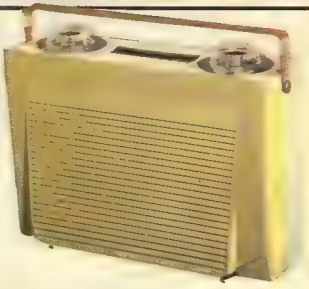
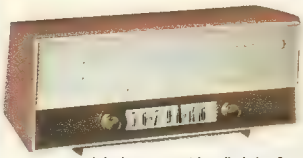


Table RADIOS

- New "Wide-Fi" Speakers
- Set & Forget Volume Control
- Decor-Design Cabinets
- Built-in Antennas



A fresh, new concept in radio design. Low, horizontal lines. New "All-Around" cabinet presents a sleek, finished appearance from every angle. New "Wide-Fi" 10" x 2-5/8" speaker provides new dimension in sound. 5 tubes incl. Rectifier. Push-Pull on-off . . . set and forget volume control, operates on AC/DC. Illuminated slide-rule dial. Dimensions: 6" high, 14-7/16" wide, 5-1/2" deep. Shipping weight: Approx. 10 lbs.

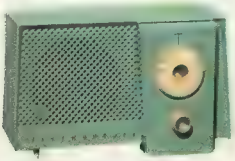
H6269R-2626 — Mocha & White — Retail **$34.95**

Sleek twin speaker model doubles your listening pleasure. Acoustically designed cabinet radiates room-filling sound. New Push-Pull on-off switch . . . set and forget volume control, 5 tubes incl. Rectifier. Operates on AC/DC. AM only. Dimensions: 7" high, 11 1/4" wide, 6-1/4" deep. Shipping weight: Approx 6 lbs.

H6549R-2249 — Tan — Retail **$29.95**
H6553R-2249 — Ivory — Retail **$29.95**
H6555R-2249 — Green — Retail **$29.95**

New "Symphonaire Six"... long distance model pulls in far off stations loud and clear . . . 3-gang condenser provides increased sensitivity. 6 tubes incl. Rectifier. Operates on AC/DC. New 10" x 2-5/8" "Wide-Fi" speaker provides the ultimate in listening pleasure. Push-Pull on-off switch . . . set and forget volume control . . . illuminated slide rule dial. Dimensions: 6" high, 14-7/16" wide, 5-3/4" deep. Shipping weight: Approx. 10 lbs.

H6270R-2994 — Coral & White — Retail **$39.95**
H6271R-2994 — Ivory & White — Retail **$39.95**



Famous Silver Safeguard Chassis. 4" Magna-Power speaker. 4 tubes incl. Rectifier. AC/DC operation. AM only. Dimensions: 5-1/2" high, 9" wide, 5-3/4" deep. Shipping weight: Approx. 3-3/4 lbs.

H6138R-1464 — Ivory — Retail **$17.95**
H6139R-1464 — Green — Retail **$17.95**
H6137R-1365 — Black — Retail **$16.95**

Smart, thrifty model features Silver Safeguard Chassis for longer service-free life. Push-Pull on-off — set and forget volume control. 5 tubes incl. Rectifier. AM reception on AC/DC. Dimensions: 7" high, 10-1/4" wide, 5-1/4" deep. Shipping weight: Approx. 5 lbs.

H6136R-1877 — Turquoise — Retail **$23.95**
H6268R-1877 — Ivory — Retail **$23.95**

Custom DeLuxe Clock Radio . . . a handsome instrument for fine homes and executive offices, the ultimate in clock radios. Silver Safeguard Chassis with 3-gang condenser provides increased sensitivity. Exciting, new "All Around" cabinet design with full moulded back. Lulls you to sleep . . . turns itself off . . . wakes you to music . . . turns appliances on and off . . . all automatically. New "Doze" control permits resetting of buzzer alarm to sound five times at 7-minute intervals before shutting off permanently. Large luminous hands . . . illuminated tuning dial. Six tubes including rectifier. AC only. Dimensions: 6" high, 14-7/16" wide, 5-1/2" deep. Shipping weight: Approx. 10 lbs.

H6345R-3673 — Ivory & White Retail **$49.95**
H6374R-3673 — Coral & White Retail **$49.95**

DeLuxe Clock Radio, a beautiful bedside companion that lulls you to sleep, then shuts off automatically*. . . . Wakes you to music . . . Delayed action buzzer alarm. Handy appliance outlet* operates small appliances . . . automatically 5 tubes incl. Rectifier. AC only. Dimensions: 6" high, 10-7/8" wide, 5-3/8" deep. Shipping weight: Approx. 5-1/2 lbs.

H6274R-2849 — Coral Retail **$34.95**
H6275R-2849 — Ivory Retail **$34.95**

Budget beauty with large, easy-to-read clock. Wakes you to music . . . automatically . . . delayed action buzzer alarm* arouses sound sleepers. Powerful radio with Silver Safeguard Chassis. 4 tubes incl Rectifier. AC operation only. Dimensions: 6" high, 11-1/2" wide, 5" deep. Shipping weight: Approx. 6 lbs.

H6272R-2197 — Pink Retail **$27.95**
H6273R-2197 — Ivory Retail **$27.95**

W

Clock

RADIOS

- **New "Doze" Alarm**
- **Automatic Wake-up Music**
- **Silent Electric Clocks**
- **Handy Appliance Outlets**

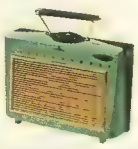
Custom Clock Radio for those who enjoy the finest. Contemporary design . . . as new as tomorrow. Exclusive Silver Safeguard Chassis with 4" Alnico V speaker provides the ultimate in listening pleasure. New "All Around" cabinet design . . . handy appliance outlet. Clock features Slumber Switch . . . "Wake-up-to-Music" . . . Buzzer alarm . . . New "Doze" Control permits you to reset buzzer alarm to resound at 7-minute intervals. This may be repeated five times before alarm shuts off permanently. Easy-to-read luminous hands . . . illuminated tuning dial. Five tubes including rectifier. AC only Dimensions: 6" high, 14-7/16" wide, 5-1/2" deep. Shipping weight: Approx. 10 lbs.

H6276R-3292 — Mocha & White — Retail **$42.95**

WESTINGHOUSE 3/WAY PORTABLE RADIOS

The PLAY PAL . . . provides 3-way radio entertainment. Enjoy it indoors on AC or DC . . . outdoors on long life batteries. Sparkling, two-tone "Sweep-Back" styling in Unbreakable Case. Long-range Ferrocore antenna, 4 tubes, plus Rectifier. 3-1/2" Alnico V speaker. Two position battery clip permits use of standard flashlight cells. Dimensions: 6-11/16" high, 8-11/16" wide, 3-1/16" deep. Shipping weight: Approx. 4-1/2 lbs.

H6255R-2350 — Beige & Scarlet — Retail **$29.95**
H6288R-2360 — Off/White & Lemon Yellow — Retail **$29.95**



The HOLIDAY 3-way Portable . . . for "on-the-go" listening pleasure . . . plays on AC/DC or low cost batteries. Colorful two-tone unbreakable case resists cracking, chipping, breaking. Sturdy acoustically designed grille transmits full tone quality. Extra powerful speaker. . . . Ferrocore antenna. Two position battery clip permits use of standard flashlight cells. 4 tubes, plus Rectifier. Dimensions: 6-11/16" high, 8-11/16" wide, 3-1/16" deep. Shipping weight: Approx. 4½ lbs.

H6326R-2496 — Light Green & Spruce Green — Retail **$34.95**
H6080R-2496 — White & Sand — Retail **$34.95**
H6256R-2496 — Gray & Black — Retail **$34.95**

ALL WESTINGHOUSE RADIOS CARRY 90 DAY PARTS WARRANTY AND 90 DAY SERVICE POLICY.

Replacement Batteries For All 3/Way Portable Radios

Make	"A" Battery	"B" Battery
Eveready	964	477
Ollin	2416	1709
Burgess	218	945
Ray-O-Vac	20	211P
General	77	149

SPECIFICATIONS AND PRICES SUBJECT TO CHANGE WITHOUT NOTICE (BATTERIES NOT INCLUDED WITH PORTABLE OR TRANSISTOR RADIOS)

YOU CAN BE SURE...IF IT'S Westinghouse

Litho in U.S.A.

THE LINE WONDER HORSE LINE

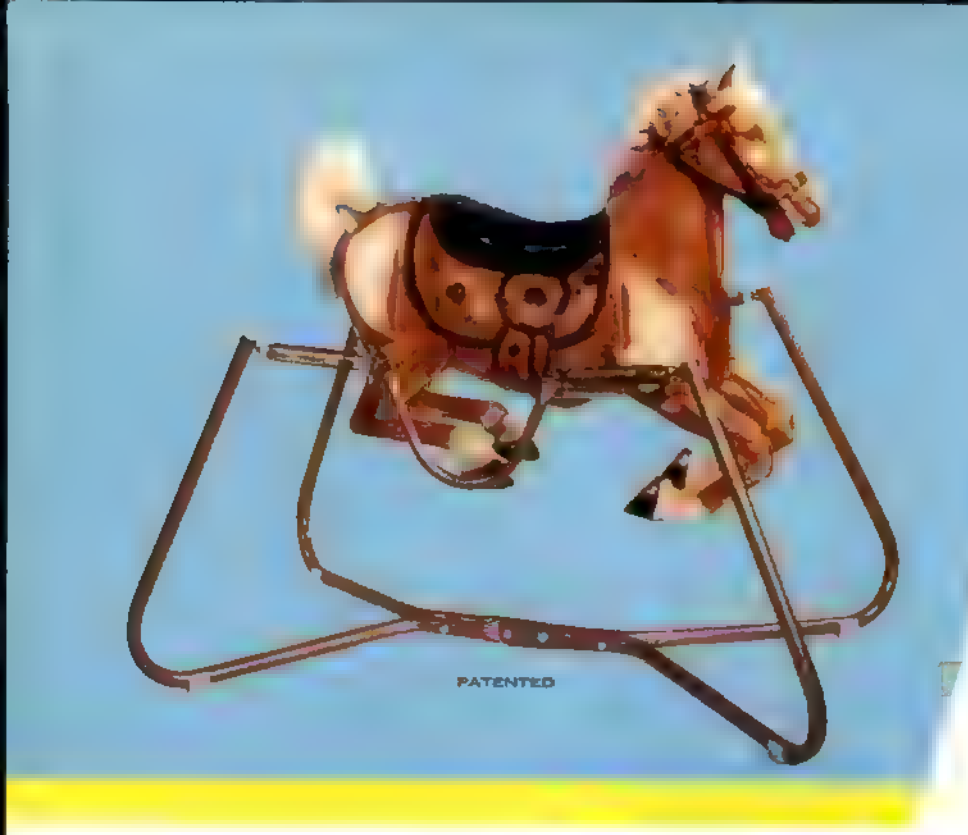
All-Time Action Champions

Insist upon The WONDER HORSE— the original spring-suspended hobby horse—often imitated but never equalled

Nationally Advertised

Manufacturers

WX NO CRLYRL-198



BLUE RIBBON
WONDER STALLION

Big in size—big in child appeal. Molded of durable Vinyl in lustrous Pinto color. Patented Magic Spring Action, extra-strength springs. Handsome tooled-look saddle.

MODEL NO. 60 (Copper Base)
$39.95 Retail
Saddle Height 26½". Length 41". Width 24". Ages 1 to 7.
Knocked down cartons. Ind. packed. Length 33". Width 13¾". Height 27½". Weight 32±.

MODEL NO. 61 (Chrome Base)
$2 extra retail
Dimensions and packing same as above.

BLUE RIBBON *WONDER HORSE LINE*

Big, Bouncing Pinto Beauties

BLUE RIBBON
WONDER MARE

Newest addition to the championship Wonder Horse stable. This stalwart Pinto is molded of rugged Vinyl, sports a realistic saddle. Patented Magic Spring Action gives a rollicking ride.

MODEL NO. 70 (Metal Base)
$34.95 Retail
Saddle Height 25". Length 41". Width 24". Ages 1 to 7.
Knocked down cartons. Ind. packed. Length 30⅜". Width 11⅜". Height 25⅛". Weight 28±.

MODEL NO. 71
(Chrome Base)
$2 extra retail
Dimensions and packing same as above.

WONDER PALOMINO FAMILY LINE

Golden Blonde Sales Stars

the WONDER HORSE DELUXE

A child's dream come true! Beautifully molded of rugged plastic in the rich color of the Golden Palomino. Patented Magic Spring Action

MODEL NO. 22
(Copper Base) $27.95 Retail
Saddle Height 25". Length 41". Width 24". Ages 1 to 7.
Knocked down cartons. Ind. packed. Length 35". Width 8¼" Height 24¼". Weight 20±.

MODEL NO. 20
(Chrome Base)..... $29.95 Retail
Dimensions and packing same as above.

the WONDER MARE

Irresistible to action-loving youngsters! Sculptured of smooth plastic in natural Palomino color. Patented Magic Spring Action.

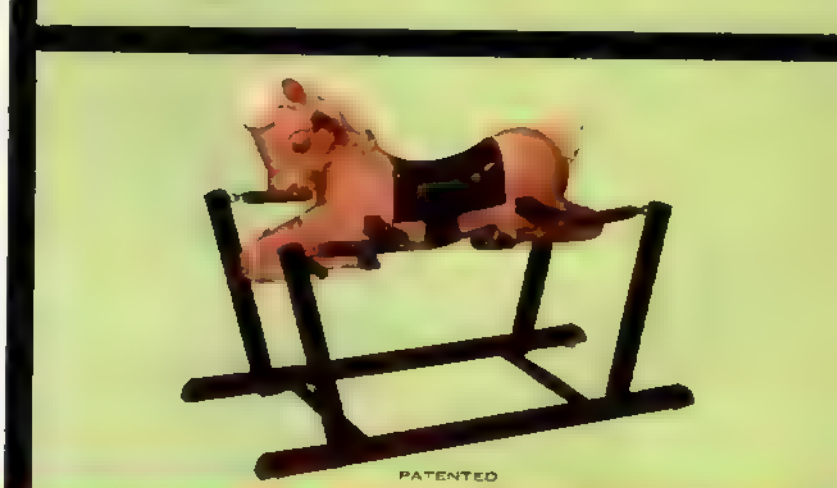
MODEL NO. 40
(Metal Base)..... $19.95 Retail
Saddle Height 19½". Length 39". Width 22¾". Ages 1 to 7.
Knocked down cartons. Ind. packed. Length 28¾". Width 8". Height 20¼". Weight 17±.

the WONDER PONY

Toddlers take to this frisky Palomino on sight! Body molded of durable plastic. Patented Magic Spring Action provides fun and exercise

MODEL NO. 30
(Wood Base)..... $10.95 Retail
(Slightly higher For West and Northeast)
Saddle Height 16½". Length 30". Width 14½". Ages 1 to 3.
Knocked down cartons. Ind. packed. Length 30¼" Width 6¾". Height 14¾". Weight 11±.

MODEL NO. 31
(Metal Base)..... $1 Extra Retail
Saddle Height 17¼". Width 19¼". Length 33". Cartons and weight same as above.



Look for the Brand Name-
The Wonder Horse
—often imitated,
but never equalled

WONDER

PRODUCTS COMPANY
Manufacturers

COLLIERVILLE TENN SUBURB OF MEMPHIS TELEPHONE UL 3-2242

THE REGULAR WONDER HORSE LINE

Sure-Fire Favorites
In Bright
Red Wood

the WONDER HORSE REGULAR

Classic best-seller in the toy field. Sturdily constructed of select hardwood with durable red and black finish. Patented Magic Spring Action.

MODEL NO. 10 (Wood Base) Saddle Height 21¼". Length 34¼". Width 19". Ages 1 to 7.

Knocked down cartons. Ind. packed. Length 34½". Width 8". Height 20½". Weight 23#.

$14.95 Retail
(Slightly higher Far West and Northeast)

SALES REPRESENTATIVES:

STANTON DENNIS
1069 Briarcliff Rd., N.E.
Atlanta, Georgia

EYERLY ASSOCIATES
1442 Merchandise Mart
Chicago, Illinois

WONDER HORSE INC.
Room 251, 200 Fifth Avenue Bldg.
New York, New York

WARD FRANCIS COMPANY
1533 Wilshire Boulevard
Los Angeles 17, Calif.

WARD FRANCIS CO.
Western Merchandise Mart
1355 Market Street
San Francisco, Calif.

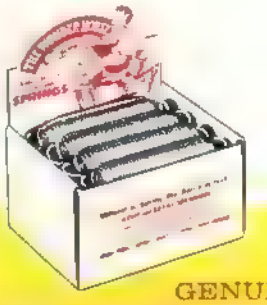
WARD FRANCIS CO.
Terminal Sales Bldg., Room 222
Seattle, Washington

MOUNTAIN STATES SALES COMPANY
210 Mining Exchange Building
Denver, Colorado

C. LEE WALKER
5923 Lavista Drive
Dallas, Texas

MR. CHESTER WICKWIRE
Wickwire Sales Agency
P. O. Box 622
Orange, Conn.

RAFAEL E. PAONESSA & CO., INC.
1815 F. Juncos Ave.
Stop 26
Santurce, Puerto Rico



GENUINE REPLACEMENT SPRINGS

For customer convenience — and extra profits — stock genuine replacement springs. Attractive counter display case contains 12 high-test Wonder Horse springs. Spring Box Size: 4½" x 6" x 3½". Weight 5 lbs. Also packed in 6 carton lots.

The Blue Ribbon Wonder Stallion | The Blue Ribbon Wonder Mare | The Wonder Horse DeLuxe | The Wonder Mare | The Wonder Pony | The Wonder Horse Regular

WONDER
Manufacturers

COLLIERVILLE TENN SUBURB OF MEMPHIS TELEPHONE UL 3-224

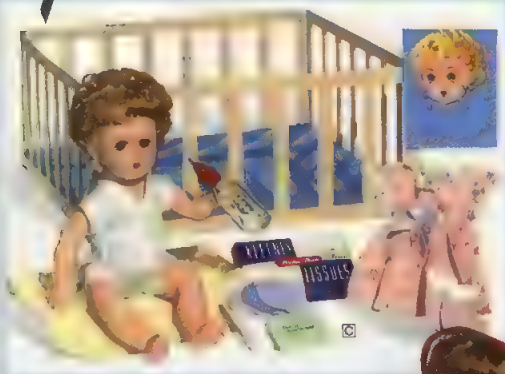
B

Yvonne DOLLS

The dream of every little girl is a captivating Yvonne Doll... an adorable, life-like play companion who will share those treasured moments of childhood... in a world of loving care from her tiny make-believe mother.

A

A "NANCY," THE CUDDLY BABY DOLL—DRINKS AND WETS, 16". This little darling is certain to win first place in the affections of her miniature mother! Like any baby, her full jointed cuddly vinyl body simply loves to be hugged . . . she drinks from her bottle, and wets, too! Her cute, individually rooted hairdo is caught up with a bright red bow . . . and can be washed, combed and curled. Nancy comes attired for afternoon outings in a boutfiant red dotted, white nylon dress, with an adorable pinafore effect, petticoat, diaper, white shoes and socks. Nancy's eyes close when she's sleepy!
497/1659/37M595 . . . . . Retail **$8.95**



C

B "BÉBÉ TEARS," 16" DRINK, WET, AND TEARS VINYL BABY DOLL—WITH LAYETTE. Look what the stork brought for little mothers! A bundle of joy who moves her head, has big go-to-sleep eyes...actually cries *real tears*, drinks, and wets . . . just like a real baby! Her all vinyl body is fully jointed . . . her pony-tail hairdo is individually rooted . . . can be washed combed, and curled! Bébé comes to you dressed in a knitted shirt and panties, accompanied by a complete layette - pretty pink nylon dress with lace trim, socks, pink booties, matching diaper . . . 2 other diapers blend with her striped flannel robe. Also, a lace-trimmed, blue quilted pillow and blanket, blue vinyl walking shoes, soap, sponge and wash cloth for her bath, powder puffs; comb; rattle; and feeding bottle
497/1600M995. . . . . . Retail **$14.95**

C "BÉBÉ," TEAR, DRINK, AND WET BABY DOLL—ABOUT 12"— IN PLAY PEN. Adorable, curly-headed moppet cries *real tears* . . . drinks and wets, too! She's happiest playing in her sturdy, blue-lined play pen, but will go to sleep or take a bath if her little mother asks her! Bébé's vinyl body is fully jointed . . . her hair is individually rooted. She's wearing a shirt and pantie set . . . her accessories include: lace-trimmed printed nylon dress, pink and white booties; 3 powder puffs, tissues, soap, wash cloth, blanket, diaper, and feeding bottle
497/1200M395. . . . . . Retail **$8.95**

D

D "JOY," 10"—AND HER OUTFITS. Captivating miss is ready to go anywhere with her young playtime companion! She turns her cute little head from side to side . . . opens and closes her eyes . . . has a fully jointed vinyl body and rooted hair! Dressed for the beach in a pert red and white bathing suit, matching hat, terry cloth robe, beach shoes, and sun glasses . . . beautiful blue and white taffeta afternoon dress, lace-edged panties . . . gay plaid taffeta coat, hat, socks, and red shoes . . . glamorous ballerina costume, stockings, and slippers.
497/1110M665 . . . . . Retail **$9.95**

What's new for you from the NEW Minneapolis-Moline?

What's new? Just this: Minneapolis-Moline is new from top to bottom . . . with new equipment, new parts service, new time-pay financing. In short, with *everything* new that will help you make farming more profitable.

Proof? The New Moline started by going direct to farmers like you . . . to find out what you want and *need* in farm machinery to boost your cash income by cutting farming costs.

Example: The New Moline 5-Star tractor (at your dealer's now) was built from ideas that *you* gave us. You told us what *you* wanted in a tractor . . . we built it.

Example: The New Moline parts and service program gives you faster service than you can get from *any* other manufacturer! We set it up because you told us you *must* have quicker parts replacements.

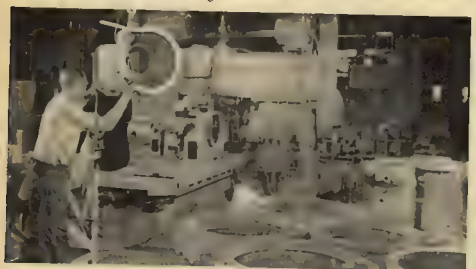
So if you need the best in new equipment . . . or the fastest service on replacement parts . . . the man to see is your Minneapolis-Moline dealer.

Remember, "what's new for you from the New Minneapolis-Moline" is important! For every single thing we're doing is designed to help *you* make more money from farming!

A DOWN-TO-EARTH REPORT TO FARMERS

NEW 5 STAR TRACTOR. Here's new 4-5 plow power that pulls away from the rest under normal loads—yet won't kill with even *heaviest* loads! Brand new automatic Tel-O-Flo hydraulic system controls working depth, prevents over-loads, balances traction. Ampli-Torc system gives you on-the-go speed changing. As a result you get these important advantages: More acres per gallon! Much easier farming!

NEW PRESIDENT. Russ Duncan met with thousands of farmers and dealers in 34 states recently to find out what *they* need! Result: Moline sales way up!



NEW MANUFACTURING METHODS. Superior farm equipment comes from superior manufacturing methods. This new custom-built milling machine is part of a line that cost over 2¾ million. It's paying off for you by making good equipment even more precise!

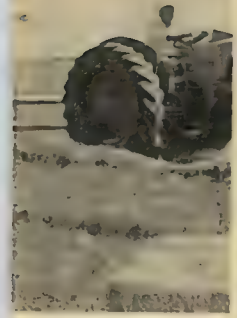
NEW STRAIGHT-THRU P.T.O. BALOR. Hay moves gently straight to bale! No delaying turns means more bales per day! Leaves fold into bale!

NEW STATIONARY POWER UNIT. Tests show this unit pulls its rated HP with amazing efficiency. Not for just a week or a month, but 24 hours a day for years! It's the kind of power efficiency you can count on getting with Moline powered equipment. Check with users! See why no other equipment can give you such power *plus* fuel savings!

NEW ENGINEERING STRENGTH [illegible] from the New Moline has come from farmer requests. Realizing Moline's engineers believe in [illegible] working with farmers in designing and building machines from the ground up. The new Moline sees it as the only way to give you what you need in power and [illegible]

NEW FACTORY TRAINING [illegible] superior equipment in helping dealers keep it that way. That's why Moline puts service where it's day in, day out. Performance built into Moline machines is *kept* that way by your factory trained Moline Dealer.

NEW FACTORY PARTS CENTER Parts [illegible] this new [illegible] best in the industry. Six experts. Parts for even your oldest machines are rushed out to your dealer (from this center or nationwide depots) the *hour* his order comes in!



as it packs. Only takes 2-3 plow tractor to bale 10 tons per hour! All Minneapolis-Moline implements are engineered to do a superior job of work on your farm.

NEW PARTS MGR. 30-year veteran, George Dodson, stresses *faster* parts service. He's on 24-hour call.

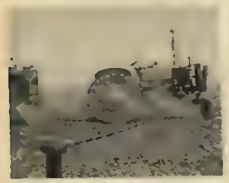
NEW SERVICE POLICY. Moline power [illegible] sales and [illegible] With Both dealers and Moline back it up with *pre*-delivery and *post*-delivery warranties!

NEW FULL LINE INDUSTRIAL EQUIPMENT. New front-end loaders, new backhoes matched to tractors like this new crawler, give maximum cost, maximum power equipment needed to fit all type construction jobs!

MINNEAPOLIS MOLINE *makes the news in modern farming!*

NEW "SHOW DOWN" DEMONSTRATION PLAN. Out on your farm or in competitive field demonstrations, [illegible] will demonstrate the superiority of the New Moline equipment! That's where you'll see for yourself why equipment like the Uni-Picker-Sheller cuts your costs, improves your profits!

Call *your* Moline dealer. Put his equipment to the roughest, toughest tests you can think of! Prove to *yourself* right now, that the hotter the competition, the more Moline equipment stands out!

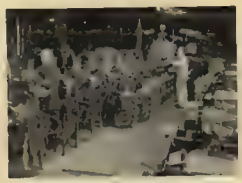


NEW ENDURANCE PROVING GROUND. The New Moline makes *sure* your tractor is *right!* Each model must pull another tractor in a 2,000 hour test, week after week without stopping!

NEW FINANCING PLAN. With Moline's new "easy pay" plan, payments are keyed to your *income!* You can get machines *plus matched Moline implements!*

NEW DEALER STRENGTH. Bud House, House Implt. Sales Prescott, Wisc. explains why he (like more and more other dealers) recently switched to Moline: "Nobody can touch Moline for really *tough* machines and speedy parts service. I checked!"

NEW GOVERNMENT CONTRACTS. It's a long way from most farms, but there's big news on the defense front too, from the New Moline. Defense jobs demand *dependable* power! That's why more and more Moline equipment is reporting for duty at vital defense posts around the world. Nobody stands behind its equipment the way the New Moline does!



NEW TESTING TECHNIQUES. Every Moline engine is now checked with the most up-to-date electronic devices and at all its working speeds! Which means Moline engines will *always* give you dependable service!

"I figure a company doesn't have to act "big" just because it's a big business. So, just after I joined Moline my people and I started to go out all over the U.S. and Canada talking to almost every Moline dealer we've got.

"This way, we found out the things that would help your dealer help you most! And, we're running our company on that basis. That's why we think you should do what we've done—and are doing daily—talk to your Moline dealer about his new machines and new service.

"Believe us, this man has got the answers for you about more productive farming. The way we see it, the big reason why farmers are buying more Moline equipment than ever these days is this: We're working with Moline dealers, like yours, *daily!*

"What they tell us *you* want is what we're producing.

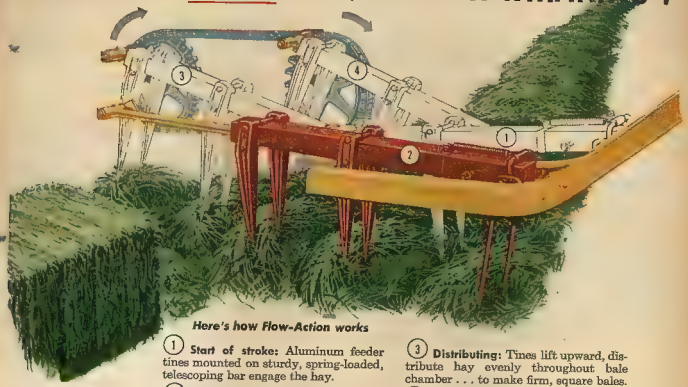
"It will be worth your while to watch these pages in the months ahead for more facts about all the new things we're doing for you at the New Minneapolis-Moline."

Russ Duncan

PRESIDENT, MINNEAPOLIS-MOLINE

MINNEAPOLIS MOLINE *makes the news in modern farming!*

HERE'S THE HEART OF QUALITY HAYMAKING !



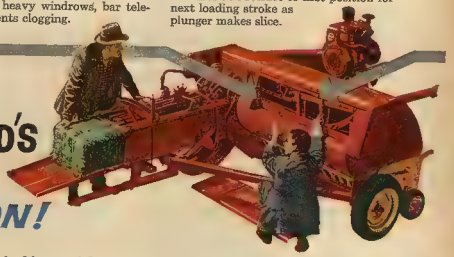
Here's how Flow-Action works

(1) **Start of stroke:** Aluminum feeder tines mounted on sturdy, spring-loaded, telescoping bar engage the hay.

(2) **Loading:** Tines measure off right amount of hay . . . move it toward chamber. In heavy windrows, bar telescopes, prevents clogging.

(3) **Distributing:** Tines lift upward, distribute hay evenly throughout bale chamber . . . to make firm, square bales.

(4) **Return stroke:** Tines lift clear of chamber . . . retract to first position for next loading stroke as plunger makes slice.



NEW HOLLAND'S *EXCLUSIVE* FLOW-ACTION!

The greatest baling advance in 18 years! Smooth-acting aluminum tines move hay gently from pick-up to bale chamber . . . measure each charge of hay accurately . . . prevent overloading or jamming

It's new! It's different! It's exclusive on the New Holland Hayliner!

Gentle feeder-tine action saves protein-rich leaves . . . helps assure even density . . . avoids clogging. Your hay has no sharp corners to turn. No auger. No wadboard. Just a smooth, easy, flowing action! With New Holland's exclusive Flow-Action, you get the greenest, richest bales you've ever made . . . firm, square *quality* bales that cure quickly and evenly.

You get economical performance, too. Flow-Action is simple in design . . . has fewer moving parts to wear or need adjustment. It runs easier: requires less power. That means simpler maintenance and cheaper operation.

See amazing Flow-Action *in action* in the great Hayliner. Stop in at your New Holland dealer's *today!* New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pennsylvania.

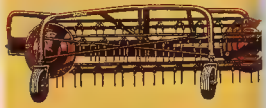
NEW HOLLAND NH *"First in Grassland Farming"*

From swath- to windrow-

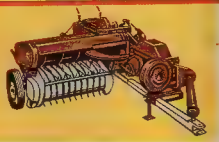
YOU'LL BE HOURS AND

Mowing Hook up the Ford rear-attached mower to a Ford tractor in minutes—no heavy lifting, no hydraulic lines to couple. Mow at a fast pace—up to 5 acres per hour. With Ford tractor fingertip hydraulic control you raise and lower cutter bar at a touch. Simple adjustments, safety release let you mow clean and fast on any mowing job. You cut square corners, work in tight places with this compact tractor-mower unit. You're safer, too, because the Ford tractor hugs the ground.

Raking Attach the Ford mounted side delivery rake in minutes—then just "pick up and go." The Ford tractor carries it to the field, lets you back into tight spots without jackknifing or cramping. Rake a wide 7'-2" swath. Handle hay gently to save leaves. Lift the rake over obstructions with fingertip hydraulic control. Adjust rake quickly for the raking action and speed you want. This smooth running unit rakes clean and gentle for faster curing, higher quality hay.



Baling There's less leaf loss with either of Ford's top-performing balers—the economical Ford 250 baler or the new "tonnage king," the Ford 350 baler. Both feature cleaner baling with Ford floating pick-up, fast and gentle baling with positive sweep-fork feed. They deliver uniform, well tied bales that *stay* tied. Slip clutch protection eliminates shear pins, easy adjustments provide the baling action you want. Choose engine or PTO drive in both the twine tie 250 baler and twine or wire tie 350 baler.



to bale...

DOLLARS AHEAD WITH

FORD HAYING EQUIPMENT

If you are looking for an easier, lower cost way to make hay without changing your haying methods, then you'll want to find out more about Ford haying equipment.

First of all, Ford haying equipment is built to stay on the job. This means you'll spend less time making repairs and adjustments, *more time making hay.* You'll find, too, that Ford haying equipment helps you get better quality hay by speeding the job and by handling hay gently to save nutritious leaves. And you'll save labor because Ford haying equipment is designed for easy one-man operation.

What about cost? Here's the best part! You'll find that Ford haying equipment is economy-priced—it will return a profit on fewer acres. That's why it is practical equipment for small-acreage owners who have had to depend on custom work in the past.

So whatever your haying equipment needs might be, it will pay you to talk them over with your nearby Ford tractor and implement dealer. Let him help you figure how much you can reduce haying costs with Ford haying equipment. Figure, too, how much work you can save . . . and have better hay in the bargain! Easy terms are available, too.

FORD

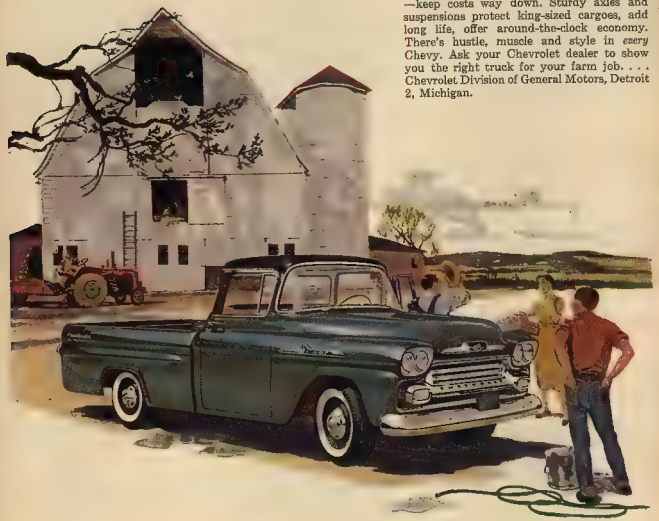
HAYING EQUIPMENT HAS DEPENDABILITY BUILT IN

It's Chevrolet's new Fleetside pickup. It combines new style and load space with stamina and economy that are typical of every truck in the Task-Force 58 lineup!

New! The Handsomest, Hardest Working Farm Hand On Four Wheels!

Take a good look at the best looking pickup of all—Chevrolet's new Fleetside! It's capable of fitting into almost any farm chore you've got—from hauling stones to hauling groceries. It's styled for your pride, engineered for work, and built for *big* loads—its body is a full 6 feet wide, and is available in lengths of 78" and 98". *You get the greatest load space of any comparable low-priced pickup!* Double-walled lower body construction adds extra strength to the cargo box. The graintight tailgate becomes a sturdy platform for extra-long loads when extended.

Powerful short-stroke V8 engines offer hard-to-beat stamina and performance. And improved 6's get the most out of a gallon of gas—keep costs way down. Sturdy axles and suspensions protect king-sized cargoes, add long life, offer around-the-clock economy. There's hustle, muscle and style in *every* Chevy. Ask your Chevrolet dealer to show you the right truck for your farm job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



CHEVROLET

TASK·FORCE 58 CHEVROLET TRUCKS

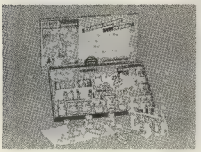
GILBERT CHEMISTRY SETS

Features New FOAMITE Display Tray --sparkling with eye appeal. Most sets in all-steel Laboratory Cabinets.

All sets Safety-Tested; have PYREX brand Test Tubes.

Experiments in Atomic Energy, Chromatography, Hydroponics, etc. Sets especially designed for Trading Up.

JUNIOR CHEMISTRY EXPERIMENT LAB



250 exciting experiments any youngster can do, including Magic Blueprint, Vanishing Cream, Invisible Ink, etc. Safe for children able to read. Has good supply of chemicals and authentic apparatus Big illustrated book. Set 18" long, 10" wide, 1¾" high.

S.R. $2.98

		Each
K621-112	Chemistry Set.....(Mfr. No. 12002)	$4.00

12 in a shipper; wt. 32 lbs.

CHEMISTRY EXPERIMENT LAB

Ideal set for the young chemist! New and improved for 1958--more chemicals, more equipment, more experiments. Brand new sparkling white foam display tray increases eye appeal. Stronger, sturdier, ships better. Experiments in magic, secret writing, color printing, many more. 13¾", 9½", 3¼".

S.R. $5.98

		Each
K621-229	Chemistry Set.....(Mfr. No. 12014)	$8.00

6 in a shipper; wt. 28 lbs.

CHEMISTRY EXPERIMENT LAB

Vastly improved set! Contains more chemicals, has greater number of experiments. New dazzling white foam display tray has high-powered eye appeal, ships the chemicals better. Includes Pyrex brand test tubes, brush, holder, measure, etc., plus metal test tube rack. Steel cabinet 13¾" high, 3¼" deep, 9¾" wide.

S.R. $7.98

		Each
K621-336	Chemistry Set.....(Mfr. No. 12024)	$10.66

3 in a shipper; wt. 20 lbs.

CHEMISTRY EXPERIMENT LAB

Exciting experiments in the field of Crime Detection plus apparatus and chemicals for experimentation in Glass Blowing, Chromatography, Food Testing, Secret Writing, Inks, etc., combine to make this set a real value. Hundreds of experiments. Steel cabinet 9¾" wide, 13¾" high, 3¼" deep. Opens to over 2 feet.

S.R. $10.98

		Each
K621-443	Chemistry Set (Mfr. No. 12035).....3 in a shipper; wt. 25 lbs.	$14.66

CHEMISTRY EXPERIMENT LAB

All new for '58. Big, 4 compartment steel chest, lithographed in four colors. Huge assortment of chemicals for hundreds of experiments in Glass Blowing, Chromatography, Chemical Magic, Atomic Energy, Food Testing and others. Contains Balance, Metal Test Tube Rack, Alcohol Lamp, Apparatus Kit, Gas Delivery Tube, plastic bound Ile-Bat Manual. Sparkling new Foam display tray for chemicals. Steel cabinet 9¾" wide, 13¾" high, 3¼" deep. Opens to over 3 feet.

S.R. $16.98

		Each
K621-559	Chemistry Set (Mfr. No. 12054).....3 in a shipper; wt. 35 lbs.	$22.60

GILBERT ERECTOR SETS

SCIENTIFIC "CAREER–BUILDING" TOYS

Every Set for '58 Builds a Robot

BEGINNER'S SET

Geared for today's selling! Attractive 4-color tube designed for maximum shelf display, yet is compact to handle and store. Makes dozens of interesting models, including Racing Car, Robot, Tank Truck, Water Tower, etc. Tube itself becomes integral part of many models Tube 11" high, 3½" in diameter

S.R. $1.98

		Each
K619-116	Erector Set. (Mfr. No. 10011)	$2.66

Many sets with Exciting Sound Effects

YOUNG BUILDER'S SET

Compact, yet contains big quantity of girders and other parts to build Cranes, Derricks, Submarine, Robot and many others. Handsome 4-color tube is loaded with sales appeal, has high shelf visibility. Blueprint instruction sheet printed on both sides with models set can make. Tube 12" high, 4½" in diameter.

S.R. $2.98

		Each
K619-223	Erector Set. (Mfr. No. 10021)	$4.00

Display Units Part of Each Set

JUNIOR ENGINEER'S SET

Brand new from stem to stern and designed to meet store self-selling requirements. Handsome full-color label and manual cover; pop-up display card illustrates key models set will make. Box contains girders, large wheels, car trucks, baseplate, etc. Box measures 18⅛" long, 10¼" wide, 1¼" high.

S.R. $4.98

		Each
K619-330	Erector Set. (Mfr. No. 10026)	$6.66

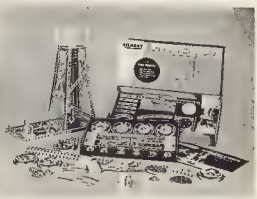
ENGINEER'S SET

The set that shouts "Buy Me", whether shown open or closed Big assortment of parts in box with 4-color science-theme label. Has lift-up Display Card that shows models set will build, including Swept-back wing Jet Fighter, Racket, Mobile Radar Unit, Rocket Launcher Platform, Robot and many others. Box 20¼" long, 13¼" wide, 1¼" high.

S.R. $7.98

		Each
K619-553	Erector Set (Mfr. No. 10031)	$10.66

POWER MODEL SET



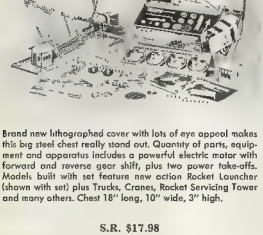
Large, sturdy steel chest with handsomely lithographed cover. Set features DC-3 battery-operated electric motor to put action into many models. Two tiers of parts, to build Radar Scanner, Airplane Ride, self-propelled Trucks, Cranes, Aircraft, etc. Chest 16¼" long, 10½" wide, 3" high.

S.R. $10.98

		Each
K619-777	Erector Set (Mfr. No. 10041)	$14.66

GILBERT ERECTOR SETS

ROCKET LAUNCHER SET

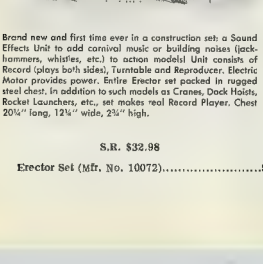


Brand new lithographed cover with lots of eye appeal makes this big steel chest really stand out. Quantity of parts, equipment and apparatus includes a powerful electric motor with forward and reverse gear shift, plus two power take-offs. Models built with set feature new action Rocket Launcher (shown with set) plus Trucks, Cranes, Rocket Servicing Tower and many others. Chest 18" long, 10" wide, 9" high.

S.R. $17.98

		Each
K620-106	Erector Set (Mfr. No. 10052).....	$24.00

MUSICAL FERRIS WHEEL SET



Brand new and first time ever in a construction set: a Sound Effects Unit to add carnival music or building noises (jackhammers, whistles, etc.) to action models! Unit consists of Record (plays both sides), Turntable and Reproducer. Electric Motor provides power. Entire Erector set packed in rugged steel chest. In addition to such models as Cranes, Dock Hoists, Rocket Launchers, etc., set makes real Record Player. Chest 20¼" long, 12¼" wide, 2¾" high.

S.R. $32.98

		Each
K620-502	Erector Set (Mfr. No. 10072).....	$44.00

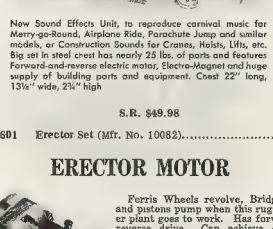
THE STEAM ENGINE SET

Handsome steel chest contains huge assortment of parts, packed in 3 separate trays in two tiers. Powerful electric motor puts many models into exciting action. Set has polished steel boiler for such models as Walking Beam Engine, illustrated here. Other models made with set include Dockside Hoists, Robot, Rocket Towers, Airplanes, many others. Chest 18½" long, 10½" wide, 2¾" high.

S.R. $22.50

		Each
K620-205	Erector Set (Mfr. No. 10062).....	$28.68

AMUSEMENT PARK SET



New Sound Effects Unit, to reproduce carnival music for Merry-go-Round, Airplane Ride, Parachute Jump and similar models, or Construction Sounds for Cranes, Hoists, Lifts, etc. Big set in steel chest has nearly 25 lbs. of parts and features Forward-and-reverse electric motor, Electro-Magnet and huge supply of building parts and equipment. Chest 22" long, 13⅛" wide, 2¾" high

S.R. $49.98

		Each
K620-501	Erector Set (Mfr. No. 10082).....	$66.00

ERECTOR MOTOR

Ferris Wheels revolve, Bridges raise and pistons pump when this rugged power plant goes to work. Has forward and reverse drive. Can achieve 4 speeds through gearing arrangement; by adding more gears additional speeds can be gained. Motor rated at 120 volts, 60 cycles, A.C. Approved by Underwriters' Laboratories.

S. R. $7.95

		Each
K620-700	Erector Motor..... (Mfr. No. 10002)	$10.66

6 per carton; wt. 16 lbs.

GILBERT MICROSCOPE AND LAB SETS

JUNIOR MICROSCOPE AND LAB SET

60-Power Master-View Microscope brings a world of adventure to youth! Polaroid filters show objects in beautiful, ever-changing colors. Glass slides, forceps, needles, glass rod, specimens, and colorful manual give junior scientists everything needed. Set measures 18" wide, 10" high, 3" deep.

S.R. $5.98

	Each
K622-102 Lab Set.....	$8.00
(Mfr. No. 13013)	
6 in a ctn.; wt. 16 lbs.	

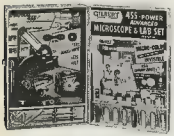
SENIOR MICROSCOPE AND LAB SET

New 3-objective turret microscope designed like latest professional microscopes. Has large adjusting wheel, parfocalized lens system, Ramsden type eyepiece, precision optical glass lenses, accurate table focus. 60, 90 and 150 powers. Set contains live Shrimp Eggs, ready to hatch into swimming shrimp in 24 hours! 9⅛" wide, 13⅜" high, 3⅜" deep.

S.R. $10.95

	Each
K622-201 Lab Set (Mfr. No. 13022).....	$14.66
3 in a ctn.; wt. 12 lbs.	

ADVANCED MICROSCOPE AND LAB SET



Electrically illuminated Microscope has 3-objective turrets with 150, 200 and 455 powers! Polaroid filters reveal beautiful specimen colors invisible to ordinary 'scope. Set has Shrimp Eggs, ready to hatch in 24 hours, plus big array of chemicals and apparatus. Steel cabinet 9½" wide, 13-3/4" high, 3-5/8" deep.

S. R. $16.95

	Each
K622-300 Lab Set (Mfr. No. 13041).....	$22.60
3 in a ctn.; wt. 17 lbs.	

BRONZE MEDAL MICROSCOPE

Brand new Microscope, with 3-turret objective of 60, 90 and 400 powers. Parfocalized lens system, Ramsden type eyepiece, precision optical glass lenses and table focus. Manual of instructions included. Microscope stands 9" high. Box is 10¾" high, 5½" wide, 3⅛" deep.

S.R. $7.95

	Each
K622-409 Microscope.....	$10.66
(Mfr. No. 13062)	
6 in a ctn.; wt. 10 lbs.	

LAB TECHNICIAN SET for Girls

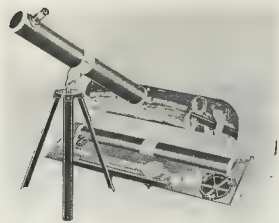
Brand new and first time anywhere! Complete professional laboratory, in pastel-hued steel chest, designed especially for girls. Suitable for basic experimentation in biology, food testing, medicine, research. New 60 power Microscope has gray finish. Polaroid filters enable specimens to be viewed in natural brilliant color. Real shrimp eggs ready to hatch into swimming shrimp in 24 hours. Big assortment of stains, chemicals, apparatus. Cabinet 13¾" high, 9½" wide, 3½" deep.

S.R. $9.98

	Each
K622-607 Lab Set (Mfr. No. 13120).....	$13.34
3 in a carton; wt. 15 lbs.	

GILBERT TELESCOPE

ASTRONOMICAL TELESCOPE



View close-ups of the Moon, space Satellites, such planets as Jupiter and Saturn, with this big 40 power Gilbert Telescope that's packed in full color display-type case. Telescope has large parabolic mirror, precision ground lenses, aluminized reflecting mirror, Ramsden type eyepiece. Rugged metal swivel locks in any position for viewing; no wobble or shifting. Has steel tripod. Includes Star Map and illustrated ADVENTURES IN THE SKY booklet. Telescope stands 24" high, tube is 26" long. Box 31" long, 9½" wide, 3½" high.

S.R. $14.98

	Each
K622-805 Astronomical Telescope (Mfr. No. 13200).....	$20.00
3 in a carton; wt. 20 lbs.	

GILBERT PUZZLE SETS

PARTY PUZZLES

20 fascinating puzzles, instruction book giving details as to solution. Packed in 4-color labeled carton. Size 18"x10"x3½".

S.R. $2.95

K623-118 Puzzle Set (Mfr. No.15010) $4.00

12 in a ctn.; wt. 16 lbs.

PUZZLE SET

Sell 'em by the dozen, right off the rack! Fascinates children, intrigues grown-ups Each puzzle made of brightly plated heavy gauge steel, "skin-packed" onto card. Stays clean, prevents tarnish, no pilferage. Hole in card for rack display, as shown.

S.R. 88¢

Each

K623-225 Puzzle Set.....$1.34

(Mfr. No. 15006)

12 in a ctn.; wt. 9 lbs.

MAGIC SHOW

REMCO SNEAKY PETE'S

Any youngster can learn to perform these fabulous tricks with ease. Make objects appear and disappear from the from the mystic vanishing box. How's it done? Sneaky Pete reveals all. Includes: Cut the Lady in Half, Magic Slate, Oriental Card Trick, Magic Wedding Ring, Talking Dice, Whispering Colors, Magic Flower Pots.

S.R. $6.98

Each

K623-449 Magic Show (Mfr. No. 702).....$9.34

6 in a carton; wt. 11 lbs.

MISCHIEF KIT

DENNIS THE MENACE

Dennis the Menace, the famous lovable mischievous character lends his charm to this kit, loaded with fun provoking harmless tricks and novelties. It will delight youngsters aged 4 to 10. Size 11½" x 15" x 1⅜".

S.R. $1.98

Each

K623-555 Mischief Kit (Mfr. No. 2760) $2.66

12 in a ctn.; wt. 18 lbs.

ELECTRICAL SETS

GILBERT FUN WITH ELECTRICITY SET

Fun for young and old alike. Make a magnetic boat, a jumping static-charged cork and many, many other interesting things. Contains 1½ volt electric motor with "see-through" housing to watch armature action, plus carbon, rubber and zinc rods, powdered iron and ammonium chloride, gears and enough other equipment and apparatus to perform dozens of experiments. Set measures, 18" long, 10" wide, 1½" deep.

S. R. $5.95

Each

K623-662 Electrical Set (Mfr. No. 11020).....$7.94

12 in a shipper; wt. 26 lbs.

GILBERT FUN WITH ELECTRICITY SET

Teaches basic electricity safely. Experiments in static electricity, magnetism, electromagnetism. Powerful DC-3 electric motor. Learn how to build rheostat, tap out Morse code. Build bell and buzzer system. Box 20¼" long, 13¼" wide, 1¼" high.

S.R. $9.95

Each

K623-779 Electrical Set (Mfr. No. 11031).....$13.34

6 in a carton; wt. 24 lbs.

REMCO MASTER ELECTRICAL WORKSHOP

Completely equipped electrical workshop for over 1000 electrical experiments. Includes . . . 3 large beautiful plastic operating panels with electrical switches, telegraph keys, rheostat . . . electric motor, buzzer, bell, light beacons, electromagnet, tool kit, 3 batteries, wire, bulbs and hundreds of additional components, complete instruction book included.

S. R. $9.98

Each

K623-886 Electrical Set $13.34

(Mfr. No. 403)

3 in a ctn.; wt. 12 lbs.

PLUSH TOYS – HORSMAN DOLLS

SWISS MUSIC CORP.

Musical Cuddle Honey Bear
12 inch bear in brown and gold plush. Genuine Swiss music maker plays a happy tune. Glassine eyes, button nose, ribbon bow. In a lithographed box.

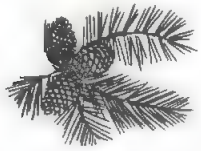
No.	List Each	L.P.L.	P.L.
M80-201	$3.98	02X67	02X40

Packed 12 each, 11 lbs.

Musical Fox
Cute sitting fox, 9½ inches high, in rich gold and white plush, with bushy long pile fox tail. Genuine Swiss music maker. Glassine eyes, button nose, felt tongue, ribbon. Lithographed box.

No.	List Each	L.P.L.	P.L.
M80-213	$3.98	02X67	02X40

Packed 12 each, 8 lbs.



Horseman dolls are individually boxed.

Features – "Cindy" Dolls
All vinyl teen-age dolls with shapely body, slim arms and legs. Super-flex legs assume natural positions. Rooted hair in distinctive styles. Swiveling head. Jointed arms. Sleeping eyes with long lashes. Nylon stockings and high-heel shoes on all numbers.

20 Inch "Cindy" Southern Belle
Sculptured nylon dress with lace trim, black ribbon streamers. Taffeta underskirt. Pantaloons. Straw bonnet.

No.	List Each	L.P.L.	P.L.
M80-2010	$11.98	08Y00	07Y20

Packed 3 each, 12 lbs.

18 Inch "Cindy" Formal
Strapless formal of bouffant taffeta with nylon lace bodice, black velvet sash. Nylon net overskirt and stole. Taffeta panties. Earrings and choker.

No.	List Each	L.P.L.	P.L.
M80-1846	$8.98	06Y00	05Y40

Packed 3 each, 12 lbs.

20 Inch "Cindy" Can-Can
Authentic can-can style dress with puffed sleeves, full ruffled skirt. Fancy matching French bonnet.

No.	List Each	L.P.L.	P.L.
M80-2028	$10.98	07Y34	06X60

Packed 3 each, 12 lbs.

10 Inch "Cindy" in Suitcase with Outfits
Dressed in a long formal, with lace panties, nylon stockings and high-heel shoes. Extra outfits include 2 dresses, a negligee and a robe.

No.	List Each	Packed	L.P.L.	P.L.
M80-107	$9.98	3 each, 8 lbs.	06Y67	06Y00

HORSMAN DOLS

10½ Inch "Cindy" Doll Assortment

12 miniature teen-ager dolls, 2 each of 6 different costumes. All with long rooted hair in a beautiful bob style. Taffeta street dress, pedal pushers, cotton dress, pinafore, swim suit and ballerina outfits.

No.	List Doll	Packed	Asst.
M81-1100	$2.98	1 asst. N.L.S. - 9 lbs.	21Z60

10½ Inch "Cindy" Doll Display Assortment

6 Cindy dolls, each in a different teen-age costume, with an attractive display board.

No.	List Doll	Packed	Asst.
M81-1111	$2.98	1 asst. N.L.S. - 15 lbs.	12Z00

Features — "Cindy-Walker"

All rigid vinyl walking teen-age doll with turning waist and head, bending knees. Fully jointed to assume any natural position. Rooted hair, sleeping eyes with lashes. All with nylon stockings and high-heel shoes.

21 Inch "Cindy-Walker" New Look

Latest style chemise dress with two pockets, gold star trim. Gloves, hat box, felt hat, earrings. Lace trimmed slip and panties.

No.	List Each	L.P.L.	P.L.
M81-2171	$9.98	06Y67	06Y00

Packed 3 each, 11 lbs.

19 Inch "Cindy-Walker" Formal

Exquisite formal of white nylon with embossed sequins, black velvet top. Matching stole. Necklace and earrings, lace trimmed slip and panties.

No.	List Each	L.P.L.	P.L.
M81-1968	$9.98	06Y67	06Y00

Packed 3 each, 9 lbs.

HORSMAN DOLLS

19 Inch "Cindy-Walker" Formal
Rose trimmed irridescent taffeta gown with net overlay. Matching stole. Net slip, lace trimmed panties.

No.	List Each	L.P.L.	P.L.
M82-1965	$9.98	06Y67	06Y00

Packed 3 each, 9 lbs.

13 Inch Drink & Wet Doll
All vinyl with fully jointed arms and legs, swivel head, sleeping eyes with lashes. With polyethylene tub, bottle, wash cloth, soap, sponge, cotton pads, safety pins etc.

No.	List Each	L.P.L.	P.L.
M82-WB-1	$5.98	04X00	03X60

Packed 6 each, 17 lbs.

"Blinky"
Cute 5-piece doll, fully jointed. Rooted hair on top of head only adds appeal. Flannel robe with cord belt. 2-piece flannel pajamas and house slippers.

No.	List Each	L.P.L.	P.L.
M82-743	$4.98	03X34	03X00

Packed 6 each, 18 lbs.

Features — Baby "Precious" Dolls
All vinyl Fairy Skin with rooted miracle hair in curly-bob hairdo. Head turns, coo voice, sleeping eyes with lashes, Superflex legs permit doll to assume many life like positions.

23 Inch "Precious" Flower Girl
Super-flex arms and legs. Lace trimmed dress, dainty straw bonnet. Knit panties, socks, vinyl shoes.

No.	List Each	L.P.L.	P.L.
M82-6V-35	$9.98	06Y67	06Y00

Packed 3 each, 21 lbs.

19 Inch "Precious" Dutch Girl
Long page-boy hairdo. Nylon parchment dress with velvet bodice, matching underskirt. Black velvet Dutch style bonnet, panties, socks, shoes.

No.	List Each	L.P.L.	P.L.
M82-441	$7.98	05Y34	04X80

Packed 6 each, 18 lbs.

15 Inch "Precious" with Hat & Coat
Buster Brown long bob hairdo. Stylish hat and coat, chic cotton dress, knit panties, rayon socks, vinyl shoes.

No.	List Each	L.P.L.	P.L.
M82-282	$4.98	03X34	03X00

Packed 6 each, 14 lbs.

17 Inch "Precious" Sailor Girl
Woven cotton dress with flare skirt, white pique collor and cuffs, buttons at waist, sailor tie. Matching beret, panties, shoes, socks.

No.	List Each	L.P.L.	P.L.
M82-331	$4.98	03X34	03X00

Packed 6 each, 18 lbs.

Horseman dolls are individually boxed.

HORSMAN DOLLS

15 Inch "Precious" in Pinafore
Fancy trimmed dress, fancy vinyl shoes, knit panties, rayon socks.

No.	List Each	L.P.L.	P.L.
M83-236	$3.98	02X67	02X40

Packed 6 each, 12 lbs.

13 Inch "Precious" Flower Girl
Dresses of sheer nylons and assorted cottons, lace trimmed with matching bonnets. Knit panties, socks and vinyl shoes.

No.	List Each	L.P.L.	P.L.
M83-1V-32	$3.98	02X67	02X40

Packed 12 each, 18 lbs.

11 Inch Baby "Precious"
In a fancy printed dress of nylon and cotton, knit panties, rayon socks, vinyl shoes.

No.	List Each	L.P.L.	P.L.
M83-021	$2.98	02X00	01X80

Packed 12 each, 16 lbs.

18 Inch Drink & Wet "Ruthie"
Drinks from bottle, then wets. All vinyl with jointed arms and legs, swivel head, coo voice, sleeping eyes with lashes. Nylon net dress and bonnet, lace trimmed. Taffeta underskirt, socks, vinyl shoes.

No.	List Each	L.P.L.	P.L.
M83-5832	$7.98	05Y34	04X80

Packed 6 each, 20 lbs.

Horseman dolls are individually boxed.

21 Inch "Love-Me Baby"
Rooted hair in pony tail hairdo. All-vinyl, super-flex arms and legs, coo voice, turning head, sleeping eyes with lashes. Cute pinafore dress. Knit panties, rayon socks, vinyl shoes.

No.	List Each	L.P.L.	P.L.
M83-455	$4.98	03X34	03X00

Packed 12 each, 45 lbs.

13 Inch "Love-Me Baby"
Rooted hair in new straight pony tail style, All-vinyl with turning head, coo voice, sleeping eyes with lashes. All nylon parchment dress with white pinafore.

No.	List Each	L.P.L.	P.L.
M83-192	$3.98	02X67	02X40

Packed 12 each, 18 lbs.

DOLLS – DOLLS – DOLLS

HORSMAN

15 Inch "Draft Dodger"
Rooted hair. Super-flex arms and legs, all-vinyl skin, turning head, coo voice, sleeping eyes with lashes. Zippered sleeping garment; booties and cap match.

No.	List Each	L.P.L.	P.L.
M84-V-15	$3.98	02X67	02X40

Packed 12 each, 19 lbs.

13 Inch "Tynie Baby"
All vinyl washable doll. Super-flex legs, turning head, coo voice, sleeping eyes. Cotton flannel blanket with contrasting trim, satin ribbon.

No.	List Each	L.P.L.	P.L.
M84-V-13	$2.98	02X00	01X80

Packed 12 each, 19 lbs.

HORSMAN

13 Inch Girl Doll
Washable all-vinyl doll. Superflex legs, molded hair, sleeping eyes with lashes, coo voice. Print dress, knit panties, shoes and socks.

No.	List Each	L.P.L.	P.L.
M84-1V-11	$2.98	02X00	01X80

Packed 12 each, 19 lbs.

13 Inch Boy Doll
Washable all-vinyl doll. Super-flex legs, molded hair, sleeping eyes with lashes, coo voice. Matching shirt and pants, vinyl shoes, socks.

No.	List Each	L.P.L.	P.L.
M84-1V-18	$2.98	02X00	01X80

Packed 12 each, 19 lbs.

HORSMAN

13 Inch Lifesavers Doll
Features rooted hair in exciting tints. All-vinyl, sleeping eyes, coo voice. Lace trimmed dress. Package of Lifesavers. In a full view plastic display box.

No.	List Each	L.P.L.	P.L.
M84-LS5	$2.98	02X00	01X80

Packed 6 each, 10 lbs.

ROBERTA DOLL CO.

24 Inch Special Doll
Latex body. Vinyl head, moving eyes with lashes. Coo voice. Rooted hair. Ninon baby dress, matching bonnet. Skirt and neckline lace trimmed. Slip, panties, rayon socks, vinyl shoes.

No.	List Each	L.P.L.	P.L.
M84-325	$5.98	04X00	03X60

Packed 12 each, 48 lbs.

WOLVERINE

"JUNIOR PRO" CARDED GOLF SET

Consists of two different clubs, metal putting cup 6¼" in diameter, also realistic regulation size sponge rubber golf ball and tee. Card 28¾" x6½".

No. 1410-113 Each $1.00

Twelve in a carton

9 HOLE OBSTACLE GOLF GAME

Nine hole and obstacle golf set in attractive corrugated box. Putting cups have 3 sizes of holes. Colorful metal obstacles and hazards. Includes 2 clubs with steel shafts and cast head 2 sponge rubber golf balls

No. 1411-109 Each $2.00

Six in a carton

KUPFER

IMPORTED BULB SETS

Promotional lighting with imported bulbs. Each piece bears the UL Seal. Smartly packaged and bargain priced.

8 LIGHT SERIES 120-V MINIATURE BASE SET

Complete with assorted color C-6 imported bulbs, clips and extension plug, packed in attractive four color cellophane window-box.

No. 2615-906J ... ... Each $1.00

Fifty in a Carton

KUPFER

7 LIGHT MULTIPLE 120-V CANDELABRA BASE SET

With assorted color C-7½ imported bulbs, clips, female connector and extension plug. Multiple wired; if one goes out, the rest stay lit. Attractively packed in four color window-boxes

No. 2616-905J Each $1.69

Fifty in a Carton

15 LIGHT INDOOR MULTIPLE OUTFIT

Candelabra base C-7½ ceramic finished outside colored bulbs. lamps burn independently The most popular set made. 15 sockets in one straight line Spring clips for easy fastening of lamps to branches of tree

No. 2619-915J Each $3.50

Thirty-six in a Carton

15 LIGHT OUTDOOR WEATHERPROOF OUTFIT

C-9 lamps Ceramic finished outside colored bulbs. Intermediate base. Each lamp burns independently. Multiple straight line construction with plug and add-on for attaching additional sets. Outfit complete with clips.

No. 2618-924J .... Each $4.98

Twenty four in a Carton

35 LIGHT MINIATURE SET

All lights screw in Two spare lamps included

No. 2617-135S Each $3.98

Thirty-six in a Carton

NOMA

All Prices Include Federal Tax

CHRISTMAS TREE OUTFITS SERIES INDOOR OUTFITS 8 Light Series Type Outfit

Loop type set 15 volt C6 lamps. 16" spacing between sockets, berry beads, 3 foot lead with add-on plug for attaching additional sets.

No. 1708-110 (tax included) ..Per outfit $1.46

One Outfit in a Box, 50 in a Carton

NOMA

BUBBLE-LITE INDOOR OUTFIT 8 Light Series Type Outfit

Loop type set. 15 volt No. 420 bubble-lites. Flame resistant plastic. Equipped with spring clips. 16" spacing between sockets, 3 foot lead with add-on plug for attaching additional sets.

No. 1694-508 (tax included) Per outfit $2.90

One Outfit in a Box, 20 in a Carton

MULTIPLE TYPE INDOOR OUTFITS 7 Light Indoor

Independently burning C7½ candelabra base lamps with washers to keep lamps tight in sockets and prevent trouble from metallic decorations. Sealed sockets, berry beads for easy fastening to branches of tree, add-on connector for attaching additional sets. 3 foot lead with safety fuse plug. 18" spacing

No. 1695-3010SF (tax incl) ..Per Outfit $2.70

One Outfit in a Box, 24 in a Carton

10 LIGHT MULTIPLE TYPE "BIG 10" INDOOR SET

Independently burning C7½ candelabra base lamps. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips. Fibre washers and center spring contacts keep lamps tight in sockets. SPECIAL FEATURE. UNIFORM 18" SPACING BETWEEN LAMPS REGARDLESS OF NUMBER OF "BIG 10" SETS USED 12" lead, 6" extension with add-on connector. Just add additional sets for larger trees

No. 1746-3410 ... . Each $3.60

Twelve in a Carton

NOMA

MULTIPLE TYPE INDOOR OUTFITS
15-Light Indoor Outfit

Independently burning C-7½ candelabra base lamps with washers to keep lamps tight in sockets and prevent trouble from metallic decorations. Sealed sockets, berry beads for easy fastening to branches of tree, add-on connector for attaching additional sets; 3-foot lead with safety fuse plug; 18" spacing.

No. 1697-3415SF .....Per outfit $5.70
One Outfit in a Box, 24 in a Carton

20 LIGHT "TINY" LITES SERIES SET

STRAIGHT LINE construction. G3½ series type 6-8 volt miniature base lamps. Continuous burning feature. White wire and white sockets. Attached clips make tree trimming easier—safer 30" lead cord with add-on plug

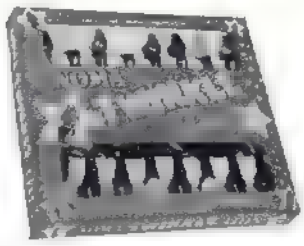
No. 1749-3118 Each $4.00
Twenty in a Carton

7 LIGHT MULTIPLE TYPE "TWINKLE" LITE SET

C7½ lamps. U.L. approved flasher unit. Lamps flash "on and off" separately. Each set equipped with add-on plug, add-on connector and permanent attachment clips. 3' lead cord. 18 inch spacing between lamps.

No. 1721-3405 ..... Each $2.90
Twenty-four in a carton

15 LIGHT MULTIPLE TYPE "TWINKLE" LITE SET



E17½ lamps flash "on and off" separately. Each set equipped with add-on plug, add-on connector, permanently attached clips 3 ft. lead cord. 18" spacing between lamps.

No. 1747-3418 Each $6.70
Twelve in a Carton

20 LIGHT MULTIPLE "TWINKLE" LIGHT SET

Equipped with transformer -120V primary input, 6 to 8 volt secondary output. Independently burning GE miniature base D25 lamps in assorted colors flash "on and off" independently. Plastic coated wire. Clips attached to sockets make tree trimming easier. Two extra fuses for transformer. Two extra D25 replacement lamps. 6 ft. lead cord with add-on plug. Standard package 6. Weight 20 lbs.

No. 1748-3120 .....Each $12.00
Six in a Carton

7-Light Red-Cap Outdoor Outfit

Independently burning C-9½ intermediate base weatherproof lamps, straight line construction, plastic coated wire. Spring contacts keep lamps tight in sockets. Rubber washers seal out moisture, 18" spacing; 3-foot lead, safety fuse plug and add-on connector for attaching additional sets.

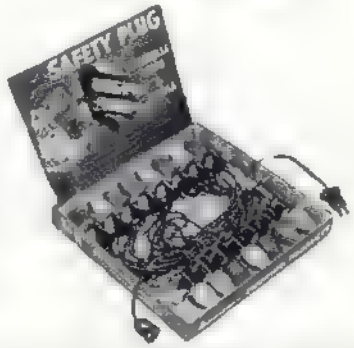
No. 1699-3005SF .....Per outfit $8.00
One Outfit in a Box, 24 in a Carton

10 LIGHT MULTIPLE TYPE "BIG 10" OUTDOOR SET

Independently burning C9½ lamps. Plastic coated wire. New STRAIGHT LINE SAFETY SOCKET with permanently attached clips make tree trimming easier. Spring contacts keep lamps tight. Rubber washers. SPECIAL FEATURE: UNIFORM 18" SPACING BETWEEN LAMPS REGARDLESS OF NUMBER OF "BIG 10" SETS USED. 12" lead, 6" extension with add-on connector. Just add additional sets for larger trees.

No. 1750-3011 ..... Each $4.90
Twelve in a Carton

OUTDOOR WEATHERPROOF MULTIPLE TYPE OUTFITS
15-Light Red-Cap Outfit



Independently burning C-9½ intermediate base weatherproof lamps, straight line construction, plastic coated wire. Spring contacts keep lamps tight in sockets. Rubber washers seal out moisture; 18" spacing, 3-foot lead, safety fuse plug and add-on connector for attaching additional sets.

No. 1698-3215SF ..... Per outfit $7.50
One outfit in a Box, 12 in a Carton

20-Light Red-Cap Multiple Outdoor Outfit

Independently burning C-9½ intermediate base weatherproof lamps, straight line construction, plastic coated wire. Spring contacts keep lamps tight in sockets. Rubber washers seal out moisture; 18" spacing. 3-foot lead, safety fuse plug and add-on connector for attaching additional sets.

No. 1700-3020SF ....Per outfit $10.00
One outfit in a Box. 12 in a Carton

NOMA

OUTDOOR WEATHERPROOF MULTIPLE TYPE OUTFITS

12-LIGHT DOOR-N-WINDOW LIGHT SET

Independently burning C9½ lamps. Plastic coated wire. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips. Spring contacts keep lamps tight in sockets. Rubber washers. Specifically designed to make door, window, dormer, eaves, etc., decorating easy and correct. SPECIAL FEATURE: Custom designed with three outlets for attaching additional decorations—add-on plug center over door, with tri-plug on one end and add-on connector on other end of set. Special insulated staples included for easy application.

No. 1724-3012 ..... Each $6.50

Ten in a carton

LAMP MERCHANDISER UNIT

CONTENTS: 100 C6 lamps, 100 C7½ lamps, 40 C9½ lamps. Self-contained merchandising unit. Ideal for store or counter use. PRE PACKED PRE PRICED. Builds volume sales.

No. 1752-240 ..... Each $30.60

One in a Carton

C6 LAMPS

15 volt coneshaped miniature base series type. Packed 10 of one color or 10 assorted to box. 1000 to carton.

No. 1732—C-6—White	Each	$0.08
No. 1733—C-6—Red	Each	0.08
No. 1734—C-6—Blue	Each	0.08
No. 1735—C-6—Green	Each	0.08
No. 1736—C-6—Orange	Each	0.08
No. 1737—C-6—Asst. of 10	Each	0.80

C7½ LAMPS

120 volt candelabra base multiple type. Weatherproof, scratchproof, nonfading colors. Packed 10 assorted or 10 of a color to box, 500 to carton.

No. 1725—C-7½—Pink	Each	$0.15
No. 1726—C-7½—Red	Each	0.15
No. 1727—C-7½—White	Each	0.15
No. 1728—C-7½—Green	Each	0.15
No. 1729—C-7½—Orange	Each	0.15
No. 1730—C-7½—Blue	Each	0.15
No. 1731—C-7½—Asst. of 10	Each	1.50

C9½ LAMPS

120-volt, 10-watt Mazda intermediate base Christmas tree lamps. Colored on inside of glass to protect color from scratching and fading when used out doors.

No. 1738—C-9½—Red	Each	$0.19
No. 1739—C-9½—Green	Each	0.19
No. 1740—C-9½—Blue	Each	0.19
No. 1741—9½—White	Each	0.19
No. 1742—C-9½—Orange	Each	0.19
No. 1743—C-9½—Asst. of 10	Each	1.90

MINIATURE LAMPS

6 to 8 volt ball shaped miniature base series type. Packed 100 assorted lamps to box.

No. 1745-G8½ Each $0.08

One thousand in a Carton

FUSES FOR NOMA SAFETY FUSE PLUG

Glass Cartridge Type

Safeguards the entire tree when used in conjunction with other sets. Inexpensive replacement fuses available.

No. 1701-404 ..... Per box (of 4) $0.25

Thirty-six Boxes in Carton

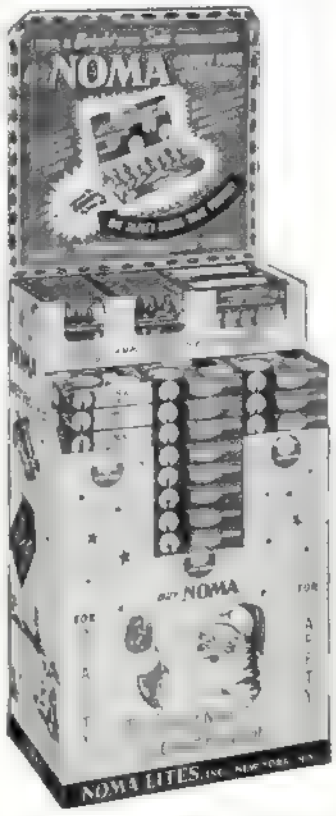
LAMP AND FUSE TESTER

Molded brown plastic base, with sockets for testing Christmas, Household and Auto lamps as well as plug fuses. Complete with cord and plug. Individually boxed.

No. 1751-910 Each $6.50

Twelve in a Carton

LAMP AND SET MERCHANDISER



A complete Christmas Lighting Department in only 2 sq. ft. of floor space. Ideal self-service unit makes colorful, effective, space-saving Floor Merchandiser. Powerful "Silent Salesman"! PRE-PACKED, PRE-PRICED, PRE-TESTED, PRE-SOLD. IMPORTANT: Extra large storage space for larger-type volume stores.

Contents:

8 No. 3010 SF NOMA 7 Light Indoor Sets
3 No. 3005 SF NOMA 7 Light Outdoor Sets
3 No. 110 Series Type 8 Light Indoor Sets
100 No. C7½ Multiple Type Indoor Lamps
40 No. C9½ Multiple Type Outdoor Lamps
100 No. C6 Series Type Indoor Lamps

No. 1753-757 Each $67.38

One in a carton

NOMA

BUBBLE-LITE LAMPS

Multiple Bubble-Lite with 1000 hour life. Most effective when used as replacement for candelabra base Christmas tree lamps. Ten assorted colors in a display package.

No. 1722 520 .....Each $0.50
10 in a Package, 100 in a Carton
One in a carton

BUBBLE-LITE LAMPS

Series type miniature base lamp. Includes metal clip for fastening lamp upright on tree, glass candle-tube and plastic housing.

No. 1723-420 .....Each $0.30
Packed 10 in a Box

10" IVORY COLORED ALL-PLASTIC SINGLE CANDLE

Orange colored C7½ candelabra base lamp 4 foot lead cord and add-on plug. Individually boxed. Standerd package 24. Weight 13 lbs.

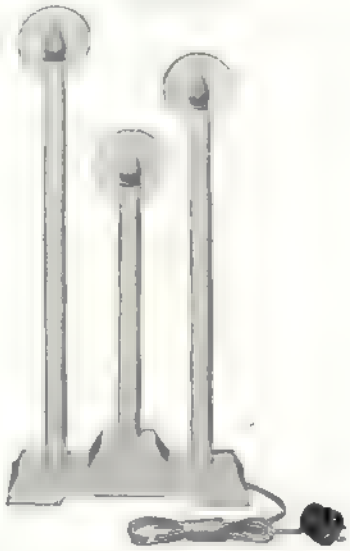
No. 1718-151 .....Each $0.80
Twenty-four in a Carton

3-LITE ALL-PLASTIC CANDOLIER

Orange C7½ independently burning candelabra base lamps. Ivory colored plastic. 4 foot lead cord with add-on plug. Individually boxed. Standard package 24. Weight 22 lbs.

No. 1719-153 .....Each $2.50
Twenty-four in a Carton

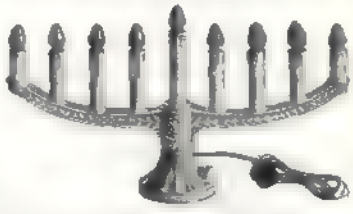
3-LITE DELUXE ALL-PLASTIC HALO CANDOLIER



Tall ivory plastic candles set in ivory base. C7½ multiple type lamps with halos. Durable construction. 4' lead cord with add-on connector.

No. 1711-183 ..... Each $4.00
Twelve in a Carton

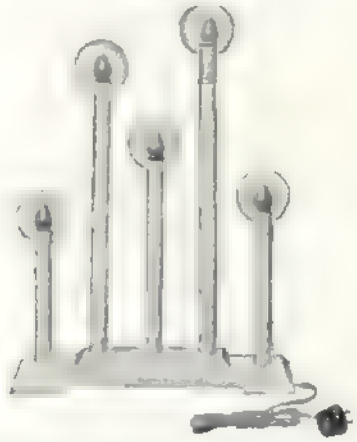
9-LIGHT MULTIPLE CANDOLIER



C-7½ orange colored candelabra base lamps. Each lamp burns independently. Beautifully designed in ivory-colored plastic. Decorated in relief with poinsettia and branch and leaf motif. Equipped with switch in base, 4-foot lead cord and add-on plug; 17" long and 10" high

No. 1720-204 ..... Each $7.50
Twelve in a Carton

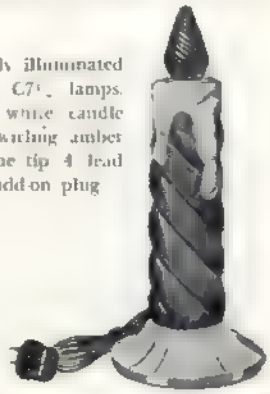
5-LITE DELUXE ALL-PLASTIC CANDOLIER



Ivory colored candles set in sturdy plastic base. C7½ multiple type lamps with halos. 4' lead cord with add-on connector.

No. 1712-185 ..... Each $5.50
Six in a Carton

12½" RED ROPE TWIST TRANSLUCENT PLASTIC CANDLE



Completely illuminated with two C7½ lamps. Realistic white candle drip and swirling amber colored flame tip 4 lead cord with add-on plug

No. 1715-141 ..... Each $3.50
Twelve in a Carton

RED CELLOPHANE WREATH

Crisp shirred cellophane on sturdy wire frame. Silver leaves and poinsettia; 3½" red candle; C-7½ candelabra base lamp with decorated Halo; 4-foot lead cord with add-on plug. Individually packaged. Flame resistant.

No. 1714-1115 .....Each $1.20
Thirty-six in a Carton

NOMA

12" RED CELLOPHANE WREATH

Simulated old English bronze plastic lantern with installed 120 volt candelabra base No. 553 Candle-Lite lamp, 4 foot lead cord and add-on plug.

No. 1713-1121 ..... Each $1.80

Twenty-four in a Carton

ILLUMINATED PLASTIC CANDY CANE

Traditionally colored. For indoor and outdoor use. Lead cord with plug. Illuminated with three C-7½ lamps. 26 in. long.

No. 1706-555 Each $5.50

Six in a Carton

ILLUMINATED PLASTIC SANTA FIGURE

2½ Feet High

Full length, full color. Weatherproof construction. Illuminated by four multiple burning candelabra base lamps with rubber washers to keep moisture out and lamps tight in sockets. For INDOOR or OUTDOOR use with 4 foot lead cord. Complete with ground stake to hold Santa upright and instruction sheet showing (1) how to hang and/or mount (2) how to change lamps.

No. 1710-33 ..... Each $10.00

One in a Carton

ILLUMINATED SANTA FACE PLAQUE

Larger than life size, 14" full color. Moulded plastic. Exquisite detail. Standard base lamp. Easy to hang on wall or window. Extension cord and tri-plug.

No. 1717-551 ..... Each $5.00

Six in a Carton

ILLUMINATED "ACTION" PLASTIC SANTA WITH TOY PACK AND MOVING ARM

26" high x 24" wide. Full color. Arm, with bell, moves up and down! Equipped with flashlight battery type motor. One 25-watt standard base lamp lights up entire figure. For INDOOR use. 4' lead cord with add-on plug.

No. 1696-650 Each $5.00

One in a carton

10½" x 11" ILLUMINATED FULL COLOR SANTA ON REINDEER WITH ROCKER

Detachable rocker. Completely illuminated with C7½ lamp. 4' lead cord with add-on connector.

No. 1716-723 Each $2.50

Twenty-four in a Carton

CHRISTMAS ORNAMENTS

All Metal Stars

Light radiates from outer edge and from slots in center. Red plastic bead. C-7½ lamp, extension cord with tri-plug.

No. 1703-69 Each $1.80

PLASTIC COLOR POINT STARS

Sturdy translucent plastic construction C-7½ mp. Complete with plug and cord.

No. 1704-126 Each $1.80

Twenty-four in a Carton

ILLUMINATED PLASTIC TREE-TOP STAR

For indoor or outdoor use. Lead cord with plug. C9½ lamp. Creates soft radiant glow on all sides.

No. 1705-68 Each $2.50

Twelve in a Carton

NATIONAL TINSEL

LEAD FOIL ICICLES

Lead foil icicles, length 18 inches. Approximate weight ¾ oz. Icicles made of lead foil draped over a card to prevent tangling

No. 1764—103 ..... Per box $0.10
One Hundred Forty-four Boxes in a Carton

2½ oz Boxes—23" Long

No. 1765—111 .....Per box $0.25
Seventy-two Boxes in a Carton

7 oz.—27" Long

No. 1766—123 ..... Per box $0.50
Thirty-six in a carton

SILVER TINSEL GARLANDS IN CELLO ENVELOPES

No. 1758-204— " x 12' Per Card $0.25
No. 1757-224—1¼" x 15' Per Card $0.49
No. 1759-274—1¾" x 21 Per Card $1.00
Twenty-four in a Carton

ANGEL HAIR

White Angel Hair contains ⅜ ounce of white spun glass put up in a fancy lithographed box with a window showing the contents. The skein is tied to prevent tangling.

No. 1762-322 Per box $0.25
Seventy-two in a Carton

PLASTIC SNOW

Made up of 3 oz. of white fluffy plastic snow in a polythene bag. Is flame-resistant and looks almost like real snow

No. 1756-493 ..... Per 3 oz. box $0.25
Thirty-six in a Carton

CELLOPHANE ROPING

Cellophane Roping is made of red cellophane ¾" wide, put up 10' in a hank, every hank is banded showing the length.

No. 1760—440R .....Per hank $0.25
Same as above except green
No. 1755—440G ..... Per hank $0.25
Thirty-six in a Carton

PASTEL TINSEL GARLANDS

Ice blue, shock pink, gold, chartreuse assorted Tinsel Garlands, 1¼", put up 12' on a card, each card banded showing the length.

No. 1763-282 .....Per Card $0.59
144 Cards in a Carton
(Sell Units of 12)

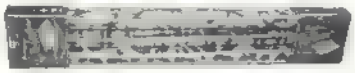
ALUMINUM METAL ROPING

Aluminum metal roping ¾ in. wide, put up in 10 feet in a skein, every skein is banded showing the length. Non-tarnishing

No. 1761-440 ..... Per hank $0.25
Thirty-six Hanks in a Carton

DENNISON

XMAS WRAPPING ASSORTMENT CUTTER EDGE BOX



6 designs—each roll 26" x 22 ft. in cutter edge box

No. 2240-X8585 Each $0.98
Twelve in a Carton

PRINTED FOIL

in a safe edge cutter box. 12 Assorted boxes to carton. 6 Designs. 108" x 26" of wide wide pure metal foil in continuous rolls

No. 2241-X8586 .... Each $0.98
Twelve in a Carton

DENNISON

BOXED PRINT WRAPPING PAPER ASSORTMENT

3 Rolls (3 Designs) to box. Each roll 20" x 120"—total 360". 2 combinations of designs to carton. Box printed gold and black on white

No. 2238-X8576 Each box $0.98
Twelve in a Carton

PRINTED FOIL PACKAGE ASSORTMENT

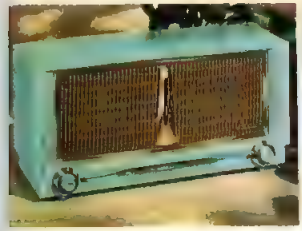
3 Rolls 3 Designs to package. 2 Combinations of designs to carton. Each roll size 26" x 8"—total 14"

No. 2239-8577 Each box $0.98
24 packages assorted to carton

Christmas Gift Wrappings Display Cabinet Assortments

Designs that appeal to more people than any other line. Always sell out. 48 Packets Assorted Designs to a display cabinet. Two sheets 26"x 20" per packet. Retail 10¢ per packet.

No. 2234-9034 .. Each $4.80
No. 2235-9034 Each 4.80

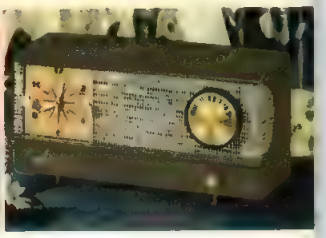


ARVIN TWIN SPEAKER RADIO—Get full range tone with two coordinated panoramic 5 inch Alnico "V" PM speakers. AC-DC superhet circuit· 5 tubes including rectifier Phono-jack, air loop antenna, automatic volume control 6⅞x6x13½". Ship. wt. 11½ lbs.

38424A2551—Turquoise ..... **Retail $34.95**
38425A2551—Ivory ..... **Retail $34.95**

ARVIN CLOCK RADIO—Lulls you to sleep, wakes you to music Automatic on-off switch and alarm set, 660-watt appliance outlet, accurate clock timer Alnico "V" PM speaker Printed wiring, 5 tubes including rectifier 12⅛"x5½"x5½" Ship wt. 4½ lbs.

38422A2336—Ivory ..... **Retail $29.95**
38423A2336—Willow green ..... **Retail $29.95**

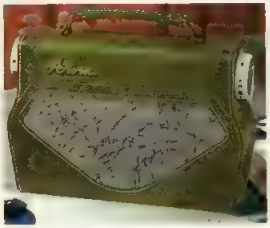


DELUXE ARVIN CLOCK RADIO—Lulls you to sleep at night, wakes you in the morning can even start your morning coffee by means of its 1100W appliance outlet and accurate clock timer Five tubes including rectifier All automatic 12⅛x5½x6½". Wt. 4½ lbs

38420A2656—Flame ..... **Retail $34.95**
38421A2656—Charcoal ..... **Retail $34.95**

ARVIN 3-WAY PORTABLE plays on batteries and AC-DC—Compact, Lightweight . . . aluminum case with grey tweed vinyl plastic. Size 10⅞" x8¾"x8½". Four tubes plus selenium rectifier, printed wiring. Automatic volume control Alnico "V" PM speaker, rod-type Magnetenna Operates on 2 batteries Wt. 4 lbs.

38419A2428 ..... **Retail $31.95**

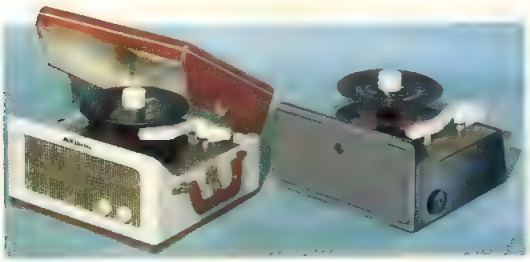


ARVIN 3-WAY PORTABLE—Plays on batteries, AC or DC. Luggage-type case with leatherette cover. Modern printed wiring, automatic volume control, Alnico "V" PM speaker Operates on 2 batteries . . . 7½V "A", 90V "B" 10²¾"x6⅞"x3¼". Ship wt. 4 lbs.

38417A2916—Green ..... **Retail $39.95**
38418A2916—Tan ..... **Retail $39.95**

RCA 3-WAY PORTABLE GLOBE TROTTER "Wavefinder" antenna for best reception. "Golden Throat" sound for best listening Non breakable "Impac" case. Operates on AC-DC or batteries. Five tubes plus rectifier. 8¾"x11⅜"x5¼". Ship. wt. 6½ lbs.

38288A3985—Gray ..... **Retail $49.95**
38287A3985—Aqua ..... **Retail $49.95**



RCA "45" PORTABLE—Take your music with you via this "victrola" in lightweight luggage-type case Plays up to 14 records at one loading, enough for 2 hours of music. "Floating" motorboard protects against jolts, cuts down noise Golden Throat tone system One touch sets it in operation 7½" high, 11⅞" wide, 10¾" deep. One tube plus rectifier. Rust and white combination

38295A3173—Ship. wt. 12 lbs. ..... **Retail $39.95**

RCA AUTOMATIC 45 "VICTROLA"—Holds up to 14 "45's", plays continuously, automatically for nearly two full hours. Features "Golden Throat" tone system, extra-powerful amplifier for superior tonal quality. One tube plus one rectifier 115V AC 7½"x11⅜"x11"

38289A2745—Black/grey—12 lbs. ..... **Retail $32.95**

DELUXE 45 "VICTROLA"—Two tone grey Similar to above, with 2 tubes plus one rectifier

38290A2850 ..... **Retail $36.95**

RCA PORTABLE 4-SPEED "VICTROLA"—Plays all your records and they sound wonderful with "Golden Throat" tone coming from twin speakers. Automatically shuts off after last record has played, intermixes sizes in the same speed Fingertip speed control, continuous tone control. Two tubes plus one rectifier. Distinctive luggage-type case, 8⅛"x-15⅜"x18⅛". Two tone grey.

38291A6650—Ship. wt. 12 lbs. ..... **Retail $84.95**

Transistor Radios
A
B
C
D
E
F
G
H
Portables
J
K
L
Clock Radios
M
N
Table Radios
P
R
S
T
U

for your listening pleasure . . . the exciting array of radios pictured on opposite page

(A) RCA TRANSISTOR "WINSOME"—Small size (3⅞x5½x1½"), low price, but with big enough voice to be heard all over the room—and in "Golden Throat" tones. "Impac" case guaranteed for 5 yrs. 4 transistors +1 crystal diode. Broadcast band, defense freq. marked. Wt. 1 lb.

38283C3340—Turquoise/white Retail $39.95
38284C3340—Two-tone gray . . Retail $39.95
38292A350—Carrying case . . . Retail $ 4.95

(B) RCA TRANSISTOR—6 transistors +1 diode. Standard Broadcast band, with civil defense freq marked "Golden Throat" tone, earphone jack. Non-breakable case guaranteed 5 yrs. 3⅞x5⅛x-1⅞". Ship. wt 1 lb

38285C4050—White . . . . . Retail $49.95
38286C4050—Spruce green . Retail $49.95
38293A350—Carrying case .. Retail $ 4.95

(C) WESTINGHOUSE PERSONAL PORTABLE—Has 7 transistors for best performance among this type. Plays 75 hrs. on low-cost battery. Unbreakable case, silver Safe-guard chassis, earphone jack. Measures 3⅛"x6"x1⅝". Ship. wt. 1½ lbs.

38001C4395—Grey/black . . . . Retail $59.95
38002C4395—Red/black . . . . . Retail $59.95

(D) ARVIN TRANSISTOR—Clips on belt or pocket or stands alone. 5 transistors, AM and Conelrad frequencies. 2-piece unbreakable plastic case with gold trim, measures 6⅜x3⅜x1⅞". Ship. wt. 1½ lbs

38415C3326—Turquoise . . . . . Retail $44.95
38416C3326—Ebony . . . . . Retail $44.95
38256A337—Earphone . . . . . Retail $ 4.95

(E) WESTINGHOUSE "CORDLESS" ALL TRANSISTOR PORTABLE—No power cord, no tubes—works on 6 transistors + diode . up to 1000 hours on one battery pack. New advanced chassis design packs big set reception, maximum fidelity 6"x4" speaker provides big set sound performance. Unbreakable white and lemon yellow case is 9¼"x3⅛"x6⅛".

38413A4395—Ship. wt. 4 lbs. . Retail $59.95

(F) ARVIN TRANSISTOR RADIO—New vinyl laminate bonded to aluminum for a textured, luxurious finish that is tough and practically scratchproof. Saddle tan case measures 10½"x8⅝"x3⅞". 6 transistors + germanium diode. 5" Alnico speaker. AM and Conelrad freq. Ship wt. 4 lbs.

38414A4436 . . . . . Retail $39.95

(G) RCA TRANSISTOR PORTABLE—A bantamweight portable with the "Golden Throat" tone system, in genuine leather case that measures only 6¾x10¼x3¼". Has 7 transistor + crystal diode. Standard broadcast band with civil defense freq. marked. Plays over 500 hours on 1 long-life battery Ship wt 5 lbs

38282A5895—White leather . Retail $75.00
38296A5895—Russett leather . Retail $75.00

(H) WESTINGHOUSE PORTABLE—Plays on batteries, or AC/DC. Unbreakable plastic case is 6⅛x8⅛x3½". 4 tubes, 3½" Alnico speaker. 2-position clip permits use of flashlight cells. Ship. wt. 4½ lbs.

38412A2350—White/yellow . . Retail $29.95
38411A2350—Beige/scarlet . . Retail $29.95

(J) RCA 3-WAY PORTABLE "THE TROOPER"—Plays on battery, AC or DC. Revolving "Wavefinder" antenna beams you in on "Golden Throat" tone at a finger's touch. Standard Broadcast band with civil defense freq. marked. Has 4 tubes plus rectifier, works on 115V, 50-60 cycles. Hinged back. Non-breakable "Impac" case, guaranteed 5 yrs., measures 8"x10¾"x3⅝". Ship. wt. 6 lbs.

38280A2897—Two-tone blue . . Retail $34.95
38281A2897—Turquoise/white Retail $34.95

(K) WESTINGHOUSE CLOCK RADIO—New "All Around" cabinet design with appliance outlet. Clock has Slumber Switch, "Wake-up-to Music, buzzer, and doze controls . . . lets buzzer resound up to 5 times. Luminous hands and illuminated dial. 5 tubes including rectifier 4" Alnico speaker. Measures 6x14⅞x5½". AC only. Ship. wt. 10 lbs.

38407A3292—Mache . . . . . Retail $42.95
38408A3292—Turquoise . . . . . Retail $42.95

(L) WESTINGHOUSE CLOCK RADIO—"All-Around" molded cabinet, 6x14⅞x5½", houses 6-tube including rectifier radio plus luminous hand clock that lulls you to sleep, wakes you to music, turns appliances on and off automatically. Doze control lets buzzer ring up to 5 times.

38410A3673—Coral/white . . . Retail $49.95
38409A3673—Ivory/white . . . Retail $49.95

(M) RCA CLOCK RADIO "THE PALOMAR"—Convenient lever controls let you go to sleep and wake up to music . . . in RCA's "Golden Throat" tone. Luminous clock hands, illuminated radio dial. 4 tubes + rectifier. Standard Band "conelrad" marked. 5⅛x13x5¼". 115V, A.C

38277A2810—Turquoise . . . Retail $34.95
38276A2810—White . . . . . Retail $34.95

(N) RCA CLOCK RADIO "THE SENTRY"—Many outstanding features— lever slumber and pre-set controls, luminous-hand clock that operates radio, appliances, alarm; slide rule illuminated dial; appliance plug-in; phono-jack. 4 tubes + rectifier, Standard Band with "Conelrad" markings. 115V, A.C. 6⅛x12⅛x6¼"

38279A3195—Pink/white . . . . Retail $39.95
38278A3195—All white . . . . . Retail $39.95

(Q) WESTINGHOUSE 6-TUBE TABLE RADIO—Long-distance model with "Wide-Fi" speaker, illuminated dial. 6-tube AM reception operates on AC/DC. 6x15⅞x-5¾". Ship. wt. 10 lbs.

38403A2994—Coral . . . . . Retail $39.95
38402A2994—Ivory . . . . . Retail $39.95
As above, but with 5 tubes.
38404A2626—Mocha . . . . . Retail $34.95

(R) RCA TABLE RADIO "THE LINDSAY"—Brings you both AM and FM performance from 2 powerful speakers . . . in "Golden Throat" tone, with phono jack, too. 8 tubes + rectifier. Tuning range: AM 540-1600Kc; FM 88-108Mc. 8½x-13⅛x7½" black case with gray knobs 115V, 50-60 cycles AC/DC.

38275A5595—Ship. wt. 10 lbs. Retail $69.95

(S) ARVIN TABLE MODEL—Excellent performance at low cost! 5 tubes including rectifier, Conelrad dial markings, Alnico "V" PM speaker Black cabinet is 5¼x-10x5½"

38426A1616—Ship. wt. 5 lbs. Retail $19.95

(T) WESTINGHOUSE TABLE RADIO—5-tube AM reception on AC/DC. Long, service-free life. Modern cabinet design with rich grille textures. 7x10¼x5½". Wt. 5 lbs.

38401A1877—Turquoise . . . . . Retail $22.95
38400A1877—Ivory . . . . . Retail $22.95

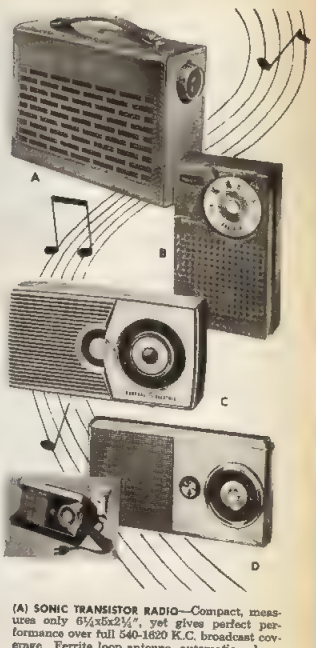
(P) WESTINGHOUSE CLOCK RADIO—4-tube AC radio with clock that wakes you to music. 6x11½x5" plastic case. 6 lbs.

38405A1995—Mocha . . . . . Retail $24.95
As above, but with buzzer alarm.
38406A2197—Pink . . . . . Retail $27.95

(U) RCA TABLE RADIO "NEWCLIFFE"—Standard band with "Conelrad" markings, twin speaker "Golden Throat" sound, illuminated slide-rule dial, phono-jack. 4 tubes + rectifier. 115V, 50-60 cycles, AC/DC 7½x12⅛x5½".

38274A2397—Black . . . . . Retail $29.95
38273A2397—Ivory . . . . . Retail $29.95

Transistor Radios



(A) SONIC TRANSISTOR RADIO—Compact, measures only 6¼x5x2¼", yet gives perfect performance over full 540-1620 K.C. broadcast coverage Ferrite loop antenna, automatic volume control, and powerful Alnico speaker 1 diode + 4 transistors. British tan. Texon case

38266A2397—Ship. wt. 3 lbs. . . . . Retail $39.95
As above, but with 6 transistors plus 1 diode.
9¼x6¾x3¼" case in British tan Texon.
38267A3197—Ship. wt. 4 lbs. . . . . Retad $49.95

(B) REGENCY TRANSISTOR—Small enough for pocket or purse—or use the carrying case available. Works on 4 transistors . . . on so little current that batteries last and last. Wt. 1 lb.

38268C2246—Black . . . . . Retail $29.95
38269C2325—Ivory . . . . . Retail $31.95
38265A450—Earphones . . . . . Retail $ 7.50
38270A240—Leather carrying case . . . Retail $ 3.95

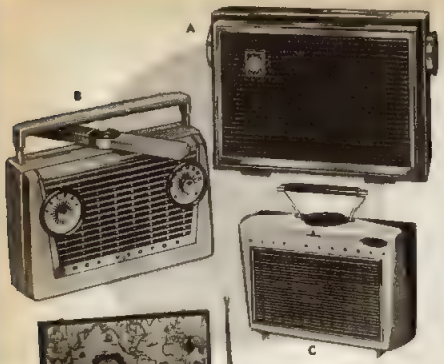
(C) G.E. ALL-TRANSISTOR POCKET RADIO—Rounded corners and flat tuning controls—no snagging in pocket or purse. 4 transistors plus 1 crystal diode. Tuning range: 540-1600 K.C., with civil defense freq. marked. Earphone jack. Alnico 5 magnet speaker. 2⅝" Measures 6⅝" x3½"x1⅝". Ship. wt. 1½ lbs.

38271CR2855—Turquoise/gold . . . . . Retail $34.95
38272CR2855—Ebony/gold . . . . . Retail $34.95

(D) G.E. ALL TRANSISTOR PORTABLE—6 trouble-free transistors last indefinitely. Uses rechargeable or pen light batteries. 6⅜x3¼x1⅝ in gold-color anodized aluminum, leatherette trim

38238CR3925—Ship. wt. 2 lbs. . . . . Retail $49.95
Same, in black with plaid speaker grill.
38239CR3925 . . . . . Retail $49.95
38231CR345—Earphones for above . . Retail $ 4.95
Zipper carry case and recharger complete w/batteries guarantees 10,000 playing hours.
38469CR1550 . . . . . Retail $20.00

portables . . . for listeners "on-the-go"



(A) G.E. 3-WAY PORTABLE RADIO—Operates on AC, DC or battery. Easy-access power door eliminates necessity of opening case to remove or replace cord. Built-in Beamascope antenna; large Dynapower speaker; 4 tubes plus dry plate selenium rectifier. Cabinet is 9⅞" wide, 6¼" high, 3⅞" deep . . . weight with batteries (not included) about 5¼ lbs. Polystyrene cabinet is unbreakable in normal use. Ship. wt. 4¾ lbs.

38232AR2395—Ebony . . . . . **Retail $29.95**

38233AR2395—Terra Cotta/White . . . . . **Retail $29.95**

(B) RCA 3-WAY PORTABLE—The Gentry's new "Wavefinder" turns effortlessly for perfect reception in a wide range, on standard band with civil defense Freq. markings. Vernier tuning allows precise station selection to bring you RCA's exclusive "Golden Throat" tone. 4 tubes plus rectifier, AC-DC, 115V, 50-60 cycles, or switches instantly to battery operation. Non-breakable, hinged back "IMPAC" case, guaranteed 5 years, measures 8" high, 10¾" wide, 3½" deep.

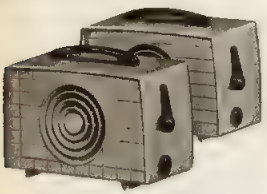
38244A3195—Grey—Ship. wt. 6 lbs. . . . . . **Retail $39.95**

38245A3195—Aqua . . . . . **Retail $39.95**

(C) WESTINGHOUSE READY-TO-GO "HOLIDAY" 3-WAY PORTABLE—Unbreakable case, in staytast colors. Battery clip for low-cost, long-life flashlight batteries, also plays on AC or DC. Extra-powerful speaker and antenna. 6⅛" high, 8⅛" wide, 3⅛" deep. Ship. wt. 6 lbs.

38012A2495—Gray and Black . . . . . **Retail $34.95**

38014A2495—Lt. Green and Spruce Green . . . . . **Retail $34.95**



MITCHELL WIRELESS 2-WAY INTERCOM

Each unit is a complete electronic transmitter-receiver operating on the interference-free 175 kc frequency over your electric light lines. No connecting wires required . . . just plug into any electric outlet on the same power transformer. It carries and operates as far as several miles. Alnico PM speaker-microphone; portable gray plastic cabinets. Additional units may be added as desired. A wonderful convenience for office, shop or farm. AC-DC. Ship. wt. 11 lbs.

3899B5074—2-unit system . . . . . **Retail $69.50**

3899B2551—Single unit . . . . . **Retail $34.95**

(D) RCA STRATO-WORLD II—Catches broadcasts from the world over! . . . and in RCA's "Golden Throat" tone. Switches instantly from standard band to any of 6 other bands, with electrical spread system for pinpoint short wave tuning. Plug-in for headphones, big-room performance speaker. Works on batteries or AC-DC, 115V, 60 cycles. 5 tubes plus rectifier. Built-in "Magic-loop" and "Signal Finder" antennas, plus telescopic short wave antenna. Luxurious travel-wise russet simulated leather case 10⅝" high, 17½" wide, 7¾" deep.

38246AX10250—Ship. wt. 23 lbs. Retail $139.95

(E) RCA TABLE RADIO "BURGESS"—Illuminated window dial with hair-line station indicator. Push-pull on-off volume for pre-selected volume control, "Golden-Throat" tone. New printed circuit for greater durability. Standard band with civil defense freq. marked. Operates on AC-DC, 115V, 60 cycles. 4 tubes plus rectifier, built-in antenna. 7" high, 11½" wide, 6" deep. Ship. wt. 6 lbs.

38260A2095—Antique white . . . . . **Retail $24.95**

38261A2095—Charcoal . . . . . **Retail $24.95**

(F) RCA TABLE RADIO "THE KENTFIELD"—Accurate vernier tuning on easy-read slide-rule dial, "Golden Throat" tone. 5 tubes, plus rectifier. Civil defense freq. markings. 115V, 50-60 cycles, AC-DC. Phono jack. Black and antique white case, 7" high, 11¼" wide, 7" deep.

38262A3195—Ship. wt. 7 lbs. . . . . **Retail $39.95**

(G) SLEEK WESTINGHOUSE SONORAMIC WITH TWO SPEAKERS—Doubles your listening fun! Advanced two-speaker audio system radiates full-range, room-filling sound. Special audio circuits and acoustic designed cabinet, 7" high, 11¼" wide, 6¼" deep. 5 tubes, AC-DC.

38111A2250—Green—Wt. 7 lbs. . . . **Retail $29.95**

38112A2250—Tan—Wt. 7 lbs. . . . . . **Retail $29.95**

(H) SPECIAL WESTINGHOUSE "TONE-ON-TONE" DESIGN—Special "more-for-the-money" value. Exclusive Silver Safeguard chassis, magna-power speaker. 4-tube, AC-DC operation. The perfect "extra set" . . . the perfect gift. Measures 5½" high, 9" wide, 5¾" deep. Ship. wt. 5 lbs.

38005A1464—Pink . . . . . **Retail $17.95**

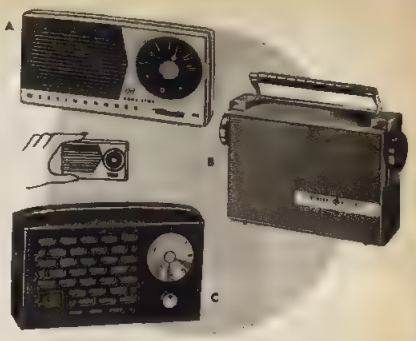
38007A1464—Ivory . . . . . **Retail $17.95**

(J) REGENCY TRANSISTOR TABLE RADIO—A transistor radio that hits a new high in beauty, safety, utility. A small 4¾"x3¼"x1½", and weighing only 24 oz., it's so easy to carry from room to room, or take on a trip, yet it has volume and tone equal to radios many times its size. Uses lifetime transistors rather than bulky tubes, and will play 100 to 200 hours on its small inexpensive battery. Powered by only 9 volts—positively no danger of shock, even if you tune it while standing on wet basement floor or sitting in the bathtub.

38263A2997—White—Wt. 2 lbs. . . . . **Retail $39.95**

38264A2997—Pink—Wt. 2 lbs. . . . . . **Retail $39.95**

power packed transistor radios



(A) WESTINGHOUSE TRANSISTOR RADIO—Pocket-size, but powerful enough to play anywhere. Built-in directional antenna, full-power speaker, tunes like other radios. 5 transistors plus diode crystal. Earphone outlet, unbreakable case. Uses standard 9V battery.

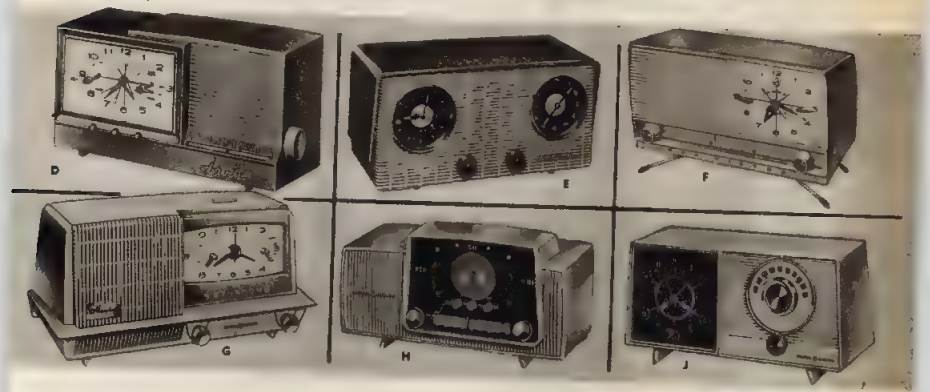
38241C3695—Turquoise . . . . . **Retail $49.95**
38242C3695—Lemon yellow . . . . . **Retail $49.95**
38243C3695—Charcoal gray . . . . . **Retail $49.95**

(B) G.E. ALL-TRANSISTOR PORTABLE RADIO—Get approximately 400-600 hours of play on just one set of inexpensive flashlight batteries with this handsomely styled small-size (6¼"x5¾"x2½") but powerful transistor with metallic front grill and hinged carrying handle. 6 transistors plus 2 crystal diodes, full 4" speaker for big-set sound. Has earphone jack for private listening, civil defense freq markings. Exceptional power, range, tone. Ship. wt. 3¼ lbs.

38257AR3995—Cocoa . . . . . **Retail $49.95**
38258AR3995—Turquoise . . . . . **Retail $49.95**

(C) REGENCY TRANSISTOR—Richly styled in top grain cowhide with carrying strap, and accented with handsome dial and gold trim. Plays instantly and for hundreds of hours on single 9V battery. Measures only 3½"x6"x3¾", has standard broadcast band, with civil defense freq marked dial. 5 transistors.

38259C3371—Ship. wt. 1 lb. . . . . . **Retail $44.95**
38265A450—Earphone accessory—Ship. wt. ½ lb. . . . . . **Retail $ 7.50**



(D) ARVIN CLOCK RADIO—Panoramic clock face, for ease of reading. Has 5 tubes including rectifier; printed wiring, air loop antenna, 5" Alnico "V" PM speaker, slide rule tuning, AC circuit. Slumber switch turns off radio at night. 1100W appliance outlet on back, presets appliances. 6¼"x5½"x12¼". Ship. wt. 10 lbs.

38249A3191—Ivory . . . . . **Retail $44.95**
38250A3191—Flame . . . . . **Retail $44.95**

(E) "THE PROMPTER" RCA CLOCK RADIO—Features RCA's famous "Golden Throat" tone system, fine speaker, ample volume. Standard band, with civil defense freq. marked. 5 tubes plus rectifier, operates on 115V, AC. 60 cycles. Telechron clock with luminous hands automatically operates alarm, appliances up to 1100W, plays radio or phonograph up to an hour. 6¾"x13¼"x7". Ship. wt. 8 lbs.

38247A3985—Grey and ivory . . . . . **Retail $49.95**

(F) "THE MERRIWEATHER" RCA CLOCK RADIO—Slumber lever, pre-set lever, illuminated dial with civil defense markings, appliance plug-in, phono jack, "Golden Throat" tone, clock that automatically operates radio, appliances and alarm . . . all this in a radio on a swivel base for the ultimate in convenience. 4 tubes plus rectifier, 115V, 50-60 cycles. Dimensions: 7½"x12½"x6¼". Ship. wt. 7 lbs.

38251A3495—Black and white . . . . **Retail $42.95**
38252A3495—Two-tone grey . . . . . **Retail $42.95**

(G) G.E. MUSAPHONIC CLOCK RADIO—Wake up to music and/or buzzer . . . and the buzzer can be set to sound every 7 minutes for 35 minutes to allow that extra 40 winks. 5¼" speaker for superb tone. Slide rule type dial with civil defense freq. marked has light that spots each number as selector moves. Excellent fringe area reception and metropolitan selectivity. Features phono-jack, and automatic appliance outlet on fully molded back. Slumber switch, lever-type controls, and luminous hands on self-starting G-E clock. 5 tubes plus rectifier, 105-120V, 60 cycles, AC only. Cabinet is 14⅞"x8¼"x7⅞". Wt. 6 lbs.

38297AR3995—Mahogany . . . . . **Retail $49.95**
38298AR3995—Blue . . . . . **Retail $49.95**

(H) G.E. CLOCK RADIO—Combines a G-E self-starting and self-regulating electric clock with luminous hands, and a 4-tube plus rectifier radio with G-E Dynapower speaker and built-in Beamascope antenna. Plus-features include a phono-jack for record players, slumber switch that can be set for up to an hour, a convenience outlet with automatic control, lever-type controls for easy setting, molded cabinet back. "Wake up to music" or set the "Snooz-Alarm" that will buzz every 7 minutes up to 5 times or until switched off. Molded plastic cabinet measures 12⅞"x6¾"-x6⅜". Ship. wt. 7½ lbs.

38220A2995—Ivory . . . . . **Retail $39.95**
38221A2995—Pink . . . . . **Retail $39.95**

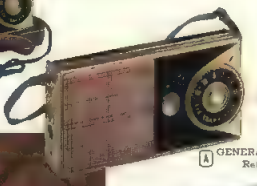
(J) G.E. CLOCK RADIO—Distinctive cabinet design, plus many extra features—slumber switch, buzzer alarm, full cabinet back, lever-type controls and luminous hands on G-E clock. Built-in antenna Dynapower speaker for excellent reception and reproduction. 4 tubes plus rectifier, 105-120V, 60 cycles, AC. Plastic cabinet 11¼"x6½"x4⅞". Wt. 6 lbs.

38253A2475—Gray and white . . . . . **Retail $29.95**
38254A2475—Pink . . . . . **Retail $29.95**

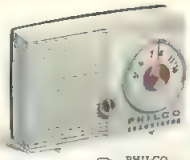
(K) G.E. CLOCK RADIO—Dependable clock is self-starting and regulating. Radio turns on so you "wake up to music". Built-in antenna Dynapower speaker give excellent sound reproduction. 4 tubes plus rectifier. 11" long antique white cabinet. Ship. wt. 5½ lbs.

38223AR2025 . . . . . **Retail $24.95**

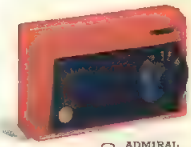
AA GENERAL ELECTRIC
Retail $20.00



A GENERAL ELECTRIC
Retail $49.95

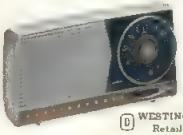


B PHILCO
Retail $29.95

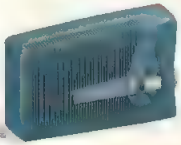


C ADMIRAL
Retail $29.95

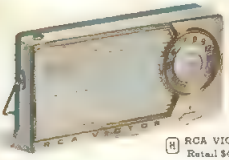
G PHILCO
Retail $19.95



D WESTINGHOUSE
Retail $49.95



E MOTOROLA
Retail $39.95



H RCA VICTOR
Retail $49.95

I ADMIRAL
Retail $49.95

J RCA VICTOR
Retail $65.00

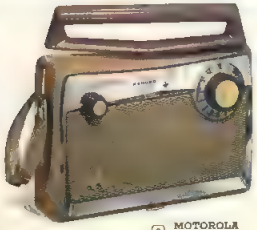
K PHILCO
Retail $53.00

M ADMIRAL
Retail $69.85

N PHILCO
Retail $59.95

P RCA VICTOR
Retail $59.95

R PHILCO
Retail $49.95



S MOTOROLA
Retail $49.95

T MOTOROLA
Retail $32.95

V GENERAL ELECTRIC
Retail $29.95

Famous Name Radios—Give You Power Plus Beauty of Tone

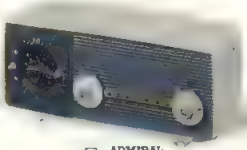
B
GENERAL ELECTRIC
Retail $44.95

C RCA VICTOR
Retail $42.95

D WESTINGHOUSE
Retail $42.95

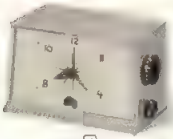
E GENERAL ELECTRIC
Retail $39.95

G ADMIRAL
Retail $39.95



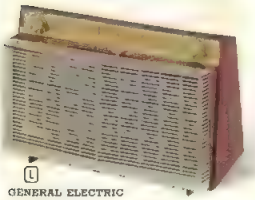
H ADMIRAL
Retail $34.95

J MOTOROLA
Retail $29.95



K
WESTINGHOUSE
Retail $24.95

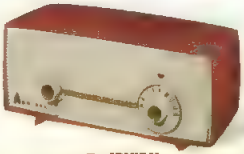
N RCA VICTOR
Retail $29.95



L
GENERAL ELECTRIC
Retail $39.95

M WESTINGHOUSE
Retail $39.95

P
GENERAL ELECTRIC
Retail $28.95



R ADMIRAL
Retail $29.95

S ADMIRAL
Retail $31.95

Famous-Name Transistor Radios—Modern Electronic Marvels!

Electronic magic! So much listening pleasure in such a small package! Tiny miracle transistors replace bulky radio tubes- practically never wear out! So economical to operate! Choose a pocket size radio or compact portable that you can carry with you wherever you go.

A GENERAL ELECTRIC 6-TRANSISTOR

So smart in appearance—so powerful in performance. Tiny pocket-size G-E transistor radio offers radio enjoyment wherever you go! Built-in ferrite-rod antenna, Alnico 5 magnet speaker. Earphone jack—order earphone below. On-off volume control. AM stations 540 to 1600 kc. Six transistors plus one crystal diode for outstanding reception. Uses two mercury batteries or recharger unit (AA) with cells that can be recharged up to 400 times (order below). Handsome color-styling—golden anodized aluminum case with carry strap. Lightweight—only 20 ounces. Radio measures 6¾ x 1⅝ x 3½ in. Shpg wt. 2 lbs.

32-8781 A 3778—Plaid grill, black trim...**$49.85**
32-8789 A 3779—Gold grill, beige trim ..**$49.95**

32-7015 A 325—Earphone. Wt. ½ lb....**$4.95**
35-1361 V 102—Pkg. 2 batteries. ½ lb...**$1.50**

[AA] Rechargers in Carrying Case. Top-grain russet leather case. With two rechargeable batteries—can be re-energized 400 times for total of 10,000 hours of use. Radio not included.

32-8748 A 1442—Wt. 1 lb.....Retail **$20.00**

B PHILCO 4-TRANSISTOR RADIO

It's a pocket-size powerhouse—beautifully styled with clean modern lines! Powered by 4 exclusive "Surface Barrier" transistors. A 4-transistor radio with 5 transistor performance. Alnico V magnetic speaker—built-in Magnecor antenna. Tuning range: 535 to 1620 kc. Uses 4 mercury batteries (order below). Hours of listening pleasure for as little as 1/10 of a cent an hour. Break-resistant plastic case 6 x 1½ x 3¼ in. high. 2 lbs.

32-3170 V 2486—Ivory/black radio.....**$29.85**

35-1361 V 102—Pkg 2 batteries. ½ lb...**$1.50**
32-3188 V 253—Carrying Case. Wt. ½ lb **$3.50**

C NEW ADMIRAL 5-TRANSISTOR RADIO

It's tiny, terrific, elegant—tiny size allows you to slip this radio easily into purse or pocket! Easy-to-see full size dial with convenient fingertip tuning. Built-in "Ferroscope" antenna with tremendous pulling power. Powerful Alnico 5 PM speaker—acoustically matched to cabinet for excellent tone quality. Automatic volume control keeps noises distortion and overload. AM stations 535-1620 kc. 5 transistors plus 2 germanium crystal diodes. Plays on 4 mercury batteries (order below). Non-breakable plastic case. 5¾ x 1⅝ x 3½ in high. Shipping weight 2 lbs.

32-0622 V 2423—Red radio.....Retail **$29.95**
32-0630 V 2423—Ebony radio....Retail **$29.95**

35-1361 V 102—Pkg. 2 batteries. ½ lb **$1.50**
32-8120 A 297—Carrying case. ½ lb. **$4.95**

D WESTINGHOUSE 7-TRANSISTOR RADIO

A roomful of listening pleasure in a handful of radio! Pocket-size—carry it anywhere! Ferrocore antenna, Alnico V PM speaker. Earphone jack—order earphone below. Automatic control. AM frequencies 540 to 1620 kc. 7 transistors plus diode printed circuit. Uses one 9-volt battery—(order below). Unbreakable plastic case. Radio measures 6 x 1½ x 3½ in. Shpg wt 1½ lbs.

32-3774 A 3695—Gray/black radio... **$49.95**
32-3790 A 3695—Red/black radio.....**$49.95**

32-7015 A 325—Earphone. Wt. ½ lb....**$4.95**
35-2062 A 110—9-volt battery. Wt. ½ lb. **$1.50**

E NEW MOTOROLA 6-TRANSISTOR RADIO

Styled and engineered with the dash and vigor of the present and the future! New magnified tuning dial, pinpoints any station. King-size ferrite rod antenna picks up stations easily. Two-speaker, motor-driven speaker for more tone range and more privacy. Automatic volume control. 535 to 1620 kc tuning range. Power: 6 P-N-P Alloy diffused transistors and 2 germanium diodes. Uses 4 mercury batteries (order below). Molded blue polystyrene cabinet stain and scratch and heat resistant. 9⅞ x 7⅞ x 3½ in. high. 7 lbs.

32-3261 V 3296—Blue radio Retail **$39.95**

35-1361 V 102—Pkg 2 batteries ½ lb **$1.50**
32-0259 V 250—Earphone. Wt. ½ lb **$4.95**

F PHILCO POCKET-SIZE "VEEP"

New and tiny shirt-pocket size personal radio—no bigger than a pack of cigarettes! Permanent "private listening" ear piece—enjoy favorite programs anywhere, without disturbing others. Special dial window in top for easy tuning. AM stations 540 to 1600 kc. 3 exclusive Philco "surface barrier" transistors. Built-in Magnecor antenna. Uses two mercury batteries, order below. Break-resistant plastic case, ivory with golden and black trim. Measures 2½ x 1¼ x 3¾ in high. Wt. 2 lbs.

32-8755 V 1633—Ivory radio.....Retail **$19.95**

35-0074 V 120—Pkg. 4 batteries. ½ lb...**$1.80**

G NEW RCA 7-TRANSISTOR TRANSICHARG

All-new transistorized personal radio with exclusive "Transicharger" (order below) plays 5 years on a single rechargeable battery. Built-in ferrite-rod antenna. Permanent magnet speaker. Earphone jack for private listening (order earphone below). On-off volume control. Vernier tuning—540 1600 kc. Seven transistors and two crystal diodes. Uses 4 mercury batteries (order below). Unbreakable plastic Impac case measures 7¼ x 1¾ x 3½ in. Shipping weight 2 lbs

32-0457 V 4120—Green/white radio....**$49.95**
32-0485 V 4120—Charcoal/white radio..**$49.95**

35-1381 V 102—Pkg. 2 batteries. ½ lb...**$1.50**
32-0259 V 250—Earphone. Wt. ½ lb.....**$4.95**

Transicharger (not shown). Simply connect the "Transicharger" to any AC outlet—current recharges battery even if radio is playing

32-4194 V 906—Shpg. wt. 2 lbs. Retail **$11.95**

H RCA 7-TRANSISTOR PORTABLE

New and exciting! A radio that's troublefree, carefree! No cord to worry about, no tubes to burn out. Built-in sensitive ferrite-rod antenna, true-tone permanent magnet speaker. Automatic volume control—RCA Victor's rich "Golden Throat" tone. AM frequencies 540 to 1600 kc. 7 transistors plus crystal diode. Uses one battery—order below. Tan, two-hide-covered case measures 10¼ x 7½ x 6¾ in Shipping weight 5 lbs.

32-8535 A 5120—Tan radio. Wt. 5 lbs..**$65.00**
35-1999 A 116—9-volt battery. 1⅛ lbs...**$1.65**

I PHILCO "T-7" TRANSISTOR RADIO

Complete with leather carrying case! 5-year trouble-free guarantee by Philco! Powered for long playing life by 4 Philco "Surface Barrier" transistors. Built-in Magnecor antenna, high-efficiency speaker. Automatic volume control. Earphone jack—order earphone below. Standard AM stations 540 to 1600 kc. 7 transistors plus diode. Uses 2 flashlight batteries—order below. Unbreakable plastic case in ebony and ivory. 7 x 2¼ x 4½ in Shpg. wt. 3 lbs.

32-3223 A 4347—Radio and case. Retail **$65.00**

35-1197 A 312—Ctn. 24 batteries. 6 lbs. **$4.80**
32-0258 V 250—Earphone. Wt. ½ lb... **$4.95**

J NEW ADMIRAL 8-TRANSISTOR RADIO

It's tiny—trusty, terrific! Tastefully decorated with rich looking golden trim. Built-in "Ferroscope" ferrite rod antenna—tremendous signal-pulling power. Powerful Alnico 5 PM speaker for greater fidelity and undistorted audio response. Automatic volume control. Powerful reception of all AM stations within range, 535-1620 kc. 8 transistors plus 2 germanium crystal diode. Plays on 4 mercury batteries (order below). Plug-in jack on side of radio lets you hear favorite programs in private—order earphone below. Non breakable plastic case, molded of tough, durable combination carrying handle and stand—folds flush against cabinet. 5¾ x 1¾ x 3½ in. 3 lbs.

32-0887 V 3921—Black radio....Retail **$49.95**
32-0929 V 3921—Turquoise radio.....**$49.95**

32-7551 A 400—Earphone. ½ lb..Retail **$7.50**
32-8120 A 297—Carrying case. ½ lb....**$4.95**
35-1361 V 102—Pkg. 2 batteries. ½ lb.. **$1.50**

K ADMIRAL 8-TRANSISTOR PORTABLE

Now, sound all around! Unsurpassed tone quality in a portable. First portable with two dynamic Alnico V PM speakers—front and back! Variable tone control for complete range of tonal shadings between bass and treble. "Roloscope" antenna in handle brings in more stations. AM stations 535 to 1600 kc. Civil Defense markings. 8 transistors plus 2 diodes—printed circuit. Uses 8 "C" flashlight batteries—order below. Leatherette-covered simulated case. 9½ x 2½ x 9 in high 6 lbs

32-9823 A 5021—Pigskin tan radio **$69.95**
32-9815 A 5021—Black/gold radio **$69.95**

35-1205 A 312—Ctn 24 batteries 3 lbs **$4.80**

L PHILCO 7-TRANSISTOR PORTABLE

Powerful 7-transistor portable features the "Scantenna" that doubles as a handle and a powerful Magnecor antenna. Handle revolves 360° to bring in best signal. Big Alnico V speaker. Four tuned IF circuits. Tuning dial covers 540 to 1600 kc. Seven exclusive Philco "surface barrier" transistors. Operates on 4 regular flashlight batteries—order batteries below. Break-resistant plastic case in black or turquoise with golden trim. 9¾ x 3¾ x 8½ in. high. 4 lbs

32-9872 A 4323—Turquoise/gold radio..**$59.85**
32-9864 A 4323—Black/gold radio.....**$59.95**

35-1197 A 312—Ctn. 24 batteries. 6 lbs...**$4.80**

M RCA "JETSTREAM" 6-TRANSISTOR

Take music along—with your "Jetstream." Ferrite-rod antenna. Permanent-magnet dynamic speaker. Earphone jack—order earphone below. Automatic volume control. Standard AM broadcast band 540 to 1600 kc. 6 transistors plus two crystal diodes, printed circuit chassis. Push-pull audio output. Uses three batteries—order below. Rich simulated-leather case and handle...8 x 2½ x 5¼ in. high 5 lbs.

32-9730 A 4561—Russet/white radio.....**$59.95**

35-1205 A 312—Ctn. 24 batteries. 3 lbs...**$4.80**
32-0259 V 250—Earphone. Wt. ½ lb.....**$4.95**

N PHILCO 6-TRANSISTOR PORTABLE

Cordless wonder! Magnecor antenna draws in distant stations. 3½-in Alnico V speaker. AM frequencies 540 to 1600 kc. Operates on 6 exclusive Philco "surface barrier" transistors. Two flashlight batteries provide over 200 hours playing time—order below. Sur-V-Lon case wears and looks like genuine leather—tan color with golden trim. 9 x 3 x 8½ in. high. 2 lbs.

32-9858 A 3784—Tan radio... Retail **$49.95**
35-1197 A 312—Ctn. 24 batteries. 6 lbs...**$4.80**

Portable Radios

PLAY ANYWHERE—AC, DC, OR BATTERY

O NEW MOTOROLA RANGER-700 PORTABLE

3-way portable powered for clear long-distance reception! Keeps you in touch with the world—any place! Plays 3 ways—AC-DC, or battery 4 in. Alnico 5 "Golden Voice" speaker. Handle is a Twin-Coil rotating antenna—king-size ferrite rod plus Roto-coil antennae guarantee sensitive reception. Exclusive "Volumatic" brings in signals loud and clear. Earphone jack for private listening. Snap-on carrying strap included. 535 to 1620 kc. 5 tubes plus rectifier. 3-gang condenser. 110-120 volts, AC-DC—or use one 90-volt "B" and one 9-volt "A" battery. All-metal case with miracle fabric covering, chrome trim. 10½ x 2½ x 8⅜ in. high. Wt. 6 lbs.

32-3196 A 3898—Tan radio .....Retail **$40.85**

35-1361 A 263—90-volt "B" battery. 1 lb. **$3.75**
35-2153 A 116—9-volt "A" battery. 1 lb. **$1.85**

P NEW MOTOROLA "FIESTA" PORTABLE

A companion you can take anywhere! 3-way—plays on AC, DC, or battery. 4 in. Alnico 5 "Golden Voice" speaker for rich, clear sound. Station-seeking twin coil Roto-tenna handle guarantees clearest, most sensitive reception in a portable of this size. Exclusive "Volumatic" brings in signals loud and clear. Tuning range 535 to 1620 kc. 4 tubes plus rectifier. 110-120 volts AC-DC or uses one 90-volt "B" battery and one 7½-volt "A" battery (order below). All-metal case can't break—miracle fabric covering adds look of luxury usually found only in more expensive models. 10½ x 2½ x 8⅜ in. 6 lbs

32-3204 A 2848—Beige radio .....Retail **$32.95**
32-3212 A 2787—Green/white radio **$34.95**

35-1361 A 263—90-volt "B" battery. 1 lb. **$3.75**
35-1270 A 100—7½-volt "A" battery. 1 lb. **$1.45**

Q GENERAL ELECTRIC 3-WAY PORTABLE

Built-in antenna. Full 4-in. G-E. Dynapower speaker. Automatic volume control. AM stations 540 to 1600 kc. 4 tubes plus rectifier, 110-120 volts, AC-DC—or batteries (order one each below) Unbreakable plastic case. 9⅞ x 3¼ x 6½ in. 5 lbs.

32-8452 A 2260—Ebony/white radio....**$29.95**
32-8460 A 2260—Turquoise/white radio.**$29.95**

35-1282 A 85—7½-volt A battery. 1 lb..**$1.35**
35-1981 A 263—90-volt B battery. 1 lb...**$3.75**

All radios on this page have Civil Defense markings—all UL approved

Choose Famous-Name Clock-Radios and Table Radios

Efficient Clock-Radios

GMC offers fine dependable clock-radios made by Westinghouse, General Electric, Philco, RCA Victor, Admiral, and Motorola—names that have been respected for many years. These clock radios have the latest features and styling, priced to meet every budget.

A PHILCO PUSH-BUTTON CLOCK-RADIO

- **First fully automatic push-button control**
- **Wake up to music or a buzzer alarm**

New Philco clock-radio with slender cabinet styling. First fully automatic push-button clock with 5 settings—on, off, sleep, radio, and radio-and-alarm. Radio turns off at pre-set time. Buzzer alarm or your favorite program wakes you in the morning. Appliance outlet automatically turns on appliances. Luminous hands on charcoal clock face with golden numerals. 4-in permanent magnet front speaker. Built-in loop antenna. Automatic volume control. 4 tubes plus rectifier. AC Skyrose plastic cabinet measures 12½ x 4¾ x 7 in. high. Wt. 6 lbs.

32-3279 A 2939—Ivory . . . . Retail **$39.85**
32-3287 A 2939—Aqua . . . . Retail **$39.95**

B NEW G.E. DELUXE CLOCK-RADIO

- **Clock night light—newest GE feature**
- **"Snooze" alarm control within easy reach**

Wakes you up to music or buzzer alarm. "Slumber Switch" automatically turns off radio within 60 minutes. Lever-type controls. Appliance outlet and phono jack. Night light provides illumination for reading time in the dark—"snooze" alarm feature allows you that 7 extra minutes of sleep. Luminous hands. Alnico 4 in. Dyna-power speaker. Ferrite rod antenna. 4 tubes plus rectifier. AC only. Antique white plastic cabinet with gold-tone combinations. 13¼ x 6¼ x 6¼ in high. Wt. 7 lbs.

32-3584 A 3285—Black/Gold . Retail **$44.95**
32-3634 A 3285—Blue/Silver . Retail **$44.95**

C RCA BULLETIN SWIVEL CLOCK-RADIO

- **Fully automatic—two "Instant-Set" levers**
- **Clock radio swivels your way—any way!**

Wonderful way to face the music—radically new styling on this contemporary clock-radio! "Slumber-Switch" turns off the radio or phonograph automatically after you doze off. All purpose "Instant-Set" lever turns on the radio or appliances at a pre-set time. Phono-jack for record player on side of cabinet. Luminous clock hands glow in the dark. 4-in. electrodynamic speaker. Extra-large Magic-Loop antenna—illuminated slide rule tuning dial. Graduated volume control. 4 tubes plus rectifier. AC only. Plastic case 12½ x 6¼ x 7¼ in high. Wt. 8 lbs.

32-3469 A 3372—Maple/White . Retail **$42.85**
32-3477 A 3372—Pink/White . . . . Retail **$42.85**

"RCA Herald", as above but without swivel base.
32-3389 A 3137—Pink/White . . . . Retail **$39.95**

D WESTINGHOUSE CUSTOM CLOCK-RADIO

- **"Doze-Control" sounds alarm every 7 minutes**
- **Clock-radio turns on and off automatically**

New "Doze-Control" permits you to reset buzzer alarm to resound every 7 minutes. Can be repeated 5 times before alarm shuts off permanently. In the morning, radio turns on automatically. At night, you fall asleep listening to your favorite program—slumber-switch turns off radio automatically within 60 minutes. Appliance outlet. Clock-radio features luminous hands and illuminated slide-rule tuning. 4-in Alnico V speaker loop-type antenna. 5 tubes including rectifier. AC only. Plastic case 14½ x 5½ x 6 in. high. Wt. 10 lbs.

32-2925 A 3282—Turquoise and white . . . **$42.85**
32-2917 A 3292—Mocha and white **$42.95**

As above, but with 6 tubes. Shpg. wt. 10 lbs.
32-2933 A 3673—Ivory and white **$49.95**
32-2941 A 3673—Coral and white **$49.95**

E GENERAL ELECTRIC CLOCK-RADIO

- **"Snooz-alarm" allows extra 7 minutes sleep**
- **Appliance outlet, phono jack for record player**

Lets you sleep that extra 40 winks—just press the "Snooz-alarm" and alarm turns off for 7 minutes—then sounds again! Process may be repeated 5 times. Slumber switch turns radio off automatically at night—turns on automatically in morning at preset time. Special outlet for appliances. Phono-jack for record player. Telechron clock with luminous hands. Radio has 4-in. speaker, printed circuit, slide rule dial. Built-in rod antenna. 4 tubes plus rectifier. AC only. Plastic case 12⅞ x 5⅜ x 6¾ in high. Wt. 7 lbs.

32-2602 A 2866—Pink . . . . . Retail **$39.95**
32-2689 A 2866—Ivory . . . . . Retail **$39.95**

F ADMIRAL SUPER DELUXE CLOCK-RADIO

- **Radio, appliances turn on and off automatically**
- **Reminder alarm for heavy sleepers**

Outstanding in every way! You awaken to pleasant music or business-like buzzer alarm. At night—you fall asleep to music; radio shuts off automatically. A wonderful electronic servant—automatic appliance outlet. Phono-jack. Has dependable Westclox self-starting clock. Radio has automatic volume control, slide rule dial. Front mounted Alnico 5 PM speaker, extra-sensitive ferrite-rod antenna. 5 tubes including rectifier. Smart plastic case. AC only. Measures 14½ x 6¾ x 5¾ in high. Shipping weight 7 lbs.

32-3105 A 2908—Gold and white. Retail **$38.95**

G ADMIRAL DELUXE CLOCK-RADIO

- **Radio turns itself on and off automatically**
- **Reminder-alarm won't let you oversleep**

Lulls you to sleep with music—wakes you with the news! Sleep-switch turns radio off automatically at night. In the morning, reminder-alarm sounds 10 min after radio goes on. Automatic appliance outlet. Clock with luminous hands. Dependable radio has automatic volume control, vernier tuning. Alnico 5 PM speaker, sensitive ferrite-rod antenna. 5 tubes including rectifier. AC only. Plastic cabinet measures 13⅜ x 5⅜ x 5⅜ in. high. Shpg wt. 7 lbs.

32-3071 A 2577—Gray and white. Retail **$34.95**
32-3088 A 2577—Pink and white. Retail **$34.95**

H MOTOROLA CLOCK-RADIO

- **Luxury performance and distinctive styling**
- **Lulls you to sleep—wakes you up to music**

This entire radio by Motorola lulls you to sleep—then it wakes you to music. The handy buzzer alarm sounds a bit later—to prevent over-sleeping. Slumber switch turns radio off at any pre-set time. Convenient appliance outlet turns small household appliances on automatically—while you sleep. 4-in Alnico 5 "Golden Voice" speaker delivers richest, clearest sound. Loop-type antenna—gives dependable reception. 5 tubes including rectifier. Hi-lustre plastic cabinet resists scuffing, and scratches. Exclusive PLAcit chassis is engineered not to wear out, burn out, or short out. AC only. Measures 12⅜ x 5 x 5¼ in. high. Shipping wt. 8 lbs.

32-3337 A 2497—Mahogany . . . . . Retail **$29.85**
32-3410 A 2017—White . . . . . Retail **$31.95**

I WESTINGHOUSE BUDGET CLOCK RADIO

- **Designed for use in any room of the home**
- **New exclusive electronic tone alarm**

Newly styled clock radio wakes you up pleasantly in the morning with your favorite radio program—or, if you prefer, just the electronic tone alarm will sound. Here's a dependable clock-radio that is priced to suit the family budget. The clock is noiseless and self-starting. Big, full-sized clock designed for use in any room in the house. Full range 4-in. Alnico V speaker—provides the ultimate in listening pleasure. Durable printed circuit radio chassis and loop-type antenna. 4 tubes including rectifier. Trim plastic cabinet measures 8⅞ x 6 x 5⅛ in high. Shipping weight 5 lbs.

32-3428 A 1995—Champagne . . Retail **$24.95**
32-3438 A 1995—Aqua . . . . Retail **$24.95**

Dependable Table Radios

Choose your table radio from the selection offered by GMC—they're famous brands, engineered for dependable performance and styled in keeping with the latest home furnishings. Their beauty and utility make them a real pleasure to own and use—or to give!

There's no gift more welcome than a fine table radio, no gift that gives more lasting pleasure! Select one for every member of the family, for every room in the house. Here are radios to add a smart accent to every color scheme, at prices to suit every budget. Buy today—from GMC!

J G-E DUAL SPEAKER MUSAPHONIC RADIO

- **Dual speakers—balanced sound reproduction**
- **Variable tone control for bass and treble**

High styling plus high performance! Dual dyna-power 6½ in. and 4 in. speakers assure balanced sound reproduction. Built-in ferrite-rod antenna. Famous Musaphonic tone system. Automatic volume control, variable tone control. Standard frequencies 540 to 1600 kc. Handy plug-in phono jack. Push-pull, on-off control. Slide rule dial. 5 tubes plus rectifier. AC-DC. Plastic cabinet 13½ x 5⅝ x 8 in. Shipping weight 10 lbs.

32-0432 A 2944—Mocha and beige **$39.95**
32-0440 A 2944—Ivory and beige **$39.95**

K WESTINGHOUSE "WIDE-FI" TABLE RADIO

- **Loop antenna for distant station reception**
- **Automatic volume control keeps sound even**

It's smartly styled—long and low—the latest in modern radio design. 10 x 2½ in. "wide-fi" speaker assures full rich tone for a new adventure in sound. Loop-type antenna brings in distant stations clearly. "Set and forget" automatic volume control prevents blasting, fading. Standard AM frequencies 540 to 1600 kc. 6-tubes including rectifier. Printed circuit. Slide-rule tuning with illuminated dial. Push-pull on-off switch. AC-DC. Smart plastic cabinet in two colors. Measures 14¾ x 5¾ x 6 in. high. Shipping weight 10 lbs.

32-2966 A 2994—Coral and white **$39.95**
32-3008 A 2994—Ivory and white **$39.95**

Westinghouse "Wide-Fi" Table radio as above, but with 5 tubes. Shpg. wt 10 lbs.

32-3014 A 2626—Mocha and white **$34.95**
32-3022 A 2626—Turquoise and white . . . **$34.95**

L RCA VICTOR "NEWCLIFFE" RADIO

- **Twin speakers for "Golden Throat" sound!**
- **Glamorous styling presents look of luxury**

The look of tomorrow—today! Matched twin speakers of the "Newcliffe" are precisely angled to flood any room with famous "Golden Throat" sound. Built-in "Magic Loop" antenna brings in distant stations. Powerful twin speakers bring life like realism to your favorite AM broadcast. AM band from 540 to 1600 kc. Automatic volume control prevents fading, blasting. Illuminated dial. Phono-jack. 4 tubes plus rectifier. AC-DC. Plastic case 12½ x 5½ x 7½ in. high. Shpg wt. 5 lbs.

32-9029 A 2390—Gray . . . . . Retail **$28.95**
32-9045 A 2390—Black . . . . . Retail **$28.95**
32-9037 A 2390—Ivory . . . . . Retail **$29.95**

M NEW G.E. MUSAPHONIC RADIO

- **High style look—plus full rich sound**
- **Accurate pin-point station selection**

This General Electric Musaphonic has the high-style look and the full rich sound of a top quality radio—at the low price of an ordinary table radio! Large 5 x 7 in. oval speaker—with Alnico 5 permanent magnet. Built-in ferrite rod antenna eliminates need for external antenna under normal operating conditions. 540-1600 kc tuning range. Beam of light illuminates dial number on the slide-rule dial as the station pointer moves. Push-pull, on-off control—desired volume is retained at any station on the dial whenever the radio is turned on. Two-position switch at back enables the listener to emphasize bass tones. 4 tubes plus rectifier. AC-DC. Molded polystyrene cabinet measures 12 x 5⅝ x 8 in. high. Shpg. wt. 4 lbs.

32-3550 A 2221—Pink and white Retail **$29.95**
32-3501 A 2221—Gray and white. Retail **$29.95**

N ADMIRAL DELUXE TABLE RADIO

- **Fine tone quality and excellent reception**
- **Automatic volume control—no fading, blasting**

Deluxe quality, deluxe performance! Engineered by Admiral to bring you fine tone quality, excellent reception—even in "difficult" areas. Powerful 4 x 6 in Alnico 5 PM speaker. Vernier tuning, illuminated dial. Ferrite-rod antenna pulls in remote stations. Standard tuning range 535 to 1620 kc. Automatic volume control eliminates fading and blasting. 5 tubes including rectifier. Handy plug-in phono jack. Play your record player through speaker system. AC-DC. Trim-looking plastic cabinet measures 13⅜ x 5⅛ x 5⅛ in high. Shipping weight 8 lbs.

32-3154 A 2247—Red and white . Retail **$29.85**
32-3162 A 2247—Turq. and white Retail **$29.95**

O ADMIRAL CUSTOM TABLE RADIO

- **A good-looking radio that's priced to please**
- **Ferrite-rod antenna for clarity and fidelity**

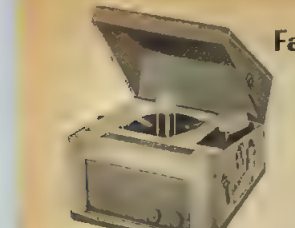
Tops the value parade—high-styled radio at a budget price! Plastic cabinet in decorator colors that are molded clear through. Colors can't chip, peel off, or fade. Powerful Alnico 5 PM speaker sensitive ferrite-rod antenna assures clarity and fidelity of sound. Tuning range of standard frequencies 535 to 1620 kc. Automatic volume control—no sudden fading or blasting. Contains 5 tubes including rectifier. AC-DC. Case measures 11⅛ x 5½ x 5½ in. Shipping weight 5 lbs.

32-3139 A 1754—Turq. and white. Retail **$21.85**
32-3121 A 1754—Red and white. Retail **$21.95**

All the radios offered on this page are approved by Underwriters Laboratories. They operate on 110-120 volts. Civil Defense bands clearly marked.

Famous Automatic and Manual Phonographs

Assure You Many Hours of Pleasant Relaxation and Enjoyment



COLUMBIA 45 "HERS" AND "HIS" SPECIAL

- **Five 45 rpm Columbia records—no extra cost!**
- **Smart two-tone styling in Hers and His models**

Automatic 45-rpm portables—enjoy your favorite records at home or away. Special offer—includes five 45-rpm popular Columbia records worth $7.35—at no extra cost. Plays 14 records—more than two hours of music. Feather-touch tone arm, sapphire needle. On-off-reject, volume, tone controls. 5-in. PM speaker. Two-tube amplifier. Pyroxylin-fabric-covered wood case in two color combinations. Compact for easy carrying—11 x 10¾ x 7¼ in. high. Shpg. wt. 14 lbs.

32-7868 W 3325—Hers. Blue/White.....**$42.95**
32-7874 W 3325—His. Two-tone gray...**$42.95**

RCA VICTOR DELUXE 45-RPM AUTOMATIC

- **Deluxe automatic—at a low budget price!**
- **Large 4 x 6 speaker for big room volume**

Many deluxe features found only on more expensive models. Plays fourteen 45-rpm records automatically. Featherweight tone arm. Sapphire needle. One operating control—on-off-reject. Powerful 4 x 6 in. speaker for true, distortion-free tone. Three-tube amplifier. Smart plastic case. 11¾ x 11 x 7¼ in high. Shpg. wt. 12 lbs.

32-8039 W 2932—Two-tone green. Retail **$36.95**
32-8088 W 2932—Two-tone gray. Retail **$36.95**

As above, but 2-tube amplifier
32-1075 W 2777—Black/gray ....Retail **$32.95**

RCA 45-RPM PHONO ATTACHMENT

- **Compact styling—takes so little space!**
- **Plays 14 records, up to two hours of music**

Plays fourteen 45-rpm records automatically through TV set or radio with phono-jack. Achieves extra pleasure, higher fidelity with your big speaker. Just plug in 6-ft. pickup cable—save the cost of an additional speaker. Featherweight tone arm causes less wear on records, eliminates scratching. Sapphire needle. One operating control for on, off, and reject functions. Black plastic base. Compact—11½ x 7½ x 7 in. high.

32-8070 W 1663—Shpg. wt. 8 lbs. Retail **$19.95**

A VARSITY AUTOMATIC PORTABLE PHONO

- **Automatic shut-off—dual sapphire needles**
- **4-speed operation—plays 78, 45, 33⅓, 16⅔**

A real value! Plays all four speeds automatically—78, 45, 33⅓, 16⅔ rpm. Intermixes 10 and 12 in records at same speed. Automatic shut-off. Lightweight pickup tone arm with crystal cartridge and dual sapphire needles. Powerful 4-in. Alnico PM speaker. Tone and volume controls. Wide-range two-tube amplifier. Washable, pyroxylin-fabric-covered wood case. 14¾ x 16½ x 8¾ in. high. Order 45-rpm spindle 32-5647 A 225 on page 14. Shpg. wt. 17 lbs

32-2081 W 3825—Tan/brown ....Retail **$49.95**
32-2079 W 3825—Gray/white ...Retail **$49.95**

B ADMIRAL AUTOMATIC PORTABLE

- **Automatically plays 78, 45, 33⅓, 16⅔ rpm**
- **Full-range 5¼-in. speaker, 3-tube amplifier**

Superb performance! Plays 78, 45, 33⅓, 16⅔ rpm records—intermixes 10 and 12 in records at same speed. Automatic shut-off. Featherweight tone arm, turnover ceramic cartridge, two sapphire needles. 5¼-in. speaker for clear, distortion-free sound. Convenient front-panel tone and volume controls. Three-tube amplifier. Pyroxylin-fabric covered wood case in three color combinations listed below. Easy-to-carry case 15¼ x 16¾ x 8¾ in. high. Order Admiral 45-rpm spindle on page 14. Wt. 23 lbs.

32-1711 W 4890—Speckled black Retail **$59.95**
32-1729 W 4890—Red and gray..Retail **$59.95**
32-2354 W 4890—Blue and white. Retail **$59.95**

C CAPITOL AUTOMATIC PORTABLE

- **Plays four speeds—shuts off automatically**
- **Famous Capitol quality—trouble-free service**

Newly styled portable—enjoy your records wherever you go! Plays 78, 45, 33⅓, 16⅔ rpm—intermixes 10 and 12 in. records at same speed. Automatic shut-off. Lightweight tone arm, dual sapphire needles. Tone and volume controls. Two matched 4-in. extended-range speakers—front mounted for direct sound. Electronically balanced 2-tube amplifier. Pyroxylin leatherette covered wood case. 14¾ x 16 x 9 in. high. Order 45-rpm spindle 32-6293 A 197, page 14. Wt. 22 lbs.

32-3980 W 4397—Red/white ....Retail **$59.95**
32-4012 W 4397—Brown/white ..Retail **$59.95**

D COLUMBIA "HERS," "HIS" AUTOMATIC

- **Perfect gift—color-keyed for her or him!**
- **Completely automatic portable—4 record speeds**

Smartly styled portable goes everywhere! Automatically plays all speeds—78, 45, 33⅓, and 16⅔ rpm records—and shuts itself off after last record is played. Feather-touch tone arm—makes records last longer. Ronette turnover cartridge for easy shifting from 78 to long-play—two sapphire needles. Powerful 6-in. PM extended-range speaker and 2½-in. tweeter for superb sound. Separate volume and tone controls. Three-tube amplifier. Pyroxylin-fabric covered wood case 17 x 15¼ x 8¾ in high. Order Columbia 45-rpm spindle, page 14. Wt. 22 lbs.

32-7858 W 5178—Hers. Blue/white **$88.95**
32-7882 W 5178—His. Char./Gray.....**$88.95**

E ADMIRAL AUTOMATIC RADIO-PHONO

- **Radio-phonograph—double value at a low price!**
- **Streamlined table-top model—plastic case**

Outstanding value! It's an automatic phonograph it's an AM radio. Phonograph plays 78, 45, 33⅓, 16⅔ rpm records—intermixes 10 and 12 in. records. Automatic shut-off. Featherweight tone arm, quality ceramic cartridge, fine sapphire needle. Alnico 5-in. PM speaker. Volume, tone controls. Standard AM stations 535-1620 kc. Built-in ferrosenge antenna. Five tubes including rectifier. Plastic case—mahogany brown color. 18¾ x 17¾ x 8¾ in. high. Order Admiral 45-rpm spindle, page 14.

32-9953 W 5480—Shpg. wt. 31 lbs.....**$69.95**

F PHILCO AUTOMATIC HI-FI PORTABLE

- **Three speakers for "wrap around sound"**
- **4-speed automatic intermixes 10, 12 in. records**

Philco's "Wrap-Around Sound!" Portable—enjoy music wherever you go! Automatic phonograph plays 78, 45, 33⅓, 16⅔ rpm records—intermixes 10 and 12 in. records of the same speed. Shuts off automatically. Lightweight tone arm, dual sapphire needles. "Wrap-around sound" provided by three 4-in speakers. Tone and volume control. 3 tube amplifier. Smart tan and beige leatherette-covered wood case. Carrying handle. 45-rpm spindle included. 15 x 18¼ x 9 in. high.

32-4046 W 6051 Shpg. wt. 22 lbs. Retail **$79.95**

G COLUMBIA DELUXE MANUAL PORTABLE

- **Flip-over cartridge—twin sapphire needles**
- **4-speed operation—built in 45-rpm adapter**

Portable phonograph of exceptional beauty and quality. Plays 78, 45, 33⅓, 16⅔ records—has self-contained 45-rpm adapter. Feather-touch non-resonant Columbia tone arm, high-compliance Ronette cartridge with two sapphire needles. Volume and tone controls. 4 x 6 in. oval front speaker with metal grill. Balanced two-tube amplifier. Deluxe saddle-stitched fabric cover over wood case is pyroxylin-coated, washable. Two-tone gray with pink trim. Measures 14 x 11¾ x 7¾ in. high

32-4053 W 2771—Shpg. wt. 10 lbs.....**$39.95**

H CAPITOL 4-SPEED MANUAL PORTABLE

- **Smartly styled scuff-resistant portable case**
- **Plays all sizes, speeds—built-in 45 adapter**

New soft Tecron "Attache case." 4-speed operation—plays 78, 45, 33⅓, 16⅔ rpm records. Includes built-in retractable insert for 45-rpm records. Turntable is rubber-mounted for high-fraction. Lightweight tone arm, full-compliance turnover cartridge with two sapphire needles. Full-range tone and volume controls. Two 4-in. Alnico PM speakers—extended range, heavy duty, front-mounted for direct sound reproduction. Built-in compensator with electronically balanced 2-tube amplifier. Scuff-resistant washable Texan case in suntan brown. 11½ x 13¼ x 5 in.

32-2862 W 2740—Shpg. wt. 13 lbs. Retail **$39.95**

K JUNIOR VARSITY MANUAL PORTABLE

- **Specially designed for the young music lover**
- **4-speed operation—two sapphire needles**

Feature-packed, low-priced phonograph—perfect for any occasion! Smooth, trouble-free operation plays four speeds—78, 45, 33⅓, 16⅔ rpm records. Built-in 45-rpm adapter. Feather-touch tone arm, Ronette turnover cartridge—two sapphire needles. On-off volume control, tone control. 4-in. Alnico PM speaker. Wide-range amplifier, vented sound chamber. Pyroxylin-fabric-covered wood case in two smart color combinations. Measures 12½ x 11½ x 6¾ in. high Shpg. wt. 11 lbs.

32-2016 W 1997—Gray/white .. Retail **$29.95**
32-2024 W 1997 Tan/white ....Retail **$29.95**

L COLUMBIA "HERS" AND "HIS" MANUAL

- **Smart two-tone styling in Hers and His models**
- **Portable to travel well—plays all speeds**

A handsome carry-along music maker—lightweight and good looking for every occasion. Four-speed operation—plays 78, 45, 33⅓, 16⅔ rpm records. Built-in 45-rpm adapter. Feather-touch tone arm, high-compliance Ronette turnover cartridge with two sapphire needles. Volume and tone controls. 4-in. extended range front-radiating speaker. Handsome metal grill. Balanced amplifier. Pyroxylin-fabric-covered wood case. Measures 12½ x 11½ x 7 in. high. Shpg wt. 11 lbs.

32-4061 W 2230—Hers. Blue/white.....**$29.95**
32-4079 W 2230—His. Char./gray **$29.95**

M CAPITOL 45-RPM AUTOMATIC PORTABLE

- **Plays 12 records automatically—quiet changer**
- **Portable—case is compact, scuff-resistant**

At home or away—enjoy your favorite 45-rpm records with this convenient portable. Plays 12 records automatically. Feather-touch tone arm. High compliance ceramic cartridge, sapphire needle. On-off-reject control. Tone and volume controls mounted on outside—play with lid closed. 4-in. Alnico PM speaker—front-mounted for direct sound reproduction. Balanced 2-tube amplifier. Washable, pyroxylin-fabric-covered wood case measures 11½ x 11 x 7¼ in. high Wt. 11 lbs.

32-2980 W 2897—Red/white .....Retail **$39.95**
32-3087 W 2897 Charcoal/white Retail **$39.95**

N RCA VICTOR 45 AUTOMATIC PORTABLE

- **Superb performance with "Golden Throat" tone**
- **Continuous music—it plays up to 14 records**

Smart styling in a portable 45-rpm automatic phonograph. Plays 14 records at the flick of a switch while you relax and enjoy the music! Lightweight tone arm, sapphire needle. On-off-reject switch. Volume and tone control. Wide-range 4 x 6 in. PM speaker for true fidelity sound reproduction. Two tubes plus rectifier. Famous RCA Victor "Golden Throat" tone. Leatherette-covered wood case 13¾ x 11 x 7 in.. high. Wt. 14 lbs.

32-1596 W 3415—Two-tone green. Retail **$42.95**
32-1554 W 3415—Brown/tan ....Retail **$42.95**

Phonographs are not available—sent by freight, truck, or express—pay shipping on delivery. Operate on 110 120 volts, 60 cycles, AC only.

All merchandise sold on this page is UL approved

The heart of a watch is its movement . . . and inside the case of a Bulova, rests multi-jeweled precision that is the result of the knowledge and skill of the master craftsmen. Bulova—symbol of the finest since 1875.

(N) **Senator "J"** . . . the watch that rates a vote from all men who prize a timepiece that demonstrates both precision accuracy and masterful design. 10K yellow rolled gold plate case. Stainless steel back. Unbreakable mainspring. Shock resistant. Gleaming expansion band matches case. 17 jewels.
18-9506 A2375 10K Yellow RGP . . . **$35.75**

(P) **Senator "G"** . . . rugged in every detail. Gleaming 10K yellow rolled gold plate case with sturdy stainless steel back. Dual guarantees of long, accurate service. it has an unbreakable mainspring and is shock resistant to withstand rough use. Matching expansion band with 2 leather inserts. 17 jewels.
18-9514 A2750 10K Yellow RGP . . . **$42.50**

(R) **Lexington "A"** . . . you'll recognize success when you see it, in this handsome Bulova that goes hand-in-hand with the successful man. 10K yellow rolled gold plate case with a stainless steel back. The matching expansion band is both comfortable and attractive. 21-jewel precision movement.
18-9522 A3150 10K Yellow RGP . . . **$49.50**

(S) **Lexington "B"** . . . bold command to enjoy the hours with this truly excellent timepiece on your wrist. Distinctively handsome 10K yellow rolled gold plate case with a rugged stainless steel back. The matching expansion band rounds out perfection in styling know-how. 21 jewels for precision accuracy.
18-9530 A3575 10K Yellow RGP . . . **$57.50**

(T) **President "C"** . . . a chieftain because it quietly displays matchless handiwork and unexcelled styling. Simple, circular 10K yellow rolled gold plate case is wafer-thin. Also in 10K white RGP, with black dial. 17-jewel movement. Unbreakable mainspring.
18-9548 A3575 10K Yellow RGP . . . **$59.50**
18-9555 A3575 10K White RGP . . . **59.50**

(V) **Craftsmen "A"** . . . the priceless ingredients of superb quality and design—the pride of craftsmen skilled in styling and precision workmanship. Unusual 10K yellow gold filled case. Hairline-design face. Matching expansion band. 21-jewel movement.
18-9563 A4750 With White dial. **$75.00**
18-9571 A4750 With Black dial. **75.00**

(W) **Fleetwood** . . . dynamic is the word for the strong lines and sweeping outline of this fine watch. The contoured case is in lustrous 14K gold. The strap is in rich, luxurious leather. The face of this watch has unique hairline design. Dependable 21-jewel movement. A leader in style and performance.
18-9589 A5950 14K Yellow Gold . . . **$100.00**

RETAIL PRICES include 10% Federal Excise Tax

Ⓔ **Storm King "B"** . . . has a manly look to its handsome case of gleaming stainless steel. Precision-built to "take it". Certified waterproof*. Shock-resistant to withstand "hard knocks". Anti-magnetic. Luminous hands and dial let you read the time in the dark. Sweep second hand. Expansion band. 17 jewels
18-9100 A2750 Stainless Steel **$45.00**

Ⓕ **Commodore** . . . product of the unexcelled superiority of Bulova craftsmanship. Shipshape in design and accuracy. 10K rolled gold plate case, stainless steel back. Certified waterproof*; shock-resistant; anti-magnetic. Luminous hands and dial. Sweep second hand. Expansion band. 17 jewels.
18-9118 A3150 10K Yellow RGP . . . **$49.50**

Fully Automatic . . . Certified Waterproof*

Fully Automatic—because normal daily wrist movements automatically wind your precision Bulova with no attention on your part. Certified waterproof only after intensive scientific tests. Guaranteed waterproof as long as case, crystal, crown are intact. Shock-resistant to enable your Bulova to weather rough wear with ease.*

Ⓖ **Surfmaster "A"** . . . square-cut silhouette dominates both the distinctively proportioned case and matching expansion band. Case is crafted of glowing 10K yellow rolled gold plate. Has stainless steel back. Certified waterproof*. Shock-resistant for man-sized usage. Anti-magnetic. 17-jewel movement
18-9126 A3750 10K Yellow RGP . **$59.50**

Ⓗ **Jet Clipper** . . . a masterpiece that gives you everything you can ask for . . . and then some! Certified waterproof*. Self-winding. Shock-resistant. Sweep second hand. Ultra-modern luminous hands and dial. Unbreakable mainspring. Anti-magnetic. Stainless steel case, expansion band. 17 jewels.
18-9134 A3750 Stainless Steel. . . . **$59.50**

Ⓚ **Royal Clipper** . . . a tailored watch that takes precision timekeeping firmly in hand. Winds itself as you wear it. 10K rolled gold plate case with stainless steel back. Luminous hands and dial. Sweep second hand. Certified waterproof*. Shock-resistant. Expansion band. 17 jewels.
18-9142 A3750 10K Yellow RGP. . **$59.50**

Ⓛ **Yankee Clipper** . . . husky and handsome, a superb example of Bulova quality. 10K yellow rolled gold plate case, stainless steel back. Self-winding. Certified waterproof*. Shock-resistant. Anti-magnetic. Luminous hands and dial. Expansion band. 17 jewels
18-9159 A3975 With white dial . . . **$71.50**
18-9167 A3975 With black dial. **71.50**

RETAIL PRICES include 10% Federal Excise Tax

The Bulova "23" offers a new standard of timekeeping perfection. The 23-jewel movement is precision timed to six adjustments: for accuracy in both hot and cold weather . . . timed for unfailing dependability in different positions . . . and at any degree of mainspring tension. "6 Adjustments"—your guarantee of supremely reliable accuracy.

(M) **Bulova 23 "B"** . . . unquestioned superiority! A watch for the man who demands the finest. 23-jewel movement set to 6 adjustments for precision accuracy. Stainless steel case. Self-winding action. Unbreakable mainspring. Certified waterproof*. Shock-resistant. Sweep second hand. Leather strap.
18-9258 A3750 White dial **$59.50**
18-9266 A3750 Luminous black dial. **59.50**

(N) **Bulova 23 "R"** . . . a blending of the highest skills of craftsman and designer. Winds itself, never overwinds or runs down. Unbreakable mainspring. Certified waterproof* for sure protection. Shock-resistant, anti-magnetic. Shining stainless steel case, expansion band. Sweep second hand. Hidden crown. 23 jewels, timed to 6 adjustments.
18-9274 A4250 Stainless Steel **$71.50**

(P) **Bulova 23 "S"** . . . teammate for the man who lives the modern way. Distinctive 10K rolled gold plate case. Stainless steel back. Fully self-winding, certified waterproof*, shock-resistant, anti-magnetic. Recessed crown. Unbreakable mainspring takes hard wear. Sweep second hand. Alligator strap. 23-jewel movement, timed to 6 adjustments.
18-9282 A4500 10K Yellow RGP. . . . **$75.00**

(R) **Bulova 23 "U"** . . . a wealth of precision features in a case of impressive design. Winds itself to do all the work for you. Unbreakable mainspring. Certified waterproof.* Shock-resistant. Anti-magnetic. Sweep second hand. 10K rolled gold plate case with stainless steel back. Luxurious padded alligator strap. 23-jewel movement, timed to 6 adjustments.
18-9290 A4500 10K Yellow RGP. . . . **$75.00**

(S) **Bulova 23 "G"** . . . rates honors in timekeeping perfection and distinctive design. 10K yellow rolled gold plate case with stainless steel back. Self-winding. Unbreakable mainspring. Certified waterproof*. Shock-resistant. Anti-magnetic. Sweep second hand. Expansion band. 23-jewel movement, timed to 6 adjustments.
18-9308 A4950 White dial **$95.00**
18-9316 A4950 Luminous black dial. **95.00**

(T) **Beau Brummell "R"** . . . masterful expression of the personality of a man-of-the-world. Has 12 diamonds set in numeral markers on dial. Sweep secondhand. Selfwinding, certified waterproof*, shock-resistant, anti-magnetic. Unbreakable mainspring. Suede strap. 23 jewels. Set to six adjustments.
18-9324 A15000 14K White Gold. . . **$250.00**
18-9332 A15000 14K Yellow Gold **250.00**

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Now . . . a selection of the most wanted watches in the world. The "Martha Washington" and "Dolly Madison" Series with 21 jewels, and the new 18K, 23-Jewel "First Lady" Series with 6 precision adjustments. Unbreakable mainsprings.

[N] **Martha Washington "A"** . . . the dignity of the period that inspired this styling is genuinely reflected in the perfect recessed circle of the 10K rolled gold plate case. Stainless steel back. Black cord band. 21 jewels set to 5 precision adjustments.
19-0504 A2795 10K Yellow RGP. . . **$39.75**
19-0512 A2795 10K White RGP. . . . **39.75**

[P] **Martha Washington "C"** . . . conceived as a symbol of timeless styling and a timepiece of faithful accuracy. 10K rolled gold plate case. Stainless steel back. Beautiful matching expansion bracelet. 21 jewels set to 5 precision adjustments.
19-0520 A3150 10K Yellow RGP. . **$49.50**
19-0538 A3150 10K White RGP. . . . **49.50**

[R] **Dolly Madison "F"** . . . a compliment to the lady who wears it, with styling that mirrors the romance of bygone days. 10K rolled gold plate case. Matching expansion bracelet. Fine 21-jewel movement is carefully set to 5 precision adjustments for accuracy.
19-0546 A3575 10K Yellow RGP. . . **$57.50**
19-0553 A3575 10K White RGP. . . . **57.50**

[S] **Martha Washington "G"** . . . trim styling treatment set off by a slim etched bracelet. The superb handiwork of top craftsmen in fashion and precision. 10K white or yellow rolled gold plate case. 21-jewel movement is set to 5 pin-point adjustments.
19-0561 A3950 10K Yellow RGP. . . . **$65.00**
19-0579 A3950 10K White RGP. . . . **65.00**

[T] **First Lady "E"** . . . unmatched in styling, performance, luxury features. Angular square case in lustrous 18K gold, with a black cord band. Unbreakable mainspring. The superb 23-jewel movement is finely set to 6 precision adjustments for supreme accuracy.
19-0587 A4150 18K Yellow Gold. . . **$65.00**
19-0603 A4150 18K White Gold . . . **65.00**

[V] **Dolly Madison "H."** Whether this choice timepiece is worn under sunlight or neon, its prism case is sure to catch the most admiring glances. Beautiful 10K rolled gold plate case. Matching expansion bracelet. 21-jewel movement is set to 5 adjustments.
19-0611 A3950 10K Yellow RGP. . . **$71.50**
19-0629 A3950 10K White RGP. . . . **71.50**

[W] **First Lady "H"** . . . and the first watch of the land! Breathtaking achievement in simplicity is the case in 18K gold with matching prism expansion band. Unbreakable mainspring keeps you on time, always. 23-jewel movement set to 6 hairline adjustments.
19-0637 A4750 18K Yellow Gold. . . **$75.00**
19-0645 A4750 18K White Gold. . . . **75.00**

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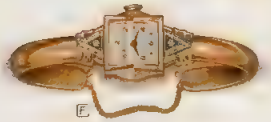

What better way to combine the pretty and the practical than with Bulova's engaging combination watch-bracelets!

Ⓔ **American Girl "U"** . . . bright, fresh sparkle radiates from this beauty. 10K gold filled beveled end pieces are a part of the pretty watch nestled in the bangle bracelet. It records the hours faithfully because of its Bulova precision 17-jewel movement.
19-0850 A3350 10K Yellow GF **$59.50**
19-0876 A3350 10K White GF. **59.50**

Ⓕ **American Girl "I"** . . . as dressy as can be, this combination watch-bracelet. The triangular end pieces are set with a brilliant diamond on each side. The simple 10K gold filled case has sloping contoured sides. Bangle bracelet. 17-jewel precision movement.
19-0884 A4500 10K Yellow GF. . . **$75.00**
19-0892 A4500 10K White GF. **75.00**

BULOVA

The Masterpiece Watch

The pursuit of outstanding quality has long been a tradition with Bulova watchmakers. The success of their search is amply demonstrated in the excellence of Bulova design and the precision perfection of the Bulova jeweled movement. Choose from a selection of Bulova watches so complete, that whatever your preference, you'll find one to suit you exactly. There is no greater expression of your discrimination than the choice of a Bulova watch!

Ⓖ **Miss America "B"** . . . star of the fashion parade. A winner on all counts with its imaginative styling and precision workmanship. 10K rolled gold plate case. Stainless steel back. Expansion bracelet. 17 jewels.
19-0751 A2375 10K Yellow RGP. . . **$35.75**
19-0769 A2375 10K White RGP. . . . **35.75**

Ⓗ **Nightingale** . . . glowing with serenity and grace. Large, easy to read, full numeral dial. 10K RGP case, stainless steel back. Red sweep second hand. Black cord. 17 jewels.
19-0777 A2575 10K Yellow RGP. . . **$39.75**
19-0785 A2575 10K White RGP. . . . **39.75**

Ⓚ **Jill "A"** . . . reveals your devotion to lyrical beauty. 10K rolled gold plate case with fluted sides. Stainless steel back. Matching expansion bracelet. 17-jewel movement.
19-0793 A2750 10K Yellow RGP **$42.50**
19-0801 A2750 10K White RGP. . . . **42.50**

Ⓛ **American Nurse "A"** . . . delicate design that always remains in fashion. 10K rolled gold plate case. Stainless steel back. Sweep second hand. Expansion bracelet. 17 jewels.
19-0819 A2995 10K Yellow RGP. . **$49.50**
19-0827 A2995 10K White RGP. . . . **49.50**

Ⓜ **Anita "A"** . . . with the exclusive appearance of simple, fine lines. 10K white or yellow rolled gold plate case. Stainless steel back. Expansion bracelet. 17 jewels.
19-0835 A2875 10K Yellow RGP . **$49.50**
19-0843 A2875 10K White RGP. . . . **49.50**

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WALKING ON WATER

(*Continued from page 113*)

that we now struggled with Terra Nova. Arctic Prowler was just visible off our port side and making better progress than we.

All day it was butt and back, making perhaps a ship's length or half a length at a time. When we could not make progress, we would ring off the engines and wait for the tide or the Labrador current to loosen the ice.

Food was good and plentiful. Tommy, the steward, gave us real ham and eggs some mornings for breakfast. Other times we got that tasteless dish, beloved of Newfoundlanders, called "brewis" which is hard ship's biscuit soaked in water and heated in a bag or pan, with rendered pork scraps thrown over it. Salt cod was a great favorite. Turnips and boiled potatoes every day and on Sunday roast chicken. Pies, cakes and strong, strong tea. Uncle John, the baker, was busy all day making loaves of bread. One end of the long table in the salon was always set with some of his bread, lots of crackers and margarine and jam for a "mug up" day and night. We fared well and, when we got among the seals, we ate flippers (flippers a la Newfoundlander) which tastes like rabbit or partridge and is very choice tasting. Sam, a first-class cook, worked hard because the crew is used to good hearty food and Bowrings certainly realize that a well-fed and hard-worked crew is a happy situation.

Six by-six baulks of timber were dragged out of the hold and rigged on heavy lines over both sides of the ship for getting onto the ice—"side sticks" they were called. The extra drums of diesel oil were pumped into the tanks to replace the used up fuel. The empty drums were filled with water to keep our stern down in order to protect the rudder and wheel from ice and for additional weight which gave us a more powerful punch into the ice. Pinnacle ice was periodically gathered aboard and put in the tank around the exhaust pipe to melt and keep our water tanks full. Pinnacle ice is old ice that started as salt ice but has gradually had the salt extruded, melting into drinkable though slightly brackish water. We stopped many times for this purpose, sending men out with axes and a cargo net to bring some aboard.

Right after five o'clock supper one night we really were stuck "pinched"—so that we could not go backward or forward despite our 1,000 horsepower. Men jumped over the side with long 20 foot poles tipped with iron and tried to push the cakes of ice to one side. But there was no place to push them. Axes made very little impressions on blocks of ice four feet thick. It was an occasion calling for the use of blasting powder which we carried in a red chest on the after deck under lock and key. Black powder is used and used freely because it has an upward force, whereas dynamite has a downward thrust. Bo'sun Fred came along with the two-pound red can of it, cut a foot length of fuse, well insulated with margarine where it entered the hole in the can, and tied the whole business to a long pole. The fuse was lighted and the powder on the pole inserted into a hole cut through the ice while everybody got a respectable distance away. There was a mild concussion, much smoke and that was all. So two cans lashed in tandem were used. That did the trick, the ice split nicely and we were free once again.

Desolate Except for the Bears

We had seen one black crow feeding on our abundant garbage. Against the white ice the crow appeared as large as a cow. One flock of sea gulls flew from the Labrador shore to the open water astern of us. We had passed the large snowshoe like tracks of polar bear, but otherwise saw no signs of life and, I suppose it would seem fantastic to expect any in this desolate white waste.

Arctic Prowler was unable to turn in the direction she wished to go so the crew was put on a log tow rope to pull her bow around. Sealer was stuck again and had men on either side trying to rock her free with lines to the masthead. We had

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31
Thrill to the size ... 31 feet of unbeatable boat luxury with real yacht-like accommodations! This mahogany planked cruiser has the Super Hyplane Hull that guarantees a velvet smooth, level, non-pounding ride. It has a large, self-bailing cockpit, optional teak decks, cruising accommodations for six ... dinette converts into double bed, settee into upper and lower berths; up forward a cabin that can be closed off has two berths. Full-sized lavatory, additional head in forward cabin. Complete galley and loads of stowage space make this the ideal cruising boat. Write for free catalogue.
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made only about five miles toward the point where the "Main Patch" was said to be in the past five days when suddenly, one late afternoon, probably because of tide and a gentle southwest wind that had blown all day, the ice loosened.

We started the engine and were soon going at the incredible speed of three knots. Everybody's spirit picked up. Sam, the cook, and Uncle John, the baker, came out of the galley for a quick look over the side. The cakes of ice tilted, whirled, sank, turned over or split with the impact of our bow. It was glorious to be moving again. A large crowd gathered on the forecastle head to watch the progress. Everyone felt released.

Soon we began to see isolated adult seals and their young, the White Coats. The adults took to the water but the young, with their black round eyes and black noses, slid and slithered across the pans uttering cries of alarm not unlike the call of a sea gull.

The seals were not thick. It was only the vanguard of the herd; it was late afternoon and the ice irregular and loose and hard to work on. Capt. Laite brought Algerine alongside a large pan and shouted: "Get ready for a tow." The electrified crowd poured down off the foredeck, rushed into the forecastle and came out with bats in hand, tow ropes across their chests, knives and sharpening steels at their belts. There was a lively scramble over the bulwarks and down the side sticks onto the uncertain ice. In no time black figures were running and jumping over the ice in the fast darkening light. Soon the bats were at work, clubbing—one solid blow on the head and the seals lay still. The adult females took to the water. The cries of the young—a high falsetto note—resounded. The cry gave away their position in some crevice or behind a block of ice and they were quickly dispatched.

Men were soon bending over skinning their catch. Patches of white ice became crimson red. The pelts or "skulps" were threaded through the nose hole and men, leaning forward with the bats to steady them, struggled over the irregular ice from pan to pan leaving a red trail to the pan alongside which was the collecting depot. Often they had to throw their bats across a wide gap between floes, lengthen their tow rope and then jump across and pull the skulps after them.

The ship except for the captain, cooks, engineers, steward and the doctor was deserted. Everyone was on the ice—all sixty-odd men—eager for the first kill of the season.

In an hour the area was cleared of seals, mostly White Coats and the few adults who had lingered too long and were also caught. The pile of red skulps, steaming in the cold air, grew high beside the ship. It was getting very dark. The escaped females would curiously bob up in the open leads.

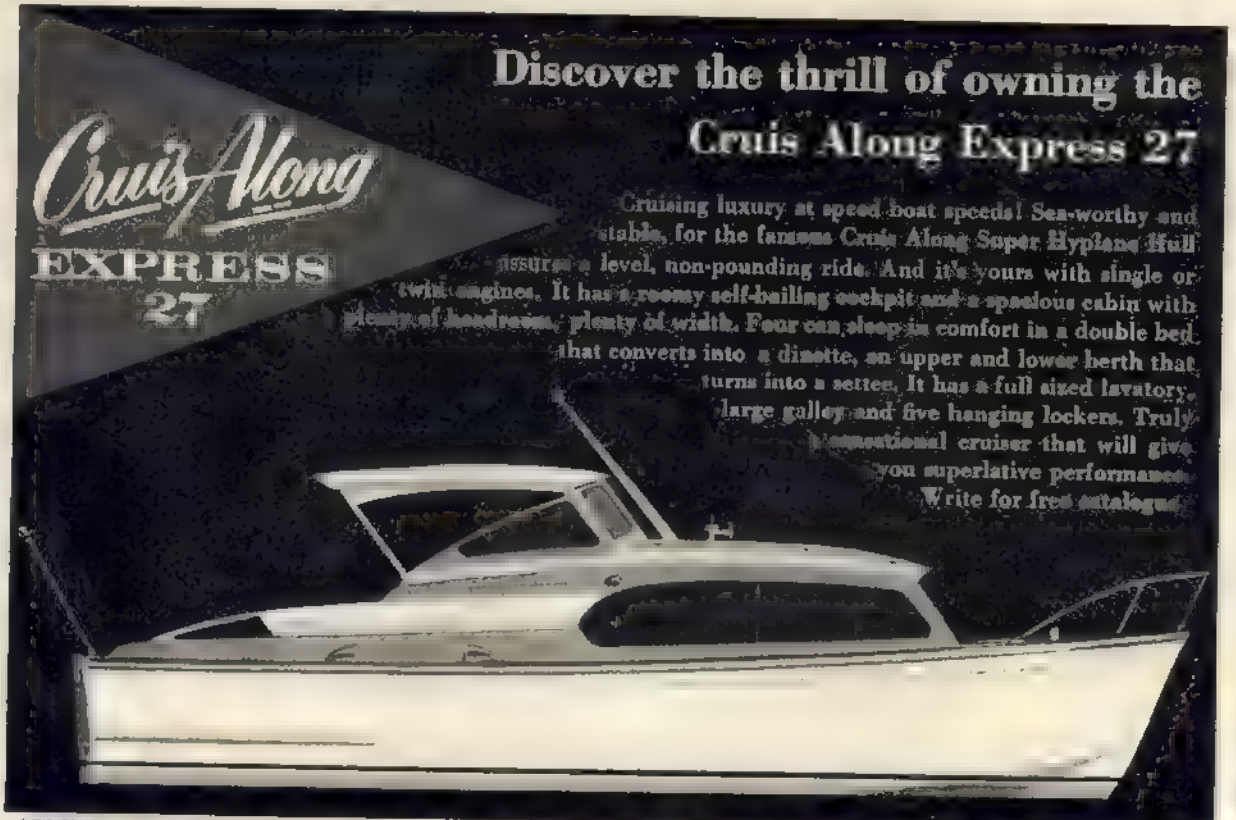
Ice Forces A Sudden Stop

The catch was winched on deck and left to cool during the night. Each skin, with its three inches of fat, weighed 30 to 40 pounds. It was really dark when the last load came aboard but a full orange moon came up over the stern, giving enough light for us to start the engines and press forward toward where we confidently expected the "Main Patch" to be. But the going had suddenly, as is the nature of ice, become bad and we were stopped.

On the cabin table that night was a pail of dry oatmeal with raisins in it, a basin of dry sweet crackers and slabs of store cheese. From this the men made a lunch for the morrow, taking the uncooked oatmeal in small bags to be mixed with water or tea on the ice. If the weather permitted, they would leave at dawn and walk the three miles to the "Main Patch," collect skulps and mark them with red flags for the ship to pick up when and if she could get through.

We had a breakfast of pancakes and molasses at 4:00 A. M. The doctor extracted an aching tooth. When the East became pink three gangs of men assembled on deck under their Master Watch—each man carrying a bat, a flag, a tow rope, skinning knives and a white lunch bag, the latter strapped to his back.

They were off at the first light to march in a body across



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three miles of irregular, uncertain ice. They failed to find the Main Patch. In fact, they did not see a single seal. In the early afternoon, the tired discouraged crowd was back on board. Some remarks, not very complimentary, were passed about the spotter plane.

The radio from Battle Harbor reported many seals off their coast so as soon as the ice loosened, we struck off for the twenty mile run south (we should have gone north) with Arctic Prowler right on our tail for they too had heard the broadcast. The dream of all Seal Skippers to be alone in a patch was shattered. When we arrived, we found nothing but tiny open leads, and rafted ice. The seals were too few to bother with. So it was back again to the north while the ice permitted.

The plane came over again and insisted that the seals were where they had reported them. In the warm sunshine we followed open leads all day to the north and at night came to a stop in an area that looked promising. We heard the bawling of White Coats on all sides.

Profitable Day in Sight

The next day was overcast with a brisk north wind but leads were still open. There was a large lake along whose edges we went searching as soon as it was light enough. There were adult seals and young everywhere—each sizable pan held two or three. This was going to be a good day.

The three gangs of twenty men each were let off at different spots, all well separated and with seal aplenty. We watched from the bridge while they fanned out over the ice, clubbing, skinning and dragging the pelts onto the flag-marked piles. Soon the ice was dotted with red flags and crisscrossed with red trails.

Algerine cruised about transporting men across open water to where the seals seemed more numerous and picking up pelts with the long wire from the after or forward winches. Perhaps twenty or thirty pelts would be thread on straps through a flipper hole and the great mass of fat lumber across the ice irresistibly pulled to the ship's side and up on deck by the powerful electric winches. In the distance, six other ships were at the same work.

This went on all day and, toward dark, groups of tired men gathered around the most accessible flags waiting to be picked up, or they walked wearily in single file around the open water to the ship. The overcast thickened and light snow began to fall. Algerine and Capt. Laite were impatient to get the widely scattered men back on board before dark or snow set in. He blew the whistle to hurry on the laggards, for the safety of his men was his first consideration.

It had been a big day. 3,500 seals killed, of which 1,800 were got on board as the last of the blood-spattered crew climbed over the side. Tomorrow we would pick up the flags, weather permitting. The men wolfed big plates of turnip, potatoes and salt beef with thick slabs of Uncle John's bread and turned in.

Up at 4:00 A. M. we found the leads had closed and we had to back and butt to the flags. The men were out on the ice again but at noon they returned. They had killed all the seals. When an area is cleared of seals the adults too disappear, desolation, dark red carcasses and bloody trails are all that remain.

The afternoon was spent doubling up the flags, a hard job. The foredeck was completely covered with skulps, up to the hatch coamings. As soon as they had lost all animal heat they would be put in the hold in bins, as they form a slippery cargo, between layers of ice. We had our first flippers for supper. They are the property of the men and sell for a dollar apiece in St. Johns (you can't give them away in Halifax). There were still 100 flags to be picked up. This day we got an additional 2,000 skulps and about that number were brought aboard.

Bright sunshine next day, March 21, first day of spring. The men wore dark glasses. Ice glare is terrific and temporary painful blindness often results. We killed only 400 more seals and got 2,000 on board. The weather still held mild with tem-

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peratures in the 20's and none of the usual high winds to be expected at this season. We became jammed again and so ran the wire from the forward winch around a large pinnacle and pulled our bow around. Later in the day, we had to use powder to get free. Such is ice navigation.

Occasionally we spotted young seals that had lost their mothers and were starving to death. Their heads are large, their bodies emaciated and they barked a shrill piercing cry. They are known as "screachers." The sealers pass them by as valueless. But such is not the case with the small still-born seals for St. Johns is a ready market for them.

Immobilized in Driving Snow

The northeast wind, compacting ice against the Labrador shore, increased to gale force. Arctic Prowler reported by radio that she had lost her rudder and would attempt to get into open water to the east before rigging a jury rudder. We were completely immobilized and the driving wet snow allowed us to work only the flags nearest the ship.

The wind increased to a full gale, and the next day the men were put to dumping rock ballast from the after hold and putting skulps down the forward hold. According to our direction finder we had drifted south for twenty miles to within nine miles of Belle Isle. Terra Nova reported that she has been driven into the narrow Straits of Belle Isle and was almost lost as her stern was slewed by the ice into a stranded iceberg off Lark Island in the Straits. Arctic Prowler was not getting out of the ice and, like the rest of us, was being driven before the northeast wind down into the Straits. Here the ice is confined and rafted and a ship becomes an impotent toy at the mercy of the heavy ice while being irresistibly forced into the narrow confines between the west shore of Newfoundland on one side and the Quebec and Labrador shore on the other.

The gale continued. Many piles of skulps were lost by all the ships. Bessie Marie, a small ill-equipped vessel, was being subjected to pressure and the crew was alerted one night that they might have to abandon ship. The stout Algerine groans and creaks at times but, in general endures it well.

A stranded iceberg seemed to be approaching us at 3 knots off our port bow but it was we who were moving by it up the Straits to the southwest. We were in rafted ice that towered above our bulwarks. Placentia was three miles astern of us. There was nothing to do but sit around the oilcloth-covered cabin table, drink strong tea and eat Uncle John's bread.

At noon of the fifth day we had drifted 100 miles south and were opposite the nine-mile-wide bottleneck at Cape Ferrolle on the Newfoundland shore.

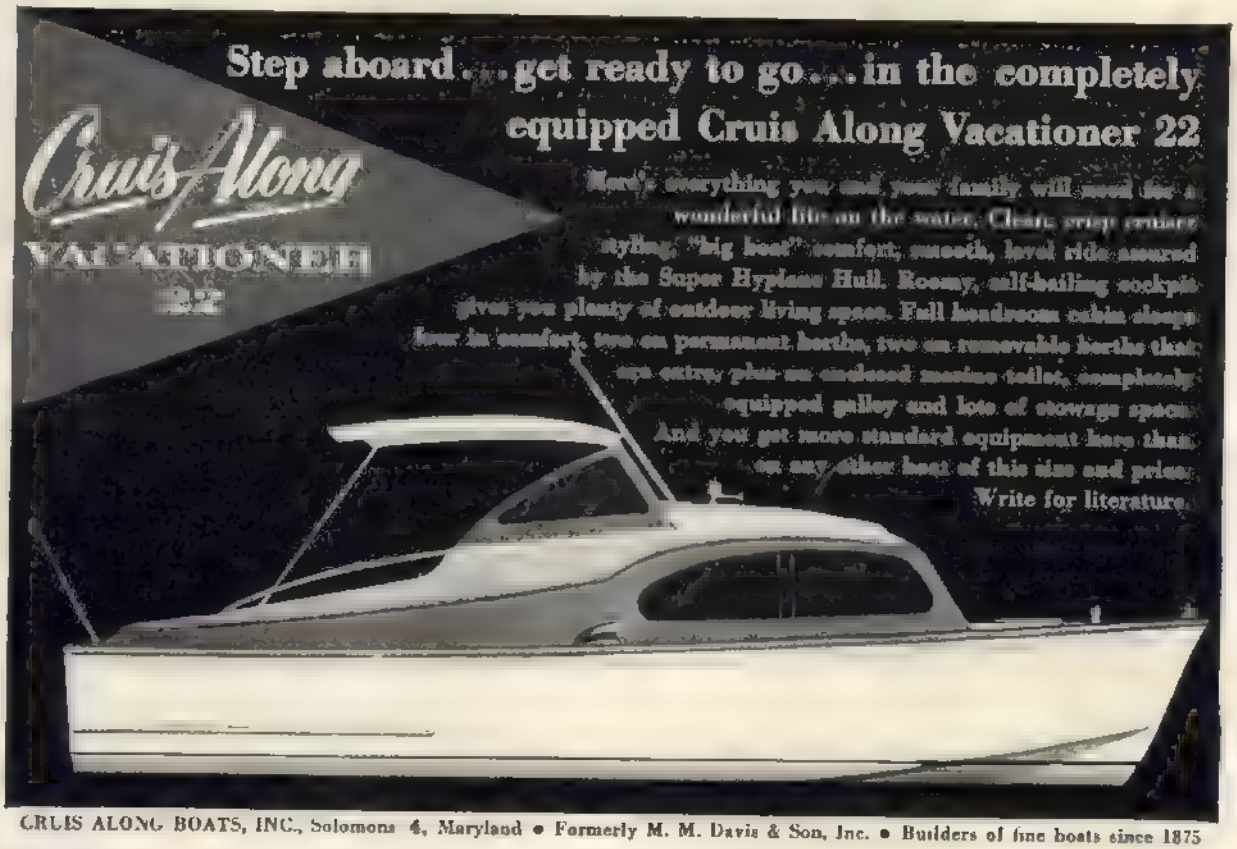
As the wind eased off the men were out again and collected 750 fat prime pelts for the White Coats, too, had been driven with us into the Straits. They were now nearly of a size and age to take to the water and seek their own food and were more difficult to get at. These "baders" like to lie on the thin black skim ice where man dare not go so we put a dory over, which was soon chewed up by ice, but we did collect a few pelts.

Radio Ice-breaker for Help

Prowler was running out of food which caused terrific discontent among their ninety man crew. They radioed for the N. B. McLean, an ice breaker, to come to their rescue. In a few days her smoke was seen on the horizon and Algerine butted and bucked to intercept her and follow her out of the Straits back to the Main Patch, which no one had reached this year.

At noon the McLean reached us. A great big fat round powerful craft that seemed to plow through the ice. She had Terra Nova and Arctic Sealer following her when she left and backed up to break the ice and liberate us while thick black smoke poured from her two stacks.

All three of us tailed behind in her wake while we headed for the lone Norwegian three miles to the north. Tottan of



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Tonsberg, Norway, was badly stuck, but in an hour she too was free and we headed for Glenwood.

McLean left us and went off at right angles to get her but after going for a quarter of a mile we saw her back out again. The ice was too tough even for an ice-breaker. We four all stayed where we were for the night.

Next day the ice pressure eased and Capt. Laite and the Arctic Sealer decided to go south and around Newfoundland and leave the ice-breaker to her labors which would be protracted. We did not feel that they would be able to get through the Straits back to the sealing area to the northeast of Newfoundland to the "Front" as the Newfoundlanders call the east coast of their island. This proved to be a fortunate move.

Sixty Miles and Back Again

We steamed south in fairly open water on our long course around the island until we met an impenetrable wall of rafted ice. Sixty miles, only to be turned back!

A southwest wind sprang up. It was soon blowing 50 mph and the open water was to rough for Algerine to take it on the beam. There was nothing to do but enter the ice pack again, now being compacted against the Newfoundland shore which we had just left. This would cause great difficulty for the ice-breaker and the rest of the imprisoned sealers.

In the late afternoon we were making slow progress, going north in the edge of the pack with the wild tumultuous seas to port. If we got too deep into the pack we could not push through it and if we got too near the edge we rolled too much, which was bad for our cargo (chafe).

Just after supper we ran into a lot of adult seals lying on the compacted slob (soft snow)—hundreds of them—great black 300-pound cigar-shaped creatures resting on the heaving ice. Algerine cruised around until she found a herd lying on ice within 500 yards of the open angry sea, ice that seemed sufficiently compacted to hold a man although none of the pans were more than a yard square. Algerine placed herself between the seals and their only avenue of escape—the open water.

Gingerly the men went over the side, stepping from pan to pan with a quick step on the slob where necessary. While Algerine wallowed in the heaving ice they attacked the seals, clubbing, dragging the carcasses onto solid pans and skinning while the ice rose and fell in the immense swells.

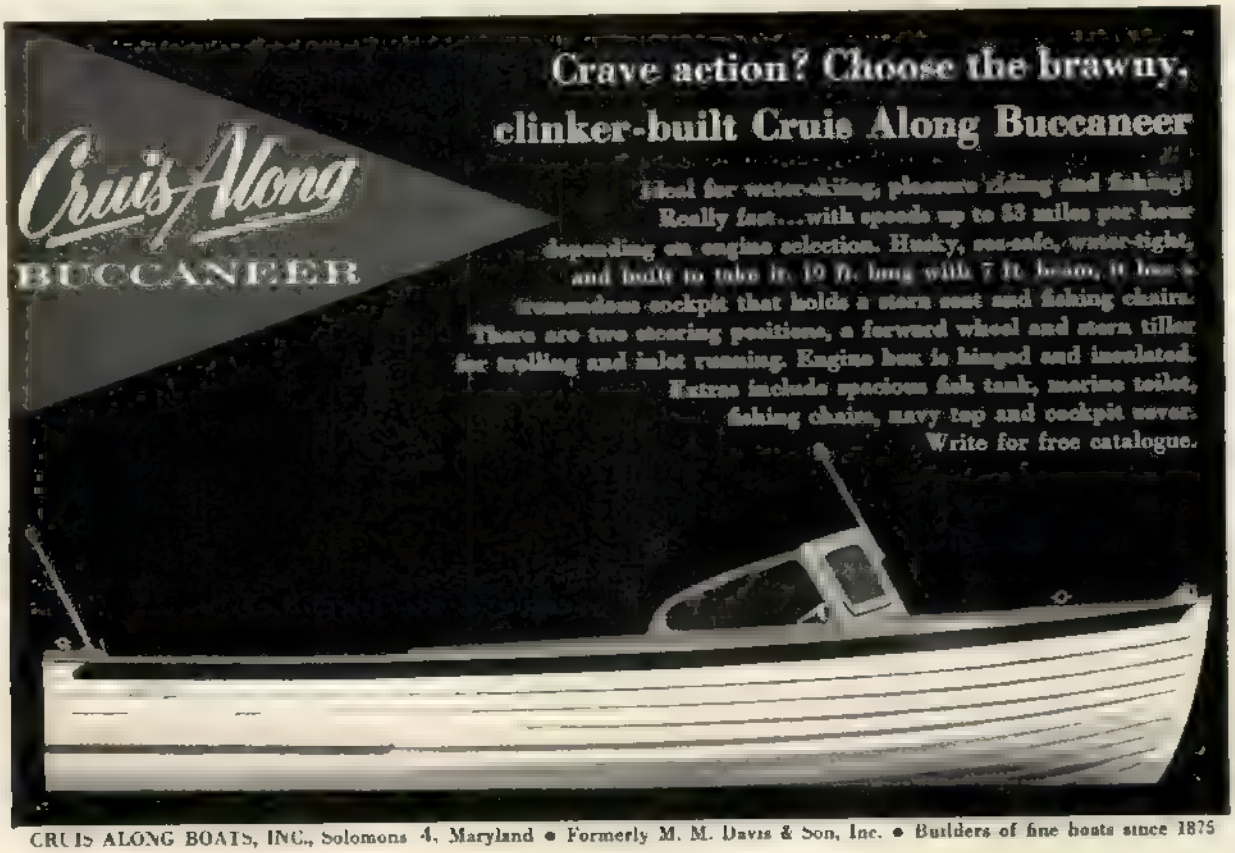
The seals were trapped. They would raise up on their flippers, throw their heads back and open their mouths in such a threatening manner that many of the few novices were at first intimidated.

It was not long before all men were dragging 100- or 200-pounds pelts to the ship's side. This was really walking on the water. We collected 112 pelts within an hour and lay to in the ice for the night.

A radio report next day said that the west shore of the Straits was free of ice, it all having been jammed against the Newfoundland shore to the detriment of the rest of the sealers whose position had worsened. We sped north with the morning along the Labrador shore and in clear water once again rounded Cape Bauld and were on the Front, ready to resume operations except for one thing. A large steel plate had been ripped loose from our starboard bow and bent back like wet cardboard.

We could hunt no more and had to with great caution, return to St. Johns.

It took a week more for Algerine to reach port. We had 8,000 skulps (we had hoped to have 20,000. The crew had earned only $100 each for six weeks' work. But they were fishermen and realized that luck was of two kinds. They had enjoyed the venture and will, no doubt, go again come another spring.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BACKYARD BOATBUILDING

(*Continued from page 116*)

age to raise cheers. With the 110-volt current he can run a television, fathometer, radios, or even a washing machine.

The masts have been completed: the main is 51′ hollow Sitka spruce, the mizzen 42′. The masthead sheaves, made from fiber plastic, run on bronze bolts. Rigging is ⅞″ galvanized plow steel, with swaged terminals.

Ross works about ten hours a day on his project. Up to the point shown in the last illustration, he had worked ten months (the first ten weeks with a partner), and another month (from the date this is written) should see the trim little vessel in the water. The sails are ordered and should be on hand at that time. They are of Egyptian Wamsutta, and at first will consist of four lowers. Knowing Ross' skill as a racing man I can foresee balooners, spinnakers, and mizzen staysail blossoming forth as soon as the bank account recovers from its present shock!

When the little ship is launched, the writer will try to ship in any capacity, even as deputy assistant bilge-cleaner, and a sequel may be written concerning her abilities under sail.

☆ ☆ ☆

HOLLANDER OFFICE AT SARASOTA

Sumner R. Hollander, Jr., Yacht Sales has just opened its new office at 1501 Laurel Street, Sarasota. This organization is the West Coast Associate of the William G. Hobbs Yacht Sales of West Palm Beach, Florida. Mr. Hollander and his associate, Charles Jacobs, are most active in the U. S. Power Squadrons and the U. S. Coast Guard Auxiliary, in promoting safe boating and elementary boat handling. Visiting yachtsmen are invited to use the facilities of this office for mail or dockage problems.

SPERRY EXHIBITS NEWEST RADAR DEVELOPMENTS

First public demonstration of True Tracking and Off-Center radars highlights the exhibit of Sperry Gyroscope Company, div. of Sperry Rand Corporation, Great Neck, N. Y. The new radars, designed and developed at Sperry's marine research laboratories, offer to ship masters more valuable radar information when navigating in fog, at night, or in adverse weather.

Sperry's True Tracking radar provides immediate differentiation between moving vessels and stationary objects, by accenting moving objects on the radar scope. Tiny comet-like tails signal objects-in-motion, and also indicate approaching ship's true speed and course.

Off-Center radar is a marine radar that allows navigators to position their ships electronically anywhere on the radar tube. This advancement allows more pertinent radar information by providing greater seaward scanning area while retaining the high resolution and clear definition of "close-in" ranges.

The Sperry Gyrofin Ship Stabilizer, the stabilizing system that reduces ship roll by 90%, is included in the display.

For smaller craft, the magnetic pilot and several types of small compasses are shown

LIFT WEIGHS BOATS ACCURATELY

With a new 30-ton boat lift installed by Saybrook Marine Service, Old Saybrook, Conn., they can now weigh yachts with an accuracy of about ½ of 1 per cent. This is probably closer than a naval architect can figure it.

Most motorboat owners would wonder why anyone would want his boat weighed, but any ocean racer would know. Weight is an important factor in figuring racing ratings for the Cruising Club of America rule, and many boats may actually weigh more than their racing certificates show. Weighing more gives the boat a break in its rating. Charge for weighing will be one-half cent per pound.

Everything you ever dreamed of in a fishing boat... the Cruis Along Angler 22
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22
A perfect overnighter with a hard top to protect you from sudden showers and the burning sun. Speeds up to 32 miles per hour depending on engine you choose and Super Hyplane Hull to guarantee a level, non-pounding ride. Cockpit is roomy with space for optional stern seat and two fishing chairs. The cabin boasts two quarter berths and the comfort extra of a marine toilet. Other big features: two steering positions, forward wheel and stern tiller for trolling and inlet running, insulated engine box, forward hatch. Extras include side curtains and cockpit cover.
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WALKING ON WATER

(*Continued from page 113*)

that we now struggled with Terra Nova. Arctic Prowler was just visible off our port side and making better progress than we.

All day it was butt and back, making perhaps a ship's length or half a length at a time. When we could not make progress, we would ring off the engines and wait for the tide or the Labrador current to loosen the ice.

Food was good and plentiful. Tommy, the steward, gave us real ham and eggs some mornings for breakfast. Other times we got that tasteless dish, beloved of Newfoundlanders, called "brewis" which is hard ship's biscuit soaked in water and heated in a bag or pan, with rendered pork scraps thrown over it. Salt cod was a great favorite. Turnips and boiled potatoes every day and on Sunday roast chicken. Pies, cakes and strong, strong tea. Uncle John, the baker, was busy all day making loaves of bread. One end of the long table in the salon was always set with some of his bread, lots of crackers and margarine and jam for a "mug up" day and night. We fared well and, when we got among the seals, we ate flippers (flippers a la Newfoundlander) which tastes like rabbit or partridge and is very choice tasting. Sam, a first-class cook, worked hard because the crew is used to good hearty food and Bowrings certainly realize that a well-fed and hard-worked crew is a happy situation.

Six-by-six baulks of timber were dragged out of the hold and rigged on heavy lines over both sides of the ship for getting onto the ice—"side sticks" they were called. The extra drums of diesel oil were pumped into the tanks to replace the used up fuel. The empty drums were filled with water to keep our stern down in order to protect the rudder and wheel from ice and for additional weight which gave us a more powerful punch into the ice. Pinnacle ice was periodically gathered aboard and put in the tank around the exhaust pipe to melt and keep our water tanks full. Pinnacle ice is old ice that started as salt ice but has gradually had the salt extruded, melting into drinkable though slightly brackish water. We stopped many times for this purpose, sending men out with axes and a cargo net to bring some aboard.

Right after five o'clock supper one night we really were stuck "pinched"—so that we could not go backward or forward despite our 1,000 horsepower. Men jumped over the side with long 20-foot poles tipped with iron and tried to push the cakes of ice to one side. But there was no place to push them. Axes made very little impressions on blocks of ice four feet thick. It was an occasion calling for the use of blasting powder which we carried in a red chest on the after deck under lock and key. Black powder is used and used freely because it has an upward force, whereas dynamite has a downward thrust. Bo'sun Fred came along with the two-pound red can of it, cut a foot length of fuse, well insulated with margarine where it entered the hole in the can, and tied the whole business to a long pole. The fuse was lighted and the powder on the pole inserted into a hole cut through the ice while everybody got a respectable distance away. There was a mild concussion, much smoke and that was all. So two cans lashed in tandem were used. That did the trick, the ice split nicely and we were free once again.

Desolate Except for the Bears

We had seen one black crow feeding on our abundant garbage. Against the white ice the crow appeared as large as a cow. One flock of sea gulls flew from the Labrador shore to the open water astern of us. We had passed the large snowshoe like tracks of polar bear, but otherwise saw no signs of life and, I suppose it would seem fantastic to expect any in this desolate white waste.

Arctic Prowler was unable to turn in the direction she wished to go so the crew was put on a log tow rope to pull her bow around. Sealer was stuck again and had men on either side trying to rock her free with lines to the masthead. We had

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made only about five miles toward the point where the "Main Patch" was said to be in the past five days when suddenly, one late afternoon, probably because of tide and a gentle southwest wind that had blown all day, the ice loosened.

We started the engine and were soon going at the incredible speed of three knots. Everybody's spirit picked up. Sam, the cook, and Uncle John, the baker, came out of the galley for a quick look over the side. The cakes of ice tilted, whirled, sank, turned over or split with the impact of our bow. It was glorious to be moving again. A large crowd gathered on the forecastle head to watch the progress. Everyone felt released.

Soon we began to see isolated adult seals and their young, the White Coats. The adults took to the water but the young, with their black round eyes and black noses, slid and slithered across the pans uttering cries of alarm—not unlike the call of a sea gull.

The seals were not thick. It was only the vanguard of the herd; it was late afternoon and the ice irregular and loose and hard to work on. Capt. Laite brought Algerine alongside a large pan and shouted: "Get ready for a tow." The electrified crowd poured down off the foredeck, rushed into the forecastle and came out with bats in hand, tow ropes across their chests, knives and sharpening steels at their belts. There was a lively scramble over the bulwarks and down the side sticks onto the uncertain ice. In no time black figures were running and jumping over the ice in the fast darkening light. Soon the bats were at work, clubbing—one solid blow on the head and the seals lay still. The adult females took to the water. The cries of the young—a high falsetto note—resounded. The cry gave away their position in some crevice or behind a block of ice and they were quickly dispatched.

Men were soon bending over skinning their catch. Patches of white ice became crimson red. The pelts or "skulps" were threaded through the nose hole and men, leaning forward with the bats to steady them, struggled over the irregular ice from pan to pan leaving a red trail to the pan alongside which was the collecting depot. Often they had to throw their bats across a wide gap between floes, lengthen their tow rope and then jump across and pull the skulps after them.

The ship except for the captain, cooks, engineers, steward and the doctor was deserted. Everyone was on the ice—all sixty-odd men—eager for the first kill of the season.

In an hour the area was cleared of seals, mostly White Coats and the few adults who had lingered too long and were also caught. The pile of red skulps, steaming in the cold air, grew high beside the ship. It was getting very dark. The escaped females would curiously bob up in the open leads.

Ice Forces A Sudden Stop

The catch was winched on deck and left to cool during the night. Each skin, with its three inches of fat, weighed 30 to 40 pounds. It was really dark when the last load came aboard but a full orange moon came up over the stern, giving enough light for us to start the engines and press forward toward where we confidently expected the "Main Patch" to be. But the going had suddenly, as is the nature of ice, become bad and we were stopped.

On the cabin table that night was a pail of dry oatmeal with raisins in it, a basin of dry sweet crackers and slabs of store cheese. From this the men made a lunch for the morrow, taking the uncooked oatmeal in small bags to be mixed with water or tea on the ice. If the weather permitted, they would leave at dawn and walk the three miles to the "Main Patch," collect skulps and mark them with red flags for the ship to pick up when and if she could get through.

We had a breakfast of pancakes and molasses at 4:00 A. M. The doctor extracted an aching tooth. When the East became pink three gangs of men assembled on deck under their Master Watch—each man carrying a bat, a flag, a tow rope, skinning knives and a white lunch bag, the latter strapped to his back.

They were off at the first light to march in a body across

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three miles of irregular, uncertain ice. They failed to find the Main Patch. In fact, they did not see a single seal. In the early afternoon, the tired discouraged crowd was back on board. Some remarks, not very complimentary, were passed about the spotter plane.

The radio from Battle Harbor reported many seals off their coast so, as soon as the ice loosened, we struck off for the twenty-mile run south (we should have gone north) with Arctic Prowler right on our tail for they too had heard the broadcast. The dream of all Seal Skippers to be alone in a patch was shattered. When we arrived, we found nothing but fog, open leads, and rafted ice. The seals were too few to bother with. So it was back again to the north while the ice permitted.

The plane came over again and insisted that the seals were where they had reported them. In the warm sunshine we followed open leads all day to the north and at night came to a stop in an area that looked promising. We heard the bawling of White Coats on all sides.

Profitable Day in Sight

The next day was overcast with a brisk north wind but leads were still open. There was a large lake along whose edges we went searching as soon as it was light enough. There were adult seals and young everywhere—each sizable pan held two or three. This was going to be a good day.

The three gangs of twenty men each were let off at different spots, all well separated and with seal aplenty. We watched from the bridge while they fanned out over the ice, clubbing, skinning and dragging the pelts onto the flag-marked piles. Soon the ice was dotted with red flags and crisscrossed with red trails.

Algerine cruised about transporting men across open water to where the seals seemed more numerous and picking up pelts with the long wire from the after or forward winches. Perhaps twenty or thirty pelts would be thread on straps through a flipper hole and the great mass of fat lumber across the ice irresistibly pulled to the ship's side and up on deck by the powerful electric winches. In the distance, six other ships were at the same work.

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It had been a big day—3,500 seals killed, of which 1,800 were got on board as the last of the blood-spattered crew clumbed over the side. Tomorrow we would pick up the flags, weather permitting. The men wolfed big plates of turnip potatoes and salt beef with thick slabs of Uncle John's bread and turned in.

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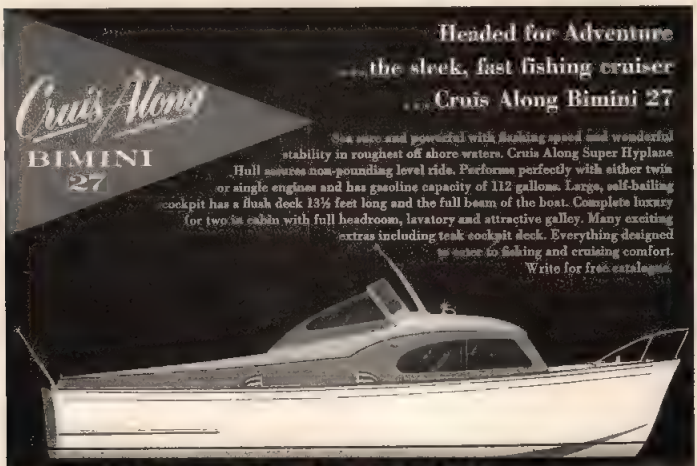
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Occasionally we spotted young seals that had lost their mothers and were starving to death. Their heads are large, their bodies emaciated and they barked a shrill piercing cry. They are known as "screachers." The sealers pass them by as valueless. But such is not the case with the small still-born seals for St. Johns is a ready market for them.

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The northeast wind, compacting ice against the Labrador shore, increased to gale force. Arctic Prowler reported by radio that she had lost her rudder and would attempt to get into open water to the east before rigging a jury rudder. We were completely immobilized and the driving wet snow allowed us to work only the flags nearest the ship.

The wind increased to a full gale, and the next day the men were put to dumping rock ballast from the after hold and putting skulps down the forward hold. According to our direction finder we had drifted south for twenty miles to within nine miles of Belle Isle. Terra Nova reported that she has been driven into the narrow Straits of Belle Isle and was almost lost as her stern was slewed by the ice into a stranded iceberg off Lark Island in the Straits. Arctic Prowler was not getting out of the ice and, like the rest of us, was being driven before the northeast wind down into the Straits. Here the ice is confined and rafted and a ship becomes an impotent toy at the mercy of the heavy ice while being irresistibly forced into the narrow confines between the west shore of Newfoundland on one side and the Quebec and Labrador shore on the other.

The gale continued. Many piles of skulps were lost by all the ships. Bessie Marie, a small ill-equipped vessel, was being subjected to pressure and the crew was alerted one night that they might have to abandon ship. The stout Algerine groans and creaks at times but, in general endures it well.

A stranded iceberg seemed to be approaching us at 3 knots off our port bow but it was we who were moving by it up the Straits to the southwest. We were in rafted ice that towered above our bulwarks. Placentia was three miles astern of us. There was nothing to do but sit around the oilcloth-covered cabin table, drink strong tea and eat Uncle John's bread.

At noon of the fifth day we had drifted 100 miles south and were opposite the nine-mile-wide bottleneck at Cape Ferrolle on the Newfoundland shore.

As the wind eased off, the men were out again and collected 750 fat prime pelts for the White Coats, too, had been driven with us into the Straits. They were now nearly of a size and age to take to the water and seek their own food and were more difficult to get at. These "baders" like to lie on the thin black skim ice where man dare not go so we put a dory over, which was soon chewed up by ice; but we did collect a few pelts.

Rad o Ice-breaker for Help

Prowler was running out of food which caused terrific discontent among their ninety-man crew. They radioed for the N. B. McLean, an ice-breaker, to come to their rescue. In a few days her smoke was seen on the horizon and Algerine butted and bucked to intercept her and follow her out of the Straits back to the Main Patch, which no one had reached this year.

At noon the McLean reached us. A great big fat round powerful craft that seemed to plow through the ice. She had Terra Nova and Arctic Sealer following her when she left and backed up to break the ice and liberate us while thick black smoke poured from her two stacks.

All three of us tailed behind in her wake while we headed for the lone Norwegian three miles to the north, Tottan of

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22
Here's everything you and your family will need for a wonderful life on the water. Clean, crisp cruiser styling, "big boat" comfort, smooth, level ride assured by the Super Hyplane Hull. Roomy, self-bailing cockpit gives you plenty of outdoor living space. Full headroom cabin sleeps four in comfort, two on permanent berths, two on removable berths that are extra, plus an enclosed marine toilet, completely equipped galley and lots of stowage space.
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Tonsberg, Norway, was badly stuck, but in an hour she too was free and we headed for Glenwood

McLean left us and went off at right angles to get her but after going for a quarter of a mile we saw her back out again. The ice was too tough even for an ice-breaker. We four all stayed where we were for the night

Next day the ice pressure eased and Capt. Laite and the Arctic Sealer decided to go south and around Newfoundland and leave the ice-breaker to her labors which would be protracted. We did not feel that they would be able to get through the Straits back to the sealing area to the northeast of Newfoundland to the "Front" as the Newfoundlanders call the east coast of their island. This proved to be a fortunate move.

Sixty Miles and Back Again

We steamed south in fairly open water on our long course around the island until we met an impenetrable wall of rafted ice. Sixty miles, only to be turned back!

A southwest wind sprang up. It was soon blowing 50 mph and the open water was to rough for Algerine to take it on the beam There was nothing to do but enter the ice pack again, now being compacted against the Newfoundland shore which we had just left This would cause great difficulty for the ice-breaker and the rest of the imprisoned sealers

In the late afternoon we were making slow progress, going north in the edge of the pack with the wild tumultuous seas to port. If we got too deep into the pack we could not push through it and if we got too near the edge we rolled too much, which was bad for our cargo (chafe)

Just after supper we ran into a lot of adult seals lying on the compacted slob (soft snow)—hundreds of them great black 300-pound cigar-shaped creatures resting on the heaving ice. Algerine cruised around until she found a herd lying on ice within 500 yards of the open angry sea, ice that seemed sufficiently compacted to hold a man although none of the pans were more than a yard square. Algerine placed herself between the seals and their only avenue of escape—the open water.

Gingerly the men went over the side, stepping from pan to pan with a quick step on the slob where necessary. While Algerine wallowed in the heaving ice they attacked the seals, clubbing, dragging the carcasses onto solid pans and skinning while the ice rose and fell in the immense swells.

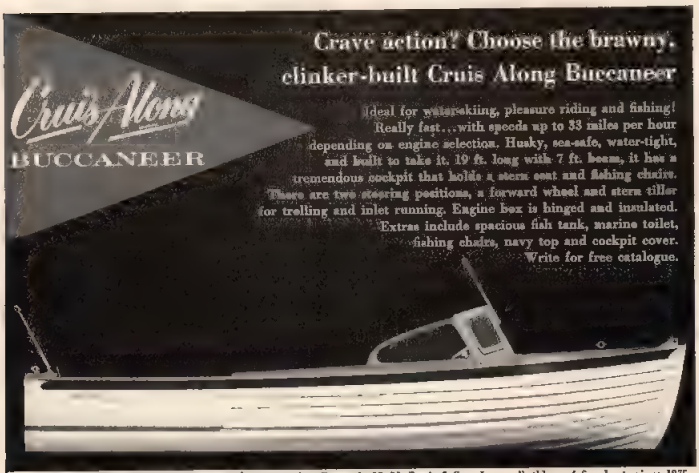
The seals were trapped. They would raise up on their flippers, throw their heads back and open their mouths in such a threatening manner that many of the few novices were at first intimidated.

It was not long before all men were dragging 100- or 200-pounds pelts to the ship's side. This was really walking on the water. We collected 112 pelts within an hour and lay to in the ice for the night.

A radio report next day said that the west shore of the Straits was free of ice, it all having been jammed against the Newfoundland shore to the detriment of the rest of the sealers whose position had worsened. We sped north with the morning along the Labrador shore and in clear water once again rounded Cape Bauld and were on the Front, ready to resume operations except for one thing. A large steel plate had been ripped loose from our starboard bow and bent back like wet cardboard

We could hunt no more and had to with great caution, return to St Johns.

It took a week more for Algerine to reach port. We had 8,000 skulps—we had hoped to have 20,000. The crew had earned only $100 each for six weeks' work. But they were fishermen and realized that luck was of two kinds. They had enjoyed the venture and will, no doubt, go again come another spring.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BUCCANEER
Ideal for waterskiing, pleasure riding and fishing! Really fast...with speeds up to 33 miles per hour depending on engine selection. Husky, sea-safe, water-tight, and built to take it. 19 ft. long with 7 ft. beam, it has a tremendous cockpit that holds a stern seat and fishing chairs. There are two steering positions, a forward wheel and stern tiller for trolling and inlet running. Engine box is hinged and insulated. Extras include spacious fish tank, marine toilet, fishing chairs, navy top and cockpit cover. Write for free catalogue.
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BACKYARD BOATBUILDING

(*Continued from page 116*)

age to raise cheers. With the 110-volt current he can run a television, fathometer, radios, or even a washing machine.

The masts have been completed: the main is 51' hollow Sitka spruce, the mizzen 42'. The masthead sheaves, made from fiber plastic, run on bronze bolts. Rigging is 5/8" galvanized plow steel, with swaged terminals.

Ross works about ten hours a day on his project. Up to the point shown in the last illustration, he had worked ten months (the first ten weeks with a partner), and another month (from the date this is written) should see the trim little vessel in the water. The sails are ordered and should be on hand at that time. They are of Egyptian Wamsutta, and at first will consist of four lowers. Knowing Ross' skill as a racing man, I can foresee balooners, spinnakers, and mizzen staysail blossoming forth as soon as the bank account recovers from its present shock.

When the little ship is launched, the writer will try to ship in any capacity, even as deputy assistant bilge-cleaner, and a sequel may be written concerning her abilities under sail.

☆ ☆ ☆

HOLLANDER OFFICE AT SARASOTA

Sumner R. Hollander, Jr., Yacht Sales has just opened its new office at 1501 Laurel Street, Sarasota. This organization is the West Coast Associate of the William C. Hobbs Yacht Sales of West Palm Beach, Florida. Mr. Hollander and his associate, Charles Jacobs, are most active in the U. S. Power Squadrons and the U. S. Coast Guard Auxiliary, in promoting safe boating and elementary boat handling. Visiting yachtsmen are invited to use the facilities of this office for mail or dockage problems.

SPERRY EXHIBITS NEWEST RADAR DEVELOPMENTS

First public demonstration of True Tracking and Off-Center radars highlights the exhibit of Sperry Gyroscope Company, div. of Sperry Rand Corporation, Great Neck, N. Y. The new radars, designed and developed at Sperry's marine research laboratories, offer to ship masters more valuable radar information when navigating in fog, at night, or in adverse weather.

Sperry's True Tracking radar provides immediate differentiation between moving, vessels and stationary objects, by accenting moving objects on the radar scope. Tiny comet-like tails signal objects-in-motion, and also indicate approaching ship's true speed and course.

Off-Center radar is a marine radar that allows navigators to position their ships electronically anywhere on the radar tube. This advancement allows more pertinent radar information by providing greater seaward scanning area while retaining the high resolution and clear definition of "close-in" ranges.

The Sperry Gyrofin Ship Stabilizer, the stabilizing system that reduces ship roll by 90%, is included in the display.

For smaller craft, the magnetic pilot and several types of small compasses are shown.

LIFT WEIGHS BOATS ACCURATELY

With a new 30-ton boat lift installed by Saybrook Marine Service, Old Saybrook, Conn., they can now weigh yachts with an accuracy of about ½ of 1 per cent. This is probably closer than a naval architect can figure it.

Most motorboat owners would wonder why anyone would want his boat weighed, but any ocean racer would know. Weight is an important factor in figuring racing ratings for the Cruising Club of America rule, and many boats may actually weigh more than their racing certificates show. Weighing more gives the boat a break in its rating. Charge for weighing will be one-half cent per pound.

Everything you ever dreamed of in a fishing boat... the Cruis Along Angler 22
Cruis Along
ANGLER
22
A perfect overnighter with a hard top to protect you from sudden showers and the burning sun. Speeds up to 32 miles per hour depending on engine you choose and Super Hyplane Hull to guarantee a level, non-pounding ride. Cockpit is roomy with space for optional stern seat and two fishing chairs. The cabin boasts two quarter berths and the comfort extra of a marine toilet. Other big features: two steering positions, forward wheel and stern tiller for trolling and inlet running. Insulated engine box, forward hatch. Extra include side curtains and cockpit cover.
Write for free catalogue.

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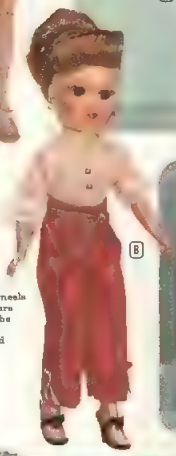
- Luxurious wardrobe
- Wash and wave hair
- Toni Playwave Kit
- Sleeping eyes
- Completely jointed



- Walks and kneels
- Teenage figure
- Fine wardrobe
- Rooted hair
- Fully jointed

Glamorous Dolls for Playtime Pleasure

A to C AMERICAN CHARACTER TONI DOLLS

The new Toni Dolls are glamor personified—beautiful faces, luxuriant rooted hair, fashion-model figures, and clothes of highest style. Each doll has her own Toni Playwave Kit—comb, brush, curlers, cups, playwave solution with squeeze bottle and applicator—everything needed to style the Toni Doll's hair in dozens of lovely coiffures. All have full-figured, all-vinyl bodies with jointed arms and legs. They walk, bend at the waist, assume many actual poses.

[A] Toni Bride Doll Kit. A vision of loveliness! Her exquisite bridal gown as all-nylon lace and net, has fitted bodice. Skirt enhanced by wide lace inserts. Taffeta hooped petticoat. Peaked bridal cap edged in simulated pearls with lingertip nylon tulle veil. Tiny rosebuds accent gown. Doll carries white rose bridal bouquet with long satin streamers. Panties, strapless bra, nylon stockings, bridal slippers, earrings, and ring. Complete with Playwave Kit.
82-0126 A 825—Kit. 14-in. doll. 3 lbs.. .**$11.98**
82-0134 A 1115—Kit. 20-in. doll. 4 lbs.. **$15.98**
82-0142 A 1535—Kit. 25-in. doll 5 lbs **$21.98**

[B] Toni American Beauty Doll Kit. So feminine in her exquisite formal gown featuring bouffant tiers of "American Beauty Rose" nylon lace—lavishly draped over a rich taffeta underskirt! Dramatized by black velvet bow. Glamorous fitted black velvet bodice. Oversize matching nylon tricot stole secured by rhinestone pin. Combination slip and panties, strapless bra, nylon stockings, high heels, rhinestone earrings, and rosebud flower spray. Complete with Playwave Kit
82-0100 A 1049—Kit. 20-in. doll 3 lbs.. **$14.98**
82-0118 A 1399—Kit. 25-in. doll 4 lbs...**$19.98**

[C] Toni Country Club Doll Kit. Just like a fashion model in her black and white checked taffeta circle skirt with black velvet inserts. Crisp white nylon blouse with big bow-tie at neck, rhinestone buttons. Black velvet beret, combination slip and panties, high heels, earrings, new fashion-dark stockings. With Playwave Kit.
82-0078 A 629—Kit. 14-in. doll. 2 lbs....**$8.98**
82-0084 A 909—Kit 20-in. doll. 3 lbs...**$12.98**
82-0092 A 1258—Kit. 25-in. doll 5 lbs. **$17.98**

D IDEAL'S SHIRLEY TEMPLE DOLL

America's sweetheart is back with her dimpled cheeks and blond curls! Washable "Magic Touch" vinyl face—soft and lifelike 17-in. fully-jointed plastic body flexible and unbreakable. Rooted Saran curls cascade around her beautiful, smiling face. Hazel eyes open and close. Perky nylon frock with dainty pant design—huge lace collar. Narrow velvet bands encircle waist. She wears nylon gloves and carries a plastic purse. Complete with nylon petticoat, panties, socks, and vinyl shoes. Commended by Good Housekeeping.
82-0043 A 789—Shpg. wt. 3 lbs..Retail **$11.98**

E EFFANBEE MOST HAPPY FAMILY

A charming doll family that represents the American concept of "togetherness." Mother, brother, and sister dressed in matching outfits, baby dressed all in white. Soft vinyl arms and heads, plastic bodies—jointed arms and legs.

Mother. 20-in doll. Eyes open and shut. Saran rooted hair—wash comb, set. Jointed knees. Bolero jacket, matching skirt and lace-edged blouse, slip, and panties. Straw-covered pill box hat. Simulated pearl earrings, engagement and wedding rings, nylon stockings, and high heels.

Baby. 8-in. all-vinyl doll holds rattle. Eyes open and close. In white snow-suit, tie-on hood.

Sister. 10½-in. doll. Sleeping eyes. Rooted Saran hair. Outfit matches mother's. Wears lace-covered bonnet, white shoes, socks. Fully jointed

Brother. 10½-in. doll. Freckle-faced boy in shirt and short pants, white shoes, socks. Jointed.
82-0035 A 1485—Set. Shpg. wt. 3 lbs. **$21.98**

G VALENTINE "MANAKIN" GLAMOR DOLL

The doll of innumerable poses! Completely jointed —assumes any position—like a true mannequin. Jointed at ankles, knees, elbows, hips—swivel waist and head. 20-in. doll, washable soft vinyl head and unbreakable plastic body. Sparkling blue eyes open and close. Rooted Saran hair features high-fashion simulated pearl crown. Luxurious satin lounging outfit, bright metallic braid for accent. Also wears nylon stockings, high heels.
82-0167 A 685—Shpg wt. 1½ lbs..Retail **$9.98**

H STUNNING ARRANBEE "COTY GIRL" DOLL

Inspired by television's Coty Girl! She wears a fashionable strapless black lace cocktail dress and the famous "Coty" felt hat. 18-in. washable vinyl doll with rooted Saran hair that can be washed, combed, and set. She moves and walks jointed legs and arms, swivel waist and head. Her nylon lace dress has satin bow, taffeta and nylon-net underskirts. Lace panties, nylon stockings, bra, high heels and simulated pearl jewelry.
82-0027 A 665—Shpg. wt. 2 lbs..Retail **$9.98**

I HORSMAN "CINDY IN PLAID"

Her pert appearance will please any girl. 18-in. "Cindy-Walker" doll is dressed to go anywhere She can be walked easily—has jointed legs and arms, swivel waist. Fully-rooted Saran hair can be washed, combed, and set. Doll has washable soft vinyl face and unbreakable flexible plastic body. Her eyes open and close Lovely plaid outfit in rayon-taffeta. Smart nylon blouse features cotton bib and black bow at neckline. The outfit is topped by a felt pillbox hat. Doll also wears panties, nylon stockings, high heels, and earrings.
82-0018 A 532—Shpg. wt. 2 lbs...Retail **$7.98**

K HORSMAN "GARDEN PARTY" DOLL

An attractive young "party-goer" that will attract admiring glances wherever she goes! 20-in. "Cindy-Walker" doll walks bends, sits—has jointed legs, knees, and arms, swivel waist. Fully-rooted Saran hair that can be washed, combed, and set. Unbreakable flexible plastic body, soft vinyl face. Long-lashed eyes open and close. Her flowing garden party dress in exquisite nylon eyelet—styled with puffed sleeves and gently rolled collar. Full taffeta petticoat and hoop skirt. Velvet sash ties in bow—has long streamers in front—flower cluster at waistline Dainty nylon gloves with lace trim grace her hands Large, soft-brim straw picture hat topped with flower cluster. Also wears nylon stockings, high heels, and simulated pearl earrings
82-0001 A 795—Shpg. wt. 2 lbs..Retail **$11.98**

L AMERICAN CHARACTER BETSY McCALL

Adorable 14-in. doll is modeled after McCall magazine's 6-year old personality She's pert and pixie-like—really lovable! Her legs, and arms are fully-jointed, her waist turns—she bends in a variety of positions Rooted Saran hair can be brushed and combed. Long-lashed eyes open and close Made of bisque-finished, washable vinyl plastic. Dainty ribbed cotton dress has delicate lace trim. A velvet sash captures waistline interest with flower accent Stylish straw bonnet with flowers. She wears matching panties, shoes, and socks
82-0159 A 558—Shpg. wt. 1 lb... Retail **$7.98**

M IDEAL'S "CHERRIES A LA MODE" DOLL

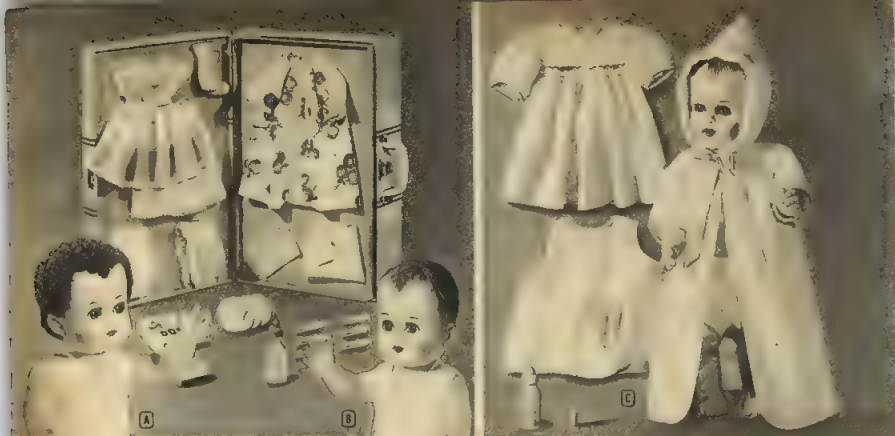
The TV $64,000 doll—inspired by Revlon! Her swivel waist enables her to bend forward, backward, or pivot as gracefully as a fashion model. Trim teen-age figure and shapely legs. Head of soft vinyl "Magic Flesh." Arms, legs, and body of flexible, unbreakable plastic Rooted Saran hair—wash, comb, set. Dressed in high fashion frock with tiny puffed sleeves—stiff crinoline petticoat. Undergarments are suitable for her teen-age figure. Stylish straw hat, high heels, nylon hosiery, and distinctive earrings.
82-2817 A 932—18-in. doll. 2½ lbs.... **$13.98**
82-2791 A 1485—23-in. doll. 4 lbs..... **$21.98**

N P AMERICAN CHARACTER DOLLS

"Sweet Sue" has trim teen-age figure—she walks and dances. Her ankles are jointed –she wears flats or high heels—or stands on her toes like a ballerina She walks with you when you lead her by the hand Fully-jointed—bends at waist. Made of bisque-finished vinyl—has a natural skin-like texture. Hair is rooted Saran—comb, wash wave it. Long-lashed sparkling eyes open and close. Each doll has model-case that holds extra pair of shoes, ballet slippers, leotard.

[N] "Sweet Sue" America Beauty. Queen of dolls! So enchanting—she looks like a movie star. Dressed in a perfect ball gown—chiffon overskirt, taffeta underskirt satin bodice. Draped chiffon stole-neckline with flowing ends. Hooped petticoat makes full skirt stand out. Complete with flower spray, jewelry, strapless bra, panties, nylon stockings, high heel shoes
82-2148 A 1139—Kit. 20-in doll. 4 lbs **$16.98**
82-2130 A 1609—Kit. 25-in. doll. 5 lbs...**$22.98**

[P] "Sweet Sue" Collegiate Doll. A campus queen with a personality all her own. Saran hair swept into soft bob and tied with pert velvet bow. Pretty coed wears sheer nylon dotted blouse with full puffed sleeves, permanently accordion-pleated skirt—fancy crinoline Also strapless bra, panties, nylon stockings, high heel shoes.
82-2072 A 698—Kit. 14-in. doll. 2 lbs. . **$8.98**
82-2064 A 908—Kit. 20-in. doll. 4 lbs..**$12.98**



"Betsy" doll available with wig (A), or molded hair (B). Both include layette.

Lovable and Life-Like Drink-and-Wet Baby Dolls

Created by America's Most Famous Doll Makers

A IDEAL "BETSY WETSY" DELUXE KIT

Real as life and lovable as can be! Betsy does just about everything a baby does—drinks, wets, coos. She cries real tears and blows her nose—just squeeze her! Bathe her too—she loves it! Her curly lambswool hair looks and feels real. Life-like painted features with long-lashed sleeping eyes. Plump, molded all-vinyl body—won't crack or peel. Deluxe layette includes booties, long kimono, diaper, lace-trimmed slip, and matching dress and bonnet. Also has soap, plastic pants, clothespins, bottle, two washcloths, three powder puffs. Packed in a suitcase with plastic handle safety catch. Wts. 3, 4 lbs.

82-2171 A 799—Kit. 13½-in. doll **$11.98**

82-2189 A 999—Kit. 16-in. dol. **$14.98**

B IDEAL "BETSY WETSY" JUNIOR KIT

She's just waiting for a little mother to love her! Betsy Wetsy has so many cute tricks—squeeze her and big wet tears well up in her eyes and roll down her cheeks. Betsy also blows her nose, drinks her bottle, wets her diapers, and whimpers softly like a baby. There's no end to Betsy's talents! This lovable baby has molded hair that looks like real curls, and big blue eyes that open and close. All-vinyl body looks real, feels real-tated to actual flesh tones. Soft skin really takes to the tub. Wash her from head to toe as often as you want—vinyl won't crack or peel. Layette includes dress, dainty bonnet, slip, diaper, and socks. Plus infant-care accessories: bottle, soap, Kleenex, and clothespins. Packed in neat gift box 2½ lbs.

82-1058 A 532—Kit. 13½-in. doll. **$7.98**

C PICTURE-BOOK BABY WITH LAYETTE

Here's a gift every little girl will take to her heart! As pretty as a picture—and so economical! Big 18-in. baby doll with a complete layette of her own! A darling doll that responds just like a baby sister! She's the savvy of every make-believe mother! Provides hundreds of hours of fun drinks from her own bottle, blows bubbles through her very own pipe, and wets like a real baby. She cries naturally, with real tears coming directly from her eyes. Bathe her, make her sit up or lie down. Soft cuddly "skin" with realistic coloring, beautiful long lashed eyes that close. Molded in vinyl—won't crack or peel. Patented joints make dressing her easy. Dressed in hooded terry robe and knit panties. Layette includes party dress, slip, booties, bottle, and bubble pipe. Baby doll comes complete with carrying case box. Shipping weight 3 lbs

82-2850 A 665—Kit. 18-in. doll..... **$8.98**

C TINY TEARS IN PLAY-PEN

By American Character. An adorable bundle of charm—and she's America's best-loved baby doll! Looks and feels like a real baby—wet tears trickle down her plump red cheeks. She'll keep her "mommie" busy every minute as she drinks, wets, blows bubbles. Fully jointed and made of soft durable molded velvet skin with plastic head—she loves to be bathed! Long-lashed sleeping eyes close at nap time. Curly rooted Saran hair can be washed, set, and brushed. She's dressed in embossed cotton romper. Her layette includes pink and white waffle cotton dress matching bonnet, panties diapers, and booties. Also washcloth clothespins, soap, Kleenex, bottle bubble pipe, sponge, and pacifier. She'll play happily all day in her plastic playpen 16 inches square, with soft quilted pad. Gift-boxed. Shpg wt. 10 lbs.

82-0746 A 1119—Kit. 16-in. doll **$15.98**

B TINY TEARS IN A CAR-BED

By American Character. Everything any little girl could ask for in a baby doll! Sheds real tears, wets her diapers, and drinks. Little mothers can't resist her—they make her blow bubbles, bathe her, comfort her with her pacifier. Has rooted Saran hair, and a cuddly body of soft molded velvet skin, colored a soft baby pink. Molded plastic head with lashed go-to-sleep glassine eyes. Dressed in corduroy overalls, felt coat and hat, knit booties. Transparent tote bag contains wash cloth, soap, Kleenex bottle diaper, bubble pipe, sponge pacifier. Boxed layette of dress, panties and bonnet of pink and white waffle cotton. Car-bed gives hours of play for vacation and travel—steel frame with quilted plastic covering, two carrying handles. Inflated tufted mattress included. Shipping weight 10 lbs.

82-0753 A 1259—Kit. 16-in. doll.....**$17.98**

C HORSMAN'S "RUTHIE" IN CRIB-YARD

'Ruthie' is so lovable—she drinks wets cries She romps in her own crib-yard! Fully jointed body and swivel head can be placed in many different positions. Permanently rooted hair, all vinyl "Tiny Skin" body. Dainty cherubic features, long-lashed glassine sleeping eyes. Dressed in a striped sunsuit romper Layette includes nylon dress, terrycloth robe, diapers, cotton panties, and knit booties Also soap, sponge washcloth, bottle. Wooden crib-yard adjusts to playpen or crib with two drop sides and casters Complete with thick floor-pad covered with colorful waterproof vinyl-coated material. Measures 15¾ x 24½ in. Wt. 8 lbs

82-0787 A 1047 Kit. 16-in. doll.....**$14.95**

B TINY TEARS—LAYETTE AND TRUNK

By American Character. She's lovable, huggable, and completely "tub-able!" She drinks, wets, blows bubbles, coos—and she cries real tears! Fully jointed with life-like soft velvet skin. Plastic head rooted Saran hair, sleeping eyes. Packed in fiberboard trunk Dressed in embossed cotton romper. Layette of cotton dress, felt coat and bonnet, panties, booties. Also bottle Kleenex diaper clothespins washcloth soap, bubble pipe, sponge, and pacifier

82-2601 A 699—Kit. 11½-in doll. 3 lbs.. **$8.98**

82-2627 A 839—Kit. 13½-in doll. 4 lbs. **$11.98**

Life-Sized Tiny Tears—Layette and Toy Chest. As above, but wears size 1 baby clothes With dress, panties, bonnet, accessories. In toy chest

82-0738 A 1047 Kit. 20-in. doll. 5 lbs .. **$14.95**

Tiny Tears—Layette and Gift Box. Like [H], but with pajamas bib, booties and accessories

82-0720 A 559—Kit 11½-in. doll. 3 lbs . **$7.98**

J ADORABLE TINY TEARS BABY DOLL

An American Character doll that's destined to win the heart of every little mother! So life-like—she drinks, wets, cries, coos, and blows bubbles! Plastic head and molded hair—life-like soft velvet skin. Packed in beautiful gift box, she is dressed in an embossed cotton romper Layette includes booties dress, panties, and bonnet—trimmed with lace Also bottle, Kleenex, diaper, pins, sponge soap, bubble pipe, washcloth, and pacifier

82-2437 A 559—Kit. 13½-in. doll 4 lbs.. **$7.98**

82-2593 A 699—Kit. 16-in. doll 4½ lbs. **$9.98**

K HORSMAN SWEATER BABY

Sweet as a cherub Soft vinyl body, wavy molded hair, peaches-'n'-cream complexion. Fully jointed arms, legs, and head. Her long-lashed sleeping glassine eyes close at nap time She loves to drink and carries her own bottle Her soft cooing voice lets you know when it's time to change her Sheer nylon dress, lace-trimmed bonnet, dainty sweater, shoes, and socks. Shpg wt. 2 lbs

82-0761 A 419 16-in. doll.....Retail **$5.98**

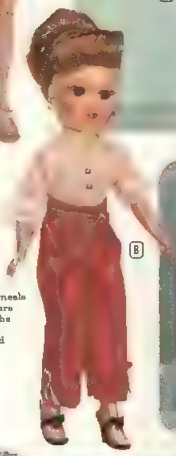
L HORSMAN "TEAR DROP TAMMY" DOLL

Tammy is actually life sized—wears size 1 baby clothes! You can make her drink, wet, and cry Fully jointed arms and legs—swivel head with rooted hair Thick, long lashed sleeping eyes Soft, vinyl plastic body—so cuddly Ready for bed Tammy is dressed in striped flannel pajamas and is tucked securely in her own satin-trimmed blanket. Her bottle is tied to her wrist with a heart-shaped bottle-holder. Wt. 5 lbs

82-0779 A 699—20-in doll.....Retail **$9.98**

All dolls on this page are fully jointed

- Luxurious wardrobe
- Wash and wave hair
- Toni Playwave Kit
- Sleeping eyes
- Completely jointed



- Walks and kneels
- Teenage figure
- Fine wardrobe
- Rooted hair
- Fully jointed

American Character
"TONI" DOLLS — A, B, and C
Each is complete with Toni waving kit for washing and setting doll's hair!
A
B
C
D
E
G
H
J
K

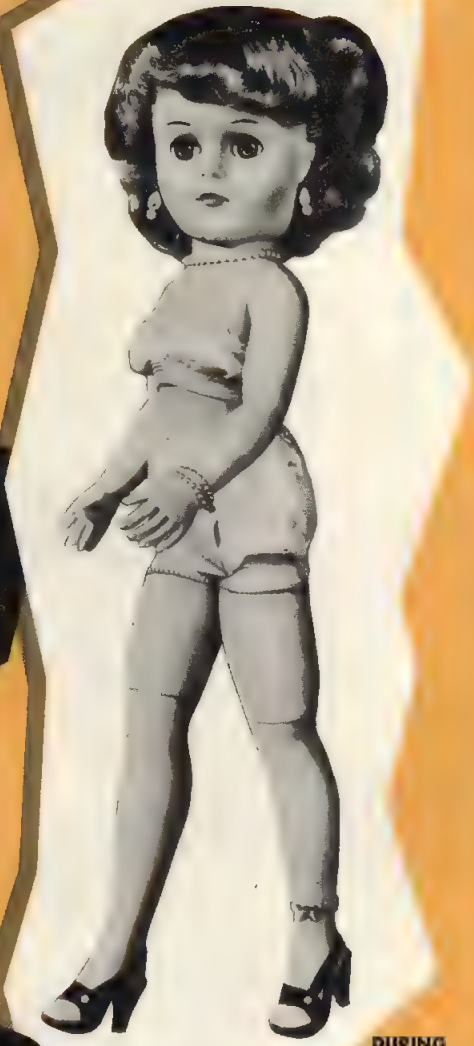
D
E
G
J
Available with rooted hair H or molded hair J both with layettes
K
I

A distinguished Line of

UNDRESSED DOLLS

SLIMS
TODDLERS
WALKERS
TEEN-AGERS

7" to 20"



-the Largest selection of its kind... with

PROVEN SALES VOLUME

DOLL BODIES, Inc.
200 Fifth Avenue, New York 10, N. Y.

DURING TOY FAIR
ROOMS 618-620
McALPIN HOTEL

ON DISPLAY IN ROOMS 218 & 356, FIFTH AVE. BUILDING

This group of Bull Fighters won the

$2,500.00 Cash Grand Prize

Olé! The spirit, color and excitement of a "Mexican Bull Fight" scene won for Mrs. Marion Duarte of Detroit, Michigan a First Grand National prize award of $2,500

In the $15,000.00 "Lingerie Lou" 1957

Dress-A-Doll Contest

Some of the 127 Prize Winners

HOW MANY DOLLS DID YOU SELL?

Because women love to dress dolls, the first exciting dress-a-doll contest sponsored by Doll Bodies, Inc. established new sales records last year in stores from coast to coast.

BIG PROFITS FOR YOU - FROM JANUARY TO OCTOBER

When You Need Sales MOST!

Why wait for Christmas? — Start selling dolls now. This dress-it-yourself trend among women and girls is a powerful stimulant to undressed doll sales. "Lingerie Lou" undressed dolls range in retail from 39¢ to $1.35 in the 7" to 11½" sizes Each doll has a colorful contest circular and entry blank attached to it — to activate impulse sales.

STORES BUILD EXCITING DISPLAYS TO TAP OFF-SEASON DOLL MARKET

Enthusiastic dealers supported the contest with window and counter displays — Result: hundreds of thousands of dolls sold — more than ten thousand contest entries!

Don't be left out in the 3rd contest starting *now* — order your stock promptly. Start selling immediately.

1958 CONTEST DOLLS ARE DONATED TO THE "MARCH OF DIMES"

DOLL BODIES, Inc.
200 Fifth Avenue, New York 10, N. Y.

Contest Creates BIG VOLUME MARKET ... FAST TURNOVER

These attractive dolls displayed on your shelves will add cash to your register because they are

Sales-Proven!

#80—7½" moving eye acetate doll, genuine Mohair wig, with doll stand enclosed, packed in a heat-sealed cellophane envelope.

#50—8" high heel moving eye acetate doll, Mohair wig with doll stand enclosed, packed in a heat-sealed cellophane envelope

#940—9" high heel walking doll, moving eyes, arms, legs and head, painted finger and toenails with removable bra and pantie, high heel shoes. Available in both Mohair and Dynel wigs. This number is new in every respect Packed in a heat sealed envelope.

#LL22—11½" moving eye acetate doll, genuine Mohair wig, with removable shoes and stockings, ideal for a child to make their own dresses, doll stand and a complete 16-page booklet with all necessary sewing instructions. Packed in a heat-sealed printed, heavy cellophane envelope.

Lu-Ann... an outstanding line in the Doll Bodies family of sales-builders!

#2084/11 — Lu-Ann 20" high heel walker, vinyl arms and head, rooted wig, painted finger and toenails, clad in red lace and black taffeta party dress, high heel shoes and nylon stockings, necklace, wristlet and ankle bracelet. This doll has knee-action.

#2084/12 — Lu-Ann 20" high heel walker, vinyl arms and head, painted finger and toenails, knee action, rooted wig, clad in Navy blue taffeta dress, high heel shoes, nylon stockings, necklace, wristlet and ankle bracelet.

#2085—20" high heel Bride doll, walker, painted finger and toenails, knee action, clad in beautiful white lace and taffeta dress, veil, pearl tiara, bridal bouquet, high heel shoes and nylon hose, necklace and ankle bracelet.

#2084/13 — Lu-Ann 20" high heel walker, vinyl arms and head, painted finger and toenails, knee action, rooted wig, clad in a striped taffeta dress, high heel shoes, nylon stockings, necklace, wristlet and ankle bracelet.

GILBERT

SCIENTIFIC "CAREER-BUILDING" SETS

CHEMISTRY SETS NEW FOR '58

- Most Attractive, Compelling Packaging in Chemistry Set Field!
- Features New FOAMITE Display Tray —sparkling with eye appeal.
- Most sets in all-steel Laboratory Cabinets.
- All sets Safety-Tested; have PYREX brand Test Tubes.
- Experiments in Atomic Energy, Chromatography, Hydroponics, etc.
- Sets especially designed for Trading Up.

No. 12002
JUNIOR CHEMISTRY EXPERIMENT LAB

250 exciting experiments any youngster can do, including Magic Blueprint, Vanishing Cream, Invisible Ink, etc. Safe for children able to read. Has good supply of chemicals and authentic apparatus. Big illustrated book. Set 18" long, 10" wide, 1⅛" high.

2.98

NEW FOR '58

No. 12014 CHEMISTRY EXPERIMENT LAB

Ideal set for the young chemist! New and improved for 1958—more chemicals, more equipment, more experiments. Brand new sparkling white foam display tray increases eye appeal. Stronger, sturdier, ships better. Experiments in magic, secret writing, color printing, many more. Big illustrated manual. Steel cabinet 13¾" high, 9½" wide, 3¼" deep.

5.98

NEW FOR '58

No. 12024 CHEMISTRY EXPERIMENT LAB

Vastly improved set! Contains more chemicals, has greater number of experiments. New dazzling white foam display tray has high-powered eye appeal, ships the chemicals better. Includes Pyrex brand test tubes, brush, holder, measure, etc., plus metal test tube rack. Steel cabinet 13¾" high, 3¼" deep, 9½" wide.

7.98

Safety Tested
GILBERT HALL OF SCIENCE

All sets equipped with safe **PYREX** brand test tubes

NEW FOR '58

No. 12035 CHEMISTRY EXPERIMENT LAB

Exciting experiments in the field of Crime Detection plus apparatus and chemicals for experimentation in Glass Blowing, Chromatography, Food Testing, Secret Writing, Inks, etc., combine to make this set a real value. Hundreds of experiments. Steel cabinet 9½" wide, 13¾" high, 3¼" deep. Opens to over 2 feet.

10.98

NEW FOR '58

No. 12054 CHEMISTRY EXPERIMENT LAB

All new for '58. Big, 4 compartment steel chest, lithographed in four colors. Huge assortment of chemicals for hundreds of experiments in Glass Blowing, Chromatography, Chemical Magic, Atomic Energy, Food Testing and others. Contains Balance, Metal Test Tube Rack, Alcohol Lamp, Apparatus Kit, Gas Delivery Tube, plastic bound lie-flat Manual. Sparkling new Foam display tray for chemicals. Steel cabinet 9½" wide, 13¾" high, 3¼" deep. Opens to over 3 feet.

16.98

NEW FOR '58

No. 12064 CHEMISTRY EXPERIMENT LAB

Everything for the junior scientist in this new an complete home laboratory. Big 5-section ches contains more chemicals, provides more experi ments in field of Chemical Magic, Glass Blowing Atomic Energy, Chemistry, Hydroponics, Bea Tests, safe Flame Tests for metals. Balance, meta racks, large selection of apparatus included. Ne foam display tray—looks better, ships bette Cabinet measures 19⅜" long, 13¾" wide, 3¼ deep. Opens to nearly 4 feet.

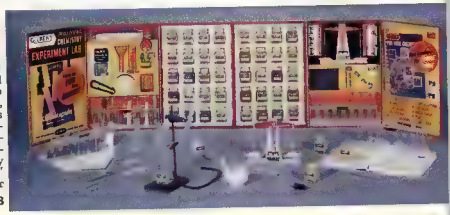
21.

NEW FOR '58

No. 12075 PROFESSIONAL CHEMISTRY EXPERIMENT LAB

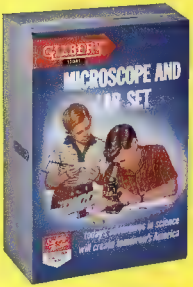
Never before such value in a chemistry set! Giant 6 compartment steel cabinet, crammed with chemicals and equipment. Has two metal test tube racks, balance, ring stand, beaker, graduated cylinder, alcohol lamp, gas generating bottle, etc. Experiments in chemistry, chemical magic, glass blowing, Chromatography, hydroponics, crime detection, mineralogy, plastics and more. Atomic Energy apparatus. New white foam display tray. 19" wide, 13¾" high, 3¼" deep. Opens to over 4 feet.

27.98



GILBERT

SCIENTIFIC "CAREER-BUILDING" TOYS



COLORFUL DISPLAY PACKAGING!

All Gilbert Microscope sets in steel cabinets have this high quality full color lithographed-on-steel cover, designed to create attention and customer interest where ever displayed.

MICROSCOPE and LAB SETS

NEW FOR '58

- The finest Microscope and Lab Sets ever offered!
- All sets with maximum eye appeal; colorful, exciting.
- Features EXCLUSIVE Polaroid, for viewing specimens in color!
- Microscopes with magnification up to 650 Power!
- Microscopes have die-cast base with 3-point suspension.

All sets equipped with safe PYREX brand test tubes

Watch Life Begin!

Watch these real Shrimp Eggs, packed with Microscope Sets, hatch before your eyes!

1. Dried Eggs, viewed through 'scope

2. After 4-8 hours: hatching out

3. After 10-15 hours: nearly full grown

4. After 15-24 hours: hatched and swimming

All these photo sequences taken through Gilbert Microscope!

No. 13013

No. 13041

No. 13022

No. 13071

No. 13013 JUNIOR MICROSCOPE & LAB SET

Newly-improved set for '58, featuring gray finished 60 power Microscope with re-designed lenses. Polaroid filters show specimens in beautiful, ever-changing colors. Set has glass slides, forceps, dissecting needles, specimens, illustrated manual. 18" long, 10" wide, 3" high.

5.98

NEW FOR '58

No. 13022 SENIOR MICROSCOPE & LAB SET

New three-objective turret microscope designed like latest professional microscopes. Has large adjusting wheel, parfocalized lens system, Ramsden type eyepiece, precision optical glass lenses, accurate table focus. Has 60, 90 and 150 powers—specially selected as the most-used powers for viewing. Set contains live Shrimp Eggs, ready to hatch into swimming shrimp in 24 hours! Polaroid filters show objects in beautiful colors! Stains, chemicals, slides, etc., complete the home laboratory. Steel chest 9½" wide, 13¾" high, 3⅜" deep. Opens to nearly 1½ feet.

10.98

No. 13041 ADVANCED MICROSCOPE & LAB SET

Electrically illuminated Microscope has 3-objective turrets with 150, 200 and 455 powers! Easy Table focus and large, clear field of view. Polaroid filters reveal beautiful specimen colors invisible to ordinary 'scope. Set has Shrimp Eggs, ready to hatch in 24 hours, plus big array of chemicals and apparatus. Steel cabinet 9½" wide, 13¾" high, 3⅝" deep. Opens to over 1½ feet.

16.98

No. 13071 SILVER MEDAL MICROSCOPE

Selective 4-stop turret Mirro-flector Microscope has parfocalized Ramsden-type eyepiece with 60, 150, 200 and 455 powers. Micro-adjustable specimen table, easy focusing, extra dissecting equipment, and handsome leatherette box with carrying handle, 6½" wide, 10½" high, 4¾" deep.

11.98

ALL SETS EQUIPPED WITH SAFE **PYREX** BRAND TEST TUBES

No. 13051 PROFESSIONAL MICROSCOPE & LAB SET

The ultimate in laboratories! Gold Medal Mirro-flector Electrically Illuminated Microscope has 4-stop turrets. Quick-Switch Power Eyepiece gives 60-, 100-, 150-, 200-, 250-, 350-, 405-, 650-power magnification! Micro-adjustable specimen table. Features Micro-color, shrimp eggs, Polaroid filters, elaborate equipment. Steel cabinet 9½" wide, 13¾" high, 6½" deep. Opens to 28½".

19.98

No. 13062

NEW FOR '58

No. 13062 BRONZE MEDAL MICROSCOPE

Brand new Microscope, with 3-turret objective of 60, 90 and 150 powers. Designed like professional 'scope in every respect, with parfocalized lens system, Ramsden type eyepiece, precision optical glass lenses and table focus. Manual of instructions included. Microscope stands 9" high. Box is 10¾" high, 5½" wide, 3⅛" deep.

7.98

No. 13081 GOLD MEDAL MICROSCOPE

Professional quality appeals to student and expert alike. Quick-switch power eyepiece gives this Mirro-flector Microscope a selection of 60, 100, 150, 200, 250, 350, 405 and 650 POWERS. Attractive leatherette case well outfitted with equipment. A fine instrument to please the most critical user. Carry-all case 6½" wide, 10½" high, 4¾" deep.

14.98

FIRST TIME ANYWHERE . . .

GILBERT

LAB TECHNICIAN SET

for Girls

NEW FOR '58

No. 13120 LAB TECHNICIAN SET for Girls

Brand new and first time anywhere! Complete professional laboratory, in pastel-hued steel chest, designed especially for girls. Suitable for basic experimentation in biology, food testing, medicine, research. New 60 power Microscope has gray finish. Polaroid filters enable specimens to be viewed in natural brilliant color. Real shrimp eggs ready to hatch into swimming shrimp in 24 hours. Big assortment of stains, chemicals, apparatus. Cabinet 13¾" high, 11½" wide, 3⅝" deep.

9.98

NEW and EXCITINGLY DIFFERENT . . . by GILBERT

NEW FOR '58

No. 13225 GILBERT MAGIC STAR FINDER

The set that's new, different and guaranteed to create real excitement among every science-minded boy and girl! Constellations like Big Dipper, Ursa Minor, Cygnus, etc., are "etched" on Plexiglas slides and light up when viewed at night through illuminated Star Finder. Built-in compass illuminates also for quick reference location. Slides permit user to find constellations easily, help fix names in mind. Set includes leak-proof batteries, set of slides, illuminated astronomical compass, illuminated Star Finder and illustrated manual.

7.98

BRAND NEW . . . FOR THE JUNIOR *Astronomer*

NEW FOR '58

No. 13200 ASTRONOMICAL TELESCOPE

View close-ups of the Moon, space Satellites, such planets as Jupiter and Saturn, with this big 40 power Gilbert Telescope that's packed in full color display-type case. Telescope has large parabolic mirror, precision ground lenses, aluminized reflecting mirror, Ramsden type eyepiece. Rugged metal swivel locks in any position for viewing; no wobble or shifting. Has steel tripod. Includes Star Map and illustrated ADVENTURES IN THE SKY booklet. Telescope stands 24" high; tube is 26" long. Box 31" long, 9½" wide, 3¾" high.

14.98

A distinguished Line of

UNDRESSED DOLLS

SLIMS
TODDLERS
WALKERS
TEEN-AGERS

7" to 20"

-the Largest selection of its kind... with

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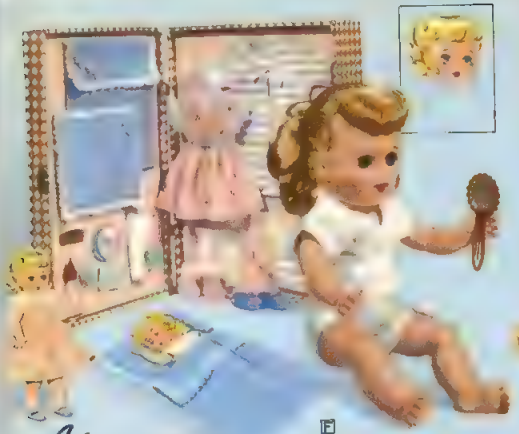
Yvonne
DOLLS

Ⓐ **"SLEEPING BEAUTY" BALLERINA, 20'—AND EXTRA OUTFIT.** This dancing danseuse has jointed hips, knees, and ankles which enable her to pirouette, kick high, do the splits, walk, and assume many other traditional ballet poses! Her body is sturdy plastic . . . her rooted hair is done in a fashionable pony tail. Before the footlights she's dressed in a stunning red lace and net ballet costume, with gold trim, chic marabou headpiece matching panties, ballet hose and slippers. For afternoon wear she has a printed cotton dress, red stole and red high heeled dress shoes
76260A795 Wt. 2 lbs. Ret. **$11.95**

Ⓑ **"FRANCINE," 10½" FAIRY TALE DOLL—AND HER OUTFITS.** Dream come true! Beautiful, all vinyl princess, with jointed swivel body, moveable eyes, rooted hair . . steps from the pages of "Cinderella" in a fairy godmother outfit of gold lamé and red net. For her Prince Charming, she wears a pink satin formal, flower trim, matching panties, and high heeled slippers. Francine becomes "Alice-in-Wonderland" in a lace-trimmed blue taffeta dress, panties, and perky pinafore. Illustrated books included. Beautifully gift boxed.
76297A730. . . . . Wt. 3 lbs. . . . . Retail **$10.95**

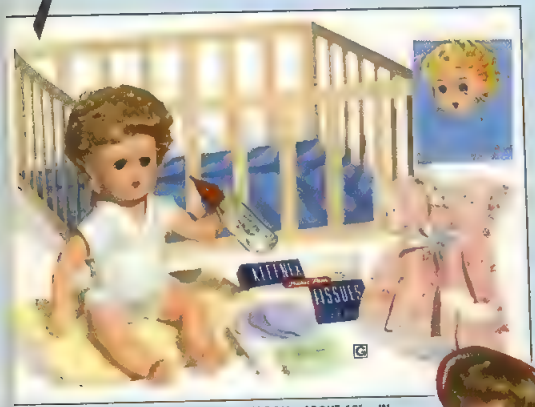
Ⓒ **"PRINCESS GRAYCE," 22" WALKING BRIDE—AND HER HOPE CHEST.** As lovely and radiant a bride as ever walked down the aisle . . in her magnificent satin and lace wedding gown, flower-trimmed veil, high heeled shoes, and traditional bouquet! Grayce's body is durable plastic . . . her eyes move . . . her hair is rooted into her soft vinyl head. Hope chest contains a glamorous blue nightie, with frothy lace trim and gold print; white cotton sheet and pillow case; pink blanket and towel . . all in a handsome, sturdy chest.
76294A1065. . . . . Wt. 4 lbs. . . . . Retail **$15.95**

Ⓓ **"MADELINE," 20"—AND HER MILLION DOLLAR WARDROBE!** Star of any little girl's make-believe world! Madeline is a shapely, full formed younglady . . . with a swivel, all vinyl Rigidsol body, vinyl head; moveable eyes. She adores having her individually rooted hair pampered with a wash, comb, and curl occasionally! Her million dollar wardrobe, packed in a handsome trunk, takes her smartly from home, through the day, even to gala after-theater parties! Every inch a celebrity in her stunning gold-trimmed white net evening dress, topped with a gorgeous fur-trimmed gold lamé coat and tiara. On stage she wears a red net ballet costume, with tights and ballet slippers. For afternoons, she has a printed sun dress and matching stole, yellow jacket, and saucy straw hat. Her wardrobe also includes: 2-piece red and black lounging pajamas, sun glasses, earrings, pearl necklace and bracelet, purse, comb, mirror, brush, nylon stockings, and high heeled dress shoes.
76262A1665 . . . . Wt. 8 lbs. . . . Retail **$24.95**



Yvonne DOLLS

The dream of every little girl is a captivating Yvonne Doll... an adorable, life-like play companion who will share those treasured moments of childhood... in a world of loving care from her tiny make-believe mother.



G "BÉBÉ," TEAR, DRINK, AND WET BABY DOLL—ABOUT 12"— IN PLAY PEN. Adorable, curly-headed moppet cries *real tears* . drinks and wets, too! She's happiest playing in her sturdy, blue-lined play pen, but will go to sleep or take a bath if her little mother asks her! Bébé's vinyl body is fully jointed . . her hair is individually rooted. She's wearing a shirt and pantie set . her accessories include, lace-trimmed printed moon dress, pink and white booties, 3 powder puffs, tissues, soap, wash cloth, blanket, diaper and feeding bottle
76296A595 . . . . . Wt. 4 lbs. . . . . Retail **$8.95**

H "JOY," 10"—AND HER OUTFITS. Captivating miss is ready to go anywhere with her young playtime companion! She turns her cute little head from side to side . opens and closes her eyes . . has a fully jointed vinyl body and rooted hair! Dressed for the beach in a pert red and white bathing suit, matching hat, terry cloth robe, beach shoes, and sun glasses . beautiful blue and white taffeta afternoon dress, lace-edged panties . gay plaid taffeta coat, hat, socks, and red shoes . . . glamorous ballerina costume, stockings, and slippers
76259A663 . . . . . Wt. 3 lbs. . . . . Retail **$9.95**

F "NANCY," THE CUDDLY BABY DOLL—DRINKS AND WETS, 16". This little darling is certain to win first place in the affections of her miniature mother! Like any baby, her full jointed cuddly vinyl body simply loves to be hugged . she drinks from her bottle and wets, too! Her cute individually rooted hairdo is caught up with a bright red bow and can be washed combed, and curled Nancy comes attired for afternoon outings in a buoffant, red-dotted white nylon dress, with an adorable pantfore effect, petticoat, diaper white shoes and socks Nancy's eyes close when she sleeps
76269A595 . . . . . Wt. 3 lbs. Retail **$8.95**

F "BÉBÉ TEARS," 16" DRINK, WET, AND TEARS VINYL BABY DOLL—WITH LAYETTE. Look what the stork brought for little mothers! A bundle of joy who moves her head, has big go-to-sleep eyes . actually cries *real tears*, drinks, and wets just like a real baby! Her all vinyl body is fully jointed . . her pony-tail hairdo is individually rooted. can be washed combed, and curled! Bébé comes to you dressed in a knitted shirt and panties, accompanied by a complete layette pretty pink nylon dress, with lace trim, socks, pink booties; matching diaper 2 other diapers blend with her striped flannel robe Also a lace-trimmed, blue quilted pillow and blanket; blue vinyl walking shoes, soap, sponge and wash cloth for her bath, powder puffs comb rattle and feeding bottle.
76295A995. . . . . . Wt. 7 lbs. . . . . Retail **$14.95**

watch her eyes light up at the sight of one of these!

(A) MARDI GRAS DOLL, 20"—All dressed for a ball is her pretty formal with lace trimmed black velvet bodice, a bouffant underskirt of pink taffeta covered with another skirt of gold-flecked black lace. Glass evening shoes with a black band, to match the black velvet choker she wears! Sculptured body of vinyl plastic has jointed arms, legs that can be made to kneel or sit naturally. Rooted blonde hair is washable and curlable, eyes open and close. Beautiful! Unbreakable. Ship. wt. 2½ lbs.

76277A800 .....**Retail $11.95**

(B) REVLON KISSING PINK DOLL, 20"—A wonderful "grown-up" doll that older girls will love! Her gracefully sculptured body is made to feel like real skin, her eyes with long floaty lashes can open and close and her rooted hair can be shampooed and set. She wears a bow trimmed full skirted dress with a crinoline slip beneath. And her outfit is accessorized with high heel black sandals, nylon hosiery and a sparkling simulated pearl necklace. Shipping wt. 2½ lbs.

76238A1065 .....**Retail $15.95**
76237A800—18" doll, 2¼ lbs......**Retail $11.95**

(C) REVLON "QUEEN OF DIAMONDS", 20"—A glamour doll in high fashion dress, right down to a lavish fur stole and rhinestone jewelry! Made with a real girl's figure, a turning waist that enables her to twist, bend, turn in many graceful poses. Exclusive "Magic Touch" skin feels exactly like her proud owner's! Vinyl head with washable, rooted Saran hair that can be shampooed and set. Open-close eyes. Ship wt 2½ lbs.

76274A1335 .....**Retail $19.95**
76275A1065—18" doll .....**Retail $15.95**

(D) CURLY BOB DOLL, 19"—A lovable vinyl baby with rooted hair, a cooing voice, turning head and sleeping eyes with lashes. Dressed in a dainty lace trimmed dress, matching bonnet, knit panties, vinyl shoes, rayon socks. Super-Flex legs. Ship. wt. 3½ lbs.

76278A535 . . . . . **Retail $7.95**

(E) PONYTAIL DOLL, 17"—All vinyl doll with rooted pony tail hair-do held back by a satin ribbon. Lace trimmed dress; all features of above doll. Ship. wt. 3 lbs.

76279A400 . . . . . **Retail $5.95**

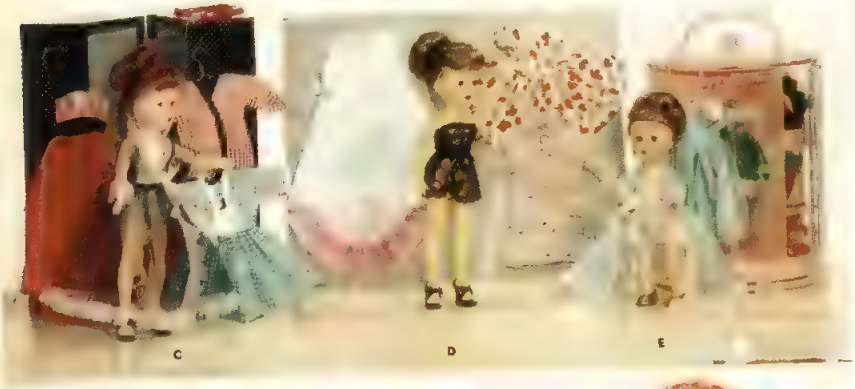
(F) CINDY DOLL, 18"—All vinyl plastic with long curly rooted hair that can be washed and waved. Dressed in pretty crease-resistant woven cotton dress with flaring skirt, taffeta panties, nylon hose and high heel shoes. All set . . . ready to meet her new little mother. Ship wt. 3 lbs.

76293A535 . . . . . **Retail $7.95**

(G) LIFE-LIKE DOLL WITH EXTRA CLOTHES, 20"—It's so much fun to do things with her . . . she can be dressed, undressed . . . her jointed knees and arms let her assume countless life-like positions. Her blonde hair is rooted so it can be shampooed and set, her head moves from side-to-side with every step she takes when led, her eyes can open and close. Complete with a smart wardrobe: a dressy dress, a casual dress, 2 pairs of hose, 2 pairs of shoes, 3 hats . . . 1 in white fur, a petticoat, a strand of pearls, panties, even sun glasses and a gold evening bag plus a lounging set for an evening of relaxing. All vinyl plastic so she's virtually unbreakable. Present her to some little girl and she'll be pleased as punch! Ship. wt. 3 lbs.

76282A1065 .....**Retail $15.95**

A B



C D E

F G H

A

B

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D

E F

G H

(A) EFFANBEE "HAPPY FAMILY" SET—A ready-made family . . . mother, baby, sister and brother. Mother is 21" tall, plastic walking doll with vinyl arms and head; has rooted Saran hair, dressed in coat, dress, undies and high heeled slippers. Baby is an 8" all vinyl doll with moving eyes . . dressed in snow suit and hat. Sister is a 10" vinyl doll with moving eyes and rooted hair . . . dressed like mother; Brother is 10" vinyl doll dressed to match mother and sister.
76109A1665—Ship wt. 6 lbs.....Retail $24.95

(B) EFFANBEE DY-DEE DOLL—The original drinking and wetting doll . . . now weeps real tears! Made of flexible vinyl with plastic head, open-close eyes and real fur hair. Complete with layette of dress, slip, hat, diaper, shirt, bottle, nipple, spoon, straw, pacifier, bubble pipe, Q-tips, tissue, powder puffs, sponge, wig, birth cards and baby care booklet
76108A1665—21" wt. 5 lbs . . . .Retail $24.95
76107A935—12" doll wt. 4 lbs.. Retail $13.95

(C) 18" SUN-DEE DOLL—A cute all vinyl doll that drinks, wets, blows bubbles and cries real tears! Tubable; molded hair; complete with dress, undies, booties, bottle, bubble pipe etc
76054A530—Wt. 3 lbs. .....Retail $7.95
13" SUN-DEE DOLL in knit suit; bottle, toys.
76055A335—Ship. wt. 2 lbs..... .Retail $4.95

(D) SO-WEE BABY DOLL WITH ACCESSORIES—A soft, cuddly baby doll that drinks, wets, cries and blows bubbles. This tubable, all-vinyl doll comes complete with a full assortment of baby accessories; bottle and nipple, bib, bottle brush, powder puffs, funnel, bubble pipe.
7664A200—Ship. wt. 1½ lbs. .....Retail $3.00

(E) ROMPY AND CHUNKY TWIN SET—An adorable pair of 8" standing vinyl dolls packed in a put-away window box. Blonde Chunky is dressed in gay painted pinafore; Rompy wears a painted on T-shirt and shorts. Colors will last thru hours and hours of play because they are bright, washable vinyl hues. Wt. 1¼ lbs
76051A133 .....Retail $1.98

(F) 14" BETTY BOWS DOLL—What a sweetheart . . . America's beauty queen! An all-vinyl standing doll with a molded one-piece body, movable head and sleeping eyes. She wears a perky ribbon in her hair and has a painted-on fancy pants playsuit that stays bright thru lots of tubbings. A doll your little girl will love to "mother." Ship wt. 1¼ lbs
76033A133 .....Retail $1.98

(G) CHUNKY AND HER FRIEND SET—Here's a loveable little twosome that sure to delight the youngsters. Chunky is a pert little all-vinyl girl doll . . . cuddly and sweet with friendly ways. Her friend is a frisky lambkin with a sparkling personality. The perfect gift for some lucky toddler . . packed together in a gay-put-away gift box. Ship. wt. 1¼ lbs
76052A133 .....Retail $1.98

(H) 12" DONNA DOLLS—Lovable dolls in unbreakable plastic, fully jointed with moving eyes and life-like hair. Dressed in authentic costumes. Wt. 1 lb.

76035A200—Holland Maid	**Retail $3.00**
76033A200—Nun	**Retail $3.00**
76034A200—Bride	**Retail $3.00**
76037A200—Czech Beauty	**Retail $3.00**
76036A200—Junior Miss	**Retail $3.00**
76038A200—Queen Elizabeth	**Retail $3.00**

pretty dolls and lovable animals as illustrated on opposite page!

(A) DELUXE 16" BETSY WETSY DOLL WITH VINYL HEAD AND ROOTED HAIR—She drinks, wets, cries real tears, cries and goes to sleep! The only tearing doll with separate baby fingers and toes. Her baby pink vinyl body can be cleaned with a damp cloth or she can be bathed, powdered and lotioned. And Betsy's lustrous rooted Saran wig can be washed, waved, brushed! In a deluxe suitcase with complete layette: dress, bonnet, cotton powder puffs, bottle and nipple, bar of baby soap, clothespins, shirt and diaper. Ship. wt 4½ lbs.

76222A1065 .....**Retail $15.95**

BETSY WETSY DOLL—Same as above but 13". Wt. 3½ lbs.
76101AB65 .....**Retail $12.95**

(B) DRINK & WET DOLL WITH PLAYPEN—A big 16" doll in life-like vinyl with swivel head, jointed arms and legs, sleeping eyes. Dressed in a knitted outfit to wear while she plays. Play pen is 17x17x11" and comes complete with thick print covered floor pad, casters for ease in moving. Ship. wt. 5 lbs.

76280A665 . . . . . **Retail $9.95**

(C) 10½" DOLL IN TRUNK WITH EXTRA CLOTHES—A really glamorous doll with rooted red hair that can be shampooed! She comes dressed in white lingerie and a pink trimmed black lace negligee! Her trunk is packed with a colorful bolero dress, a strapless lace formal and a lounging outfit. Plastic body, jointed arms and legs, a head that moves side to side and eyes that open and close. Trunk with built-in hanging rod is 11½x6¾x6" Ship. wt. 1½ lbs.

76276A535 .....**Retail $7.95**

(D) 10½" CROWN PRINCESS DOLL—Any little girl will love dressing and undressing this doll who comes dressed in black lace lingerie and slippers and has a trunkful of clothes to wear a lace trimmed aqua and white nightgown, a colorful print housecoat, a flare skirted dress and a crinoline petticoat to wear under the dress. Plastic body with open-close eyes, washable rooted hair, jointed arms and legs, a head that moves side-to-side. She'll bring smiles galore! Ship wt. 1 lb.

76273A535 .....**Retail $7.95**

(E) GIGI'S CAROUSEL WARDROBE—Beautifully made of clear transparent plastic. Revolving center wardrobe in three sections. 8" doll is fully supported. All garments hung on individual hangers. Third section shelf for hats, another for boots, shoes, etc. Middle shelf holds two clear plastic drawers for all accessories. Set contains Gigi walking doll with Vinyl head, rooted hair, panties, shoes, sox, comb, brush, mirror, curlers, bangers, glasses, dresses, hats as shown

76281A665—Ship. wt. 3 lbs. .....**Retail $9.95**

(F) REGAL BEAGLE—A lovable, cuddlesome puppy dog of furry plush, stuffed with foam rubber to make him just right for squeezing. Wipe clean vinyl face with realistic moving eyes that open and close, a tweak-n-squeak noisemaker in his nose. Attractive beige with brown color combination. 15" long. The perfect bedtime companion for tiny folks, or bed-top decoration for older animal collectors. Ship. wt. 1½ lbs.

76179A335 .....**Retail $4.95**

(G) MUSICAL BEAR—Watch the young fry sit fascinated while a merry tune tinkles from the merry musical bear. The music comes from a genuine Swiss music box concealed in a zipper pouch in the back of the bear! Made of soft plush, stuffed to cuddly plumpness with cotton. Realistic plastic eyes and a soft life-like vinyl nose. Brown and big 12" tall! An ideal gift for daytime play and for taking along into bed at night. Ship. wt. 1 lb.

76197A335 .....**Retail $4.95**

(H) ZIPPY CHIMP, 13" TALL—As comical as a real live chimp can be. He's made from shaggy fur black rayon plush and is costumed in bright red overalls and tee shirt, a red and white felt hat. Inspired by a famous TV chimp the children know and love . . . it's a gift that will delight them for hours and hours all through the childhood years. Ship wt. 1½ lbs.

7631A467 . . . . . **Retail $6.95**

ZIPPY CHIMP—Same as above except 21". Ship. wt 4 lbs.
7630A667 . . . . . **Retail $9.95**

DOREENA BALLET TOUR, 36-PC. DOLL, WARDROBE AND STAGE SET—A beautiful 20" doll with soft vinyl head, rooted Saran hair in a ponytail style, eyes that open and close. When held and led she takes short dancing steps, turns her head from side to side. And flexible knees and ankles make it possible for her to assume hundreds of positions. Feet can be lowered to normal walking position too. Complete with authentic ballet costumes for Swan Lake, Beau Danube, Nutcracker and a leotard, Capezio slippers. Also included, a velvet formal, a lovely sheer nightgown, an extra pair of dance shoes and dance hose and a stage on which to perform. Curlers for her hair! Ship. wt. 6 lbs. Not mailable.

76232A1665 . . . . . **Retail $24.95**

BETSY WETSY DOLL—The popular baby doll that drinks, wets, cries real tears, blows her nose and cries herself to sleep. Separated fingers and toes for life-like realism. Baby pink vinyl body can be bathed, powdered and lotioned just like a real baby. Complete with dress, bonnet, bottle, nipple, clothes pins, shirt, slip, diaper, bar of soap, cotton powder puffs. 13½". Ship wt. 2½ lbs.

76100A535 .....**Retail $7.95**

SKI DOLL—A 24" tall all vinyl doll with moving glazine eyes, life-like lashes, cooing voice and concealed wire in legs to permit bending, rooted hair. Dressed in brushed fleece ski outfit with red pants, white jacket with attached hood, braid and pom pom trim. Fun to take out for winter airings. Ship wt 2½ lbs

76287A535 .....**Retail $7.95**

MISTER HOBO—Delightful tramp doll complete with knapsack containing small chicken. Costumed in blue corduroy trousers, checked flannel coat, felt hat and shoes. Happy-go-lucky handpainted smiling face with cigar in mouth. Hands in life-like vinyl too. So cheerful he can't help but bring smiles. 21" tall. Wt. 4 lbs.

76225A665 . . . . . **Retail $9.95**

Ⓔ **Echo** . . . petite timekeeper enclosed in a delicately designed case in your choice of either yellow or white 10K rolled gold plate; slender, dainty expansion band echoes its loveliness. Supremely accurate day after day, with 17-jewel Gruen precision movement.
18-6593 A2495 10K Yellow RGP **$37.50**
18-6601 A2495 10K White RGP. . **37.50**

Ⓕ **Dainty** . . . a perfect circle that graces the wrist as it faithfully records the hours. Case in glistening 10K rolled gold plate, in either yellow or white. Balanced design in the matching expansion bracelet. 17-jewel Gruen precision movement for accuracy.
18-6619 A2495 10K Yellow RGP **$39.75**
18-6627 A2495 10K White RGP **39.75**

Once you've owned a Gruen you'll know, along with countless others, why Gruen is the acknowledged leader in fine watchmaking. Gruen combines the skill of perfection-conscious craftsmen with the knowing touch of world-famous stylists . . . and brings forth watches that stand unrivaled in precision and accuracy, unduplicated in styling. Whether you wear a Gruen or give a Gruen, you'll quickly discover why it reigns supreme in timekeeping excellence.

Ⓖ **Lyric** . . . truly lyrical, with a fresh styling treatment aided by artfully wrought end pieces. 10K yellow or white rolled gold plate case. Fluted expansion bracelet. 17 jewels for your assurance of perfect time-keeping.
18-6635 A2750 10K Yellow RGP. **$42.50**
18-6643 A2750 10K White RGP. **42.50**

Ⓗ **Bolero** . . . masterful design brings you harmony and elegance in the exquisitely dainty, ultra-thin case and perfectly mated expansion band. Beautiful in either yellow or white 10K rolled gold plate! 17 jewels.
18-6650 A2995 10K Yellow RGP. **$49.75**
18-6668 A2995 10K White RGP. . . . **49.75**

Ⓚ **Mercy** . . . a triumph in sophisticated beauty for the woman who recognizes the smartness of simplicity! Tailored round case is accented with dainty end pieces. Two tiny gold circlets trim the simple black cord band. White dial; sweep second hand. 17 jewels.
18-6684 A2995 10K Yellow RGP. . **$44.95**

Ⓛ **Ethel** . . . ample but with just the right high fashion touch to make it suitable for dressiest occasions. 10K white RGP case with blue dial, or 10K yellow RGP with white dial. Expansion bracelet. 17 jewels
18-6692 A3250 10K White RGP **$55.00**
18-6700 A3250 10K Yellow RGP. . **55.00**

Ⓜ **Vanessa** . your wrist is pretty as a picture with the springtime gaiety of the Vanessa! Leaf-like end pieces set off the 10K rolled gold plate case. Graceful matching expansion bracelet adds to its beauty. 17 jewels.
18-6718 A3450 10K Yellow RGP. **$59.50**
18-6726 A3450 10K White RGP **59.50**

RETAIL PRICES include 10% Federal Excise Tax

There is a Gruen watch for everyone . . . no matter what your style or price preference! Always a symbol of quality and good taste . . . each Gruen is fully guaranteed and comes to you handsomely gift boxed.

(N) Tara . . . classic brilliance distinguishes this 10K yellow rolled gold plate case flanked by striking scroll end pieces. Available in white gold, too. Perfectly harmonizing expansion bracelet. Unbreakable mainspring for lasting serviceability. 17 jewels.
18-6759 A3950 10K Yellow RGP. . **$62.50**
18-6775 A3950 10K White RGP. . . . **62.50**

(P) Exotique . . . a tiny 10K yellow gold filled case set in a bracelet of glittering overlapping golden sheaves on black suede. A watch that promises to become a "conversation-piece" everywhere . . . one you'll be proud to wear or to give! The precision 17-jewel movement is built for accurate timekeeping.
18-6783 A4950 10K Yellow GF. **$89.50**

(R) Autowind Sonata . . . combines the virtues of willow-slim styling and completely automatic winding. Just the motion of your wrist keeps it running always. Exquisite 10K yellow rolled gold plate case. Matching expansion bracelet. 17-jewel movement.
18-6791 A4450 10K Yellow RGP. . **$71.50**
18-6809 A4450 10K White RGP. . . . **71.50**

(S) Margot . . . tiny 10K gold filled case styled with regal simplicity. Matching expansion bracelet carries out the ultra feminine daintiness of this lovely watch. 17-jewel movement ticks away the hours with precision accuracy. Choose it in yellow or white gold.
18-6817 A4450 10K Yellow GF. **$79.50**
18-6825 A4450 10K White GF. **79.50**

(T) Coventry . . . a clean, unadorned sunburst motif makes the tiny round 10K white or yellow gold filled case a symbol of feminine daintiness. Black cord bracelet adds a touch of glamorous contrast. White dial, triangular markers. 17-jewel movement.
18-6833 A5500 10K Yellow GF. . . **$89.50**
18-6841 A5500 10K White GF. **89.50**

(V) Biscayne . . . the scroll-shaped 14K gold case catches the sparkle and beauty of truly expert design. Black cord bracelet. A watch that, for the wearer and onlooker, spells pure admiration. You can always rely on the accuracy of the 17-jewel movement.
18-6866 A4450 14K Yellow Gold. . . **$71.50**
18-6874 A4450 14K White Gold **71.50**

(W) Belgrade . . . embodies the perfect combination of delightful design and ever-reliable timekeeping. Luxurious 14K gold case in your choice of white or yellow. Striking black cord bracelet. 17-jewel precision movement keeps you on time always.
18-6882 A4750 14K Yellow Gold. . . **$79.50**
18-6890 A4750 14K White Gold. . . . **79.50**

(X) Rochelle . . . outstanding example of superlative quality and design. The enchanting 14K gold case has decorative end pieces, a simple round dial. Classic black cord bracelet. Tiny in size, yet with a supremely accurate 17-jewel precision movement.
18-6908 A4750 14K Yellow Gold. . . **$79.50**
18-6916 A4750 14K White Gold. . . . **79.50**

RETAIL PRICES include 10% Federal Excise Tax

DIAMOND SET

Every watch on this page set with sparkling diamonds

E

E Moritz . . . a rare and wonderful way to mark the passing of the hours. 24 dazzling diamonds encircle the tiny 14K white gold case. Enchanting as a fairy tale, this so very feminine fashion mark on your wrist. Slender black cord bracelet completes a romantic picture. 17-jewel precision movement.
18-6171 A18500 14K White Gold. . . **$300.00**

F

F Caliente Sublime . . . a fiery treasure of 4 sparkling diamonds set in graceful crescents lifts this exquisite watch out of the ordinary. The dainty case is 10K white gold filled. The very stately lines of this timepiece make it perfect for formal wear. 17-jewel precisely accurate movement.
18-6122 A5950 10K White GF. **$92.50**

GRUEN

The Newest Look in Time

A fine Gruen timepiece gives two kinds of pleasure: the pride in wearing a watch of discerning design through all the years ahead . . . the warm satisfaction in having chosen a timepiece that is the ultimate in precision luxury. Created by the world's most conscientious craftsmen, every Gruen brings with it an awareness of the very latest in styling, the most up-to-date of features, the very finest in jeweled precision accuracy.

G

G Caliente Deluxe . . . 2 twinkling diamonds surround the daintily feminine case to tell time in a fascinating fashion. The case is 10K white gold filled. Slim black suede cord bracelet for background emphasis. 17 jewels.
18-6114 A4950 10K White GF. . . . **$79.50**

H

H Caliente Excel . . . the very peak of fashion excellence with 4 sparkling diamonds to grace the flowing, rhythmic lines of the 10K white gold filled case. Slender cord bracelet keeps watch snug on your wrist. 17 jewels.
18-6148 A6250 10K White GF. . . . **$100.00**

K

K Caliente Wonder . . . and what a wondrous way to mark the passing of the hours. 10 flashing diamonds artfully set in the end pieces. 10K white gold filled case. Supremely dependable 17-jewel Gruen movement.
18-6130 A7950 10K White GF. . . . **$125.00**

L

L Royal Luster . . . a gala display of fabulous beauty. Contoured 14K gold case is richly framed with 6 gleaming diamonds. There's happiness ahead when you own this triumph. Black cord band. 23-jewel movement.
18-6135 A10950 14K White Gold. . **$175.00**

M

M Royal Elegance . . . the splendor of queenly elegance crafted in a luxurious case of 14K gold set with the sparkling grandeur of 6 fiery diamonds. Contrasting black cord bracelet. 17-jewel precision movement.
18-6163 A10950 14K White Gold. . **$175.00**

RETAIL PRICES include 10% Federal Excise Tax

A Gruen Autowind® winds itself as you wear it. Shock-resistant, dust-resistant, non-magnetic . . . with an unbreakable mainspring. Water-resistant Gruens assure top performance under all conditions. Gruen . . . the newest look in time.

(N) **Autowind Embassy** . . . the watch for the man who seeks the exclusive. Case is a masterpiece of refined richness. Gilt finish dial. Sweep second hand. Winds automatically with natural wrist movements. Water and shock-resistant. Anti-magnetic. 23 jewels.
18-5397 A12000 14K Yellow Gold . . **$200.00**

(P) **Stratford** . . . pin-point simplicity greets the man who values compliments on his good taste. A stroke of genius in the handsomely crafted 14K yellow gold case. Distinctive gold applied numeral markers on the dial. Sweep second hand. Finely engineered 17-jewel precision movement.
18-5405 A6950 14K Yellow Gold . . . **$115.00**

(R) **Autowind Manhattan** . . . the self-winding movement cannot overwind. Distinguished case is 10K yellow gold filled. Wear it at work or play because it's shock, water and dust-resistant. Anti-magnetic. Comfortable expansion band attaches to flared end pieces. 23-jewel movement.
18-5413 A3950 10K Yellow GF **$110.00**

(S) **Autowind Lowell** . . . different in every detail. Sweeping lines curve around the 10K yellow gold filled case. Numeral markers on the dial are set on a gilt finish. Self-winding, never over-winds. Sweep second hand. Water-resistant and shock-resistant. Unusual band with leather inserts. 17 jewels.
18-5421 A3500 10K Yellow GF **$89.50**

(T) **Versailles** . . . sweeps across your wrist with complete masculine simplicity. Design details are kept to a minimum for modern styling at its best. 10K yellow gold filled case with jet black dial, or with white dial. Tailored suede band. 17-jewel movement.
18-5439 A4950 With Black Dial . . . **$89.50**
18-5447 A4950 With White Dial **89.50**

(V) **Official** . . . the authority of rugged timekeeping features with the discrimination of knowing design. Striking 10K rolled gold plate case. Dart-shaped numeral markers on dial. See-at-a-glance sweep second hand. Water-resistant and shock-resistant. Handsome expansion band. 23-jewel movement.
18-5454 A4500 10K Yellow RGP . . . **$71.50**

(W) **Eldorado** . . . as up-to-date as tomorrow! 10K yellow gold filled case. Dial face rimmed by gold ring, studded with gold numeral markers. Outer edge of case top is in black. Gold center strip on suede band carries out the ultra-modern styling treatment. Instant-reading sweep second hand. 17 jewels.
18-5462 A4950 10K Yellow GF **$89.50**

RETAIL PRICES include 10% Federal Excise Tax

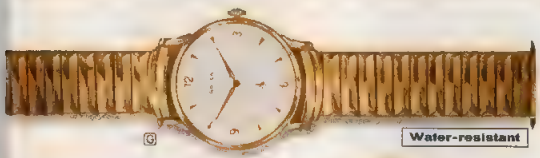
E

E Nautilus . . . handsome water-resistant watch for the man who wants a rugged he-man look and service to match. Trim chrome case with steel back makes the Nautilus perfect for on-the-job or on-the-town. Sturdy expansion band. Luminous dial and hands; sweep second hand. 17-jewel movement
18-5256 A2395 Chrome..... **$39.75**

F

F Alcott . . . tells the world you're "in the know"—time-wise and style-wise. Square shaped 10K yellow rolled gold plate case has a trim, sculptured look that appeals to men of discriminating taste. Handsome matching expansion band. 17-jewel movement can be depended upon for split-second accuracy.
18-5264 A2750 10K Yellow RGP . . **$42.50**

Gruen . . . the Newest Look in Time . . .
for the man who knows and wants the
very best in precision time-keeping!
Gruen—the watches that combine
the very best in styling, the ultimate
in matchless Gruen jeweled movements.
On these pages you'll find
Gruens that will satisfy every taste,
every pocketbook . . . watches
that let the world know
the wearer is as discriminating
as he is value-conscious.



G

G Commando . . . accurate to the split second, water-resistant, shock-resistant, anti-magnetic. The Commando will stand up under roughest use and abuse! Yet it's handsome enough for dressy wear. Gleaming 10K yellow rolled gold plate case and expansion band are balanced in design. 17 jewels.
18-5272 A2995 10K Yellow RGP . . . **$49.75**

H

H Genoa . . . flawless distinction in a 10K yellow rolled gold plate case. Flawless precision in the 17-jewel Gruen movement! Goes everywhere, stands up to rough wear. Shock-resistant, water-resistant, anti-magnetic. Easy-to-read dial; sweep second hand. For the man who's proud to wear the best.
18-5280 A3450 10K Yellow RGP . **$59.50**

K

K Citadel . . . unusual channeled detailing on the 10K yellow rolled gold plate case makes this Gruen a styling special. Matching ribbed trim on the gold-filled expansion bracelet. 17-jewel precision movement assures constant reliability. Made by Gruen, the watchmakers who set a standard of excellence.
18-5298 A3450 10K Yellow RGP **$59.50**

L

L Brisbane . . . for the man to whom time is precious. Handsomely crafted 10K yellow rolled gold plate case with matching hug-your-wrist expansion band. Created by master designers who know the particular man's time-keeping needs. 17-jewel precision accuracy by the makers of the finest in watches.
18-5306 A3975 10K Yellow RGP . . **$71.50**

RETAIL PRICES include 10% Federal Excise Tax

Autowind and Water-Resistant watches *assure top performance under all conditions! A Gruen Autowind remembers to wind itself. You set it, and forget it. Mainspring is always wound to proper tension . . . and there's reserve power for off-wrist hours.*

(M) **Autowind Sea Worthy** . . . winds itself by the motion of your wrist. A find for the active man—it's both water and shock-resistant. Sleekly styled chrome case, matching expansion band. Luminous hands and dial glow in the dark. Sweep second hand lets you read the hour to the last second. 17 jewels.
18-5314 A3250 Chrome. **$49.75**

(N) **Autowind Sea Farer** . . . trimly styled chrome case, stainless steel back. Rugged matching expansion band. All "man's" watch—self-winding (winds with wrist motion), water-resistant and shock-resistant. Luminous dial lets you see the time in the dark. Sweep second hand. 17 jewels.
18-5322 A3750 Chrome. **$59.50**

(P) **Autowind Sea Forth** . . . distinctive tapered end pieces flank the trim 10K yellow rolled gold plate case . . . make this self-winding watch a styling masterpiece. Shock-resistant, water-resistant. Has luminous hands and dial, sweep second hand . . . a handsome expansion band to match the distinctive case. 17 jewels.
18-5330 A4500 10K Yellow RGP. . **$71.50**

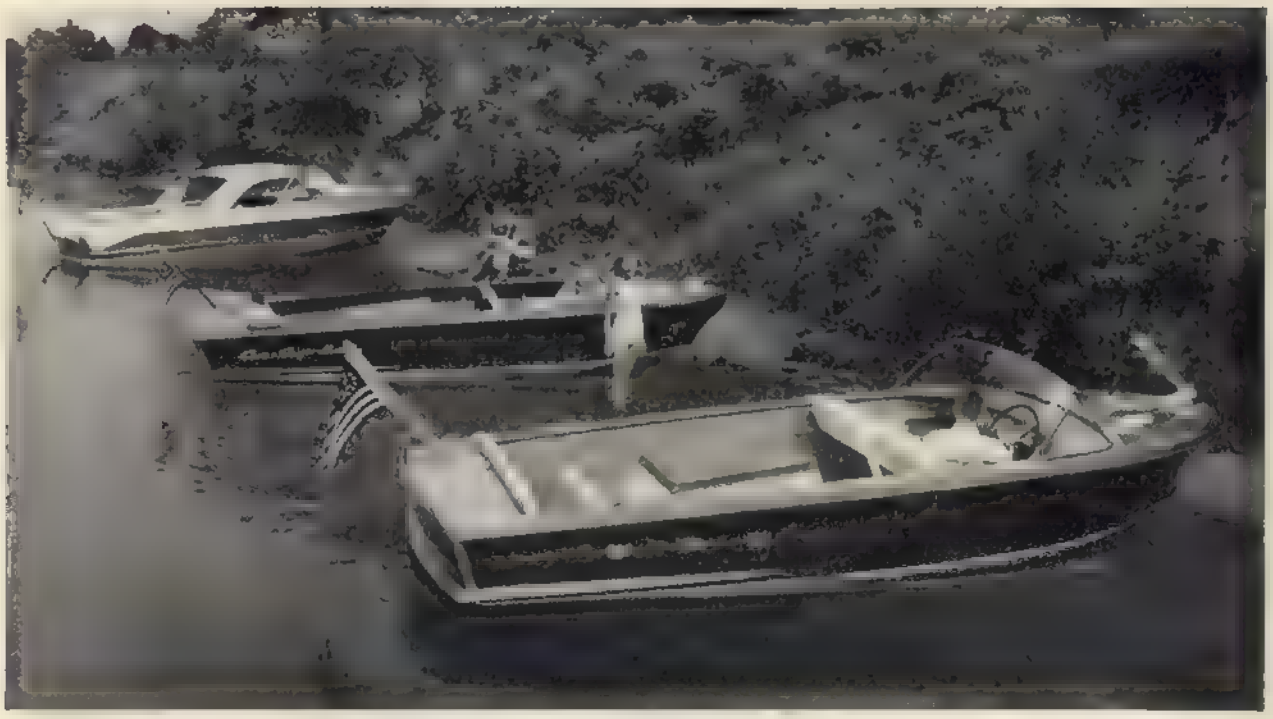
(R) **Autowind Aquarius** . . . combines dressy styling with the most functional features. Winds itself, resists shock and water . . . you can wear it anywhere, any time! 10K rolled gold plate case with expansion band to match. Luminous dial and hands, sweep second hand. 17-jewel movement.
18-5348 A4950 10K Yellow RGP. . **$89.50**

(S) **Autowind Fordham** . . . a stand-out in quality and craftsmanship! Self-winding, antimagnetic, shock and water-resistant . . . it embodies all the features that assure ruggedness under all conditions. Handsome too . . . with expansion band that matches the tailored 10K yellow gold filled case. 17 jewels.
18-5355 A5500 10K Yellow GF. . . . **$89.50**

(T) **Autowind Power Chief** . . . the watch that does everything but put itself on your wrist! Superbly designed 10K yellow gold filled case, gold-filled expansion band. Self-winding with reserve power indicator that tells how many hours watch will run off-wrist. Water-resistant and shock-resistant. 17 jewels.
18-5363 A5950 10K Yellow GF. **$110.00**

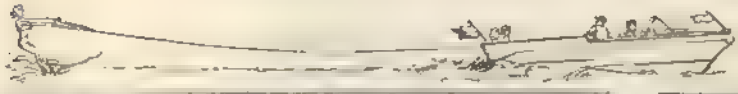
(V) **Autowind Plaza** . . . perfectly matched in elegance and excellence. And the ultimate in precision performance with a 23-jewel movement! Gleaming 10K yellow gold filled case with matching expansion band. Self-winding, shock and water-resistant. Luminous hands and dial let you tell time in the dark.
18-5371 A6950 10K Yellow GF. . **$125.00**

RETAIL PRICES include 10% Federal Excise Tax



New 21-ft. Continental (top) with optional landau hardtop. Engines to 300 hp, speeds to 43 mph. Sprite 18-ft. Holiday (center). Engines to 131 hp, speeds to 37 mph. 18-ft. Continental (bottom). Engines to 131 hp, speeds to 37 mph.

Brilliant new measure of boating



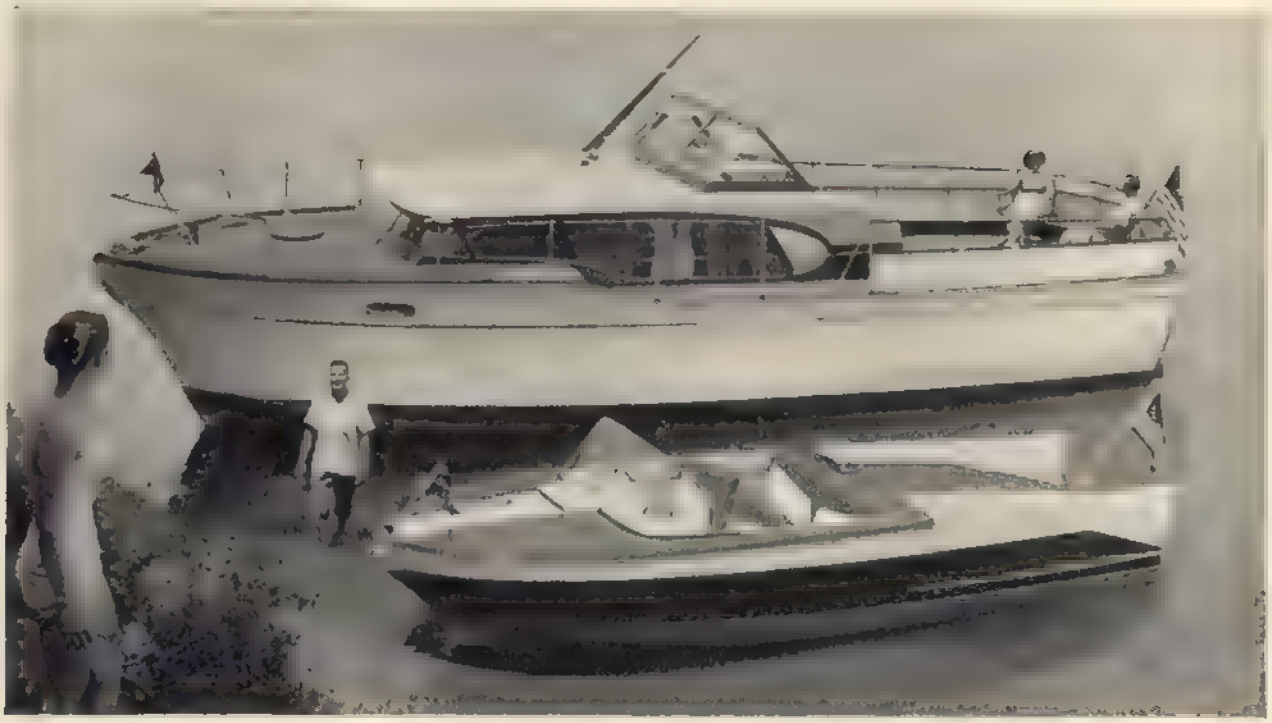
Smart, new 25-ft. Semi-Enclosed Cruiser sleeps 2. Wrap-around windshield, streamlined hardtop. Private toilet room forward. Single- or twin-engine options to 210 hp, speeds to 38 mph. See your dealer!

Nimble 25-ft. Cadet with modern galley, private toilet compartment. Sleeps 4 in richly paneled, full height cabin. High-chine design, raised sheer forward. Single or twin engines to 210 hp, speeds up to 38 mph.

Versatile, new 32-ft. Commander for afternoon jaunts, fishing fun or relaxed cruising. Sleeps 6. Galley, toilet compartment. Streamlined hardtop standard equipment. Twin engines to 350 hp, speeds up to 32 mph.

Distinctive 38-ft. Futura. Wide teak cockpit, teak walk-around side decks, raised sheer, pilothouse cabin. Sleeps 4. Real open-water thrills with twin-engine options to 500 hp, exciting speeds to 34 mph.

SEE YOUR CHRIS-CRAFT DEALER—OR WRITE FOR FREE, FULL-COLOR LINE FOLDER • CHRIS-CRAFT DIVISION,



Luxurious 38-ft. Constellation (top) sleeps 4 or 6. Tastefully appointed, rich decor. Engines to 550 hp (diesel optional), speeds to 29 mph. Swift 21-ft. Capri (bottom) with engine options to 300 hp, speeds up to a fast 48 mph

pleasure . . . Chris-Craft for '58

Comfortable 28-ft. Constellation family-sized for family fun. Spacious flush-deck cockpit, walk-around side decks. Sleeps 4 in big-cruiser comfort. Twin engines to 350 hp, sports-boat speeds up to 35 mph

All-new 32-ft. Sedan sleeps 4 or 6 in roomy comfort. Enclosed facilities include stateroom with adjoining toilet room, helmsman's station, galley dinette optional lounge. Twin engines to 330 hp speeds to 31 mph

Rugged 40-ft. Sport Fisherman for offshore, deep-sea action. Forward "pulpit" controls on fishing fly-bridge; cockpit controls optional. Sleeps 5. Stainless-steel galley. Twin engines to 550 hp, speeds to 29 mph.

Magnificent new 55-ft. Constellation with lounge, dining, sleeping accommodations for 10. Walk-around side decks, large, flush aft deck, luxurious salon. Twin engines to 600 hp (diesel opt.), speeds to 25 mph

CHRIS-CRAFT CORPORATION, POMPANO BEACH, FLORIDA • WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Chris-Craft SEA SKIFFS FOR 1958

Here's round-bilge boating at its best

...with a bonus of lapstrake strength and performance!

Get ready for he-man boating in a new 1958 Chris-Craft Sea Skiff. More models, more features, more built-in confidence than any other boat in its class!

Every Chris-Craft Sea Skiff features the traditional performance of a round-bilge design — instant response and maneuverability . . . handling ease . . . a soft-cushioned ride, *PLUS* all the advantages of sturdy lapstrake construction to give you the fastest, driest, most seaworthy ride ever built into a round-bilge boat!

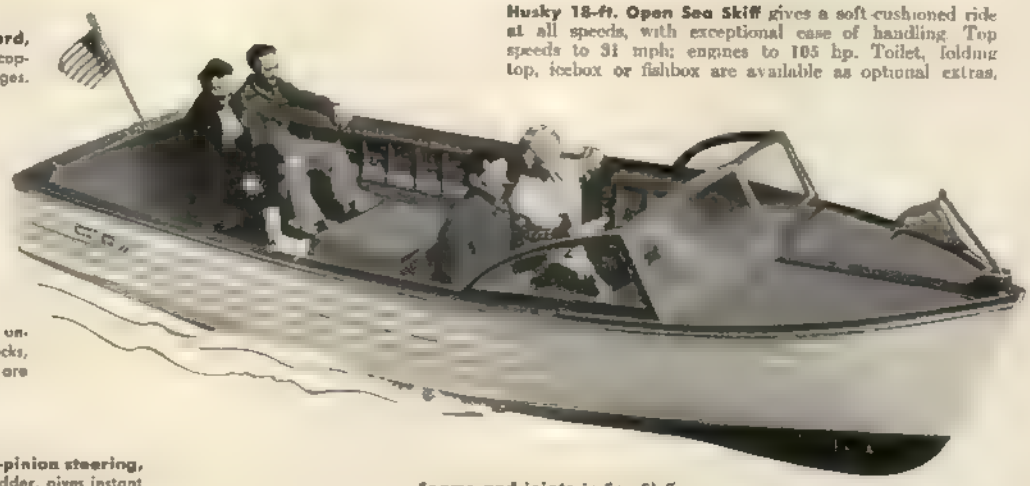
One secret of the strength and performance of every Chris-Craft Sea Skiff is in the exclusive synthetic-rubber-based Sea Skiff Sealer. It provides Sea Skiffs with exceptional durability and watertightness, yet allows the strakes to remain flexible and "work" in rough water.

So visit your Chris-Craft Sea Skiff dealer. See the new 1958 open models, fly-bridge cruisers, semi-enclosed cruisers, convertible sedan, and fishing-bridge models — 18 ft. through 40 ft. — for fishing, water sports, cruising, and utility work. Select your power from a wide choice of engines, and tailor your Sea Skiff to your individual boating plans from the big selection of optional accessories. And ask for your free copy of the new full-color Sea Skiff Catalog. Do it today!

You get quality features at no extra cost on every Sea Skiff

Fuel tank vented overboard, with two fuel shut-off valves, copper fuel lines, ventilated bilges.

Husky 18-ft. Open Sea Skiff gives a soft-cushioned ride at all speeds, with exceptional ease of handling. Top speeds to 31 mph; engines to 105 hp. Toilet, folding top, icebox or fishbox are available as optional extras.



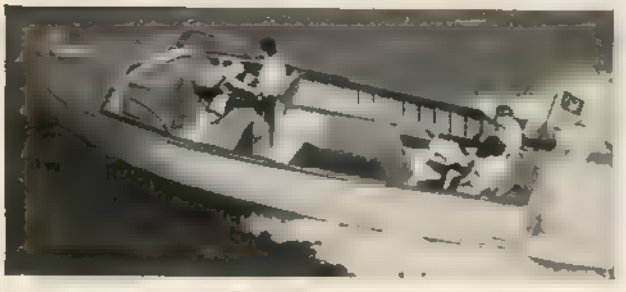
All Sea Skiffs have bronze underwater parts. Cleats, chocks, and other trim and fittings are chromium-plated.

Reliable worm-and-pinion steering, with rod to bronze rudder, gives instant response, positive control at all speeds.

Bronze shoe protects propeller. Standard equipment on all 18-ft., 22-ft., and 26-ft. open models.

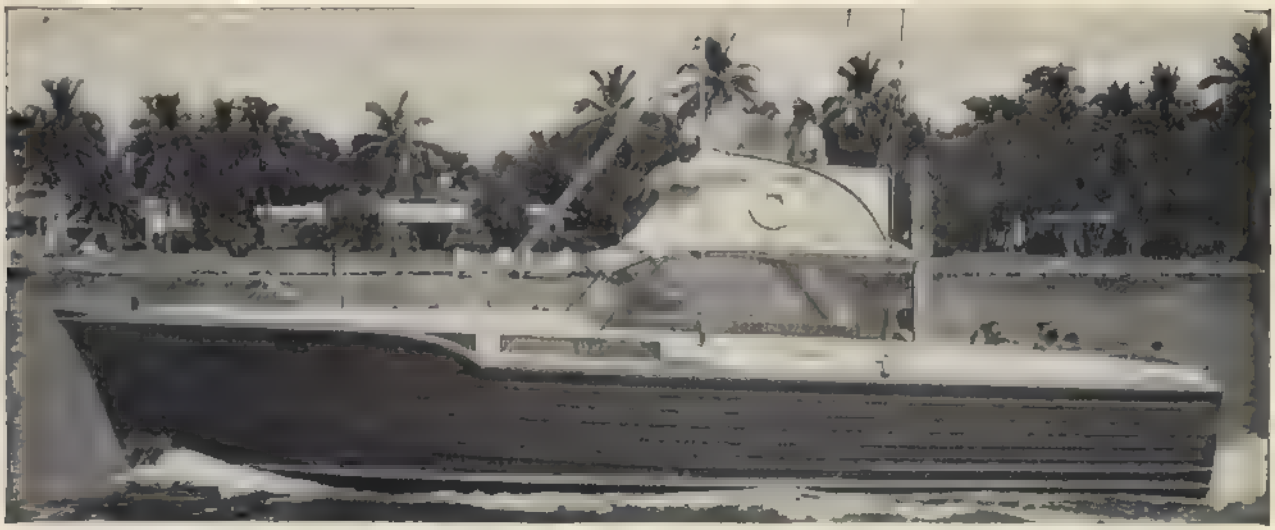
Seams and joints in Sea Skiff hulls are bonded with exclusive Chris-Craft Sea Skiff Sealer for watertightness and flexibility.

Sturdy skeg protects bottom, guards against damage from hidden underwater obstructions.



Roomy 22-ft. Open Sea Skiff. Top performance, smooth maneuverability plus the extra power you need for carrying big loads. Speeds to 31 mph, engines to 130 hp. And double strength where it counts.

All-new 22-ft. Ranger (2-sleeper). Broad beam, high freeboard for open water. Many outstanding features, accessories, and appointments are standard equipment. Engines to 130 hp, speeds to 30 mph.



Action-packed 40-ft. Semi-Enclosed Cruiser with Fishing Bridge. Excellent visibility, fast response, maneuverability. Built to take rough seas. Also 40-ft. Semi-Enclosed Cruiser, 40-ft. Convertible Sedan. Engines to 450 hp, speeds to 30 mph.

Here's what owners say about Sea Skiff dependability

"... the finest deep-water cruiser I have ever had the pleasure of operating."
D. W., Portland, Oregon

"... finest performing boat of its kind on the market today ... has speed when needed, a level, dry ride, and is constructed so that you need have no fear of the elements."
C. T., Middletown, Ohio

"... so thoroughly pleased with our Sea Skiff, that we would not change a feature. And meeting Sea Skiff owners all along the coast, we have yet to hear anything but praise."
T. B., Miami, Florida

Rugged 35-ft. Semi-Enclosed Cruiser. Accommodations for 4 or 6. Fast, dry seaworthy performance makes it ideal for extended offshore cruising. Also Fishing-Bridge Model. Husky engines to 430 hp; speeds to 32 mph.

Roomy 26-ft. Fisherman. Ideal for offshore cruising. Roomy 12-ft. cockpit. Enclosed forward room. Sleeps 2. Single or twin engines to 210 hp; speeds to 31 mph. Also 26-ft. Open Trunk Cabin, Enclosed Cruiser Models.

Versatile 30-ft. Semi-Enclosed Cruiser. Most popular round-bilge, lapstrake cruiser ever built. Sleeps 4. Single or twin engines to 430 hp, speeds to 36 mph. Also Fly-Bridge, Fishing-Bridge or Open Models.

CHRIS-CRAFT
Sea Skiff®
SEA SKIFF DIVISION

CHRIS-CRAFT CORPORATION
POMPANO BEACH, FLORIDA

WORLD'S LARGEST BUILDERS OF SEA SKIFFS

More boat for your boating dollar!

17' Cavalier Utility (left). Engines to 131 hp. Also 15-ft. model. 19' Semi-Enclosed Sports Cruiser, outboard or inboard, sleeps 2.

A big-value buy from Chris-Craft

NEW 1958 CAVALIER BOATS

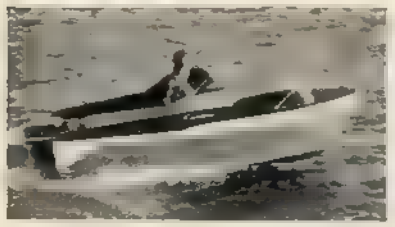
Here's luxury boating—without penalty of a high price tag!

New '58 Cavaliers are packed with advance-design features usually found only in more expensive boats. True sports styling! Finest marine woods and hardware! Two-tone color combinations! Wrap-around windshields, bigger cockpit interiors, roomier cabins! Plus ease of handling and flashing performance for every water sport!

Choose from trailer-size utilities, runabouts, cruisers - 15 ft. thru 22 ft.—outboard and inboard. See your Cavalier Boat dealer, today! Or send coupon, below, for full-color, fact filled catalog *Cavalier Boats, Pompano Beach, Florida*

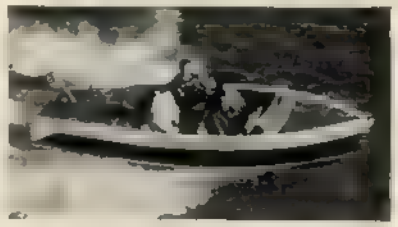
WORLD'S GREATEST VALUES IN LOW-COST BOATING

22-ft Express Cruiser, 2-sleeper. Inboard engines to 105 hp; outboard takes single or twin power to 120 hp. Speeds to 29 mph. Also 4-sleeper.



16-ft. Semi-Enclosed Sports Cruiser. Sturdy transom takes single or twin outboard motors to 70 hp; speeds as high as 28 mph; 2-sleeper.

16-ft. Sports Utility. 6-passenger cockpit, walk-thru forward seats, raised sheer. Use single or twin outboards to 70 hp for speeds to 30 mph.



15-ft. Cavalier Runabout. Powerful 60-hp engine provides speeds up to 30 mph. Double cockpit forward. Available also in 17-ft. length.

Cavalier Boats
DIVISION OF CHRIS CRAFT CORPORATION

DEALERS Valuable franchises available. Write for data.

Cavalier Boats
Pompano Beach, Florida

I am interested in more boat for my boating dollar. Please send me complete information on new Cavalier Boats.

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NEW from Chris-Craft

Lake 'n Sea®

15-ft. Pleasure Runabout

Fast-action water skiing! Swift sports cruising! The thrills of fishing, water sports, outboarding at sizzling speeds—*yours at their best in the all-new 15-ft. Lake 'n Sea Pleasure Runabout!*

Here's the room for fun and sun, in a big six passenger cockpit with walk-thru center deck. Here's the ride—soft, smooth and dry, thanks to wide beam, contoured flare, and molded-in full-length spray deflectors. Here's the economy and long life of a molded fiber-glass hull—won't shrink, swell, rot, or dry out. Plus the convenience and economy of back-yard storage and easy trailering!

If you have a yen for excitement and an eye for value—don't wait! Mail coupon, today, and be on your way to a new experience on lake and sea.

*Price at factory, outboard motor and accessories not included, subject to change without notice.

Blazing performance, exclusive design! Price as low as $755,* including boat, towing rig, tail lights, metal fender-rail molding, metal transom-protection plate, Styrofoam,** flotation, decals. Decks and seats, Boca White. Covers of nail-on canvas at no extra cost: Sand Dune Tan, Seafoam Green, Yellow Chartreuse.

**Styrofoam is a registered trade mark of The Dow Chemical Company

Lake 'n Sea Boats
Pompano Beach, Florida

Please send me brochure on new 15-ft. Lake 'n Sea Pleasure Runabout and the name of my nearest dealer.

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Dealers: Many fine opportunities available. Write for data

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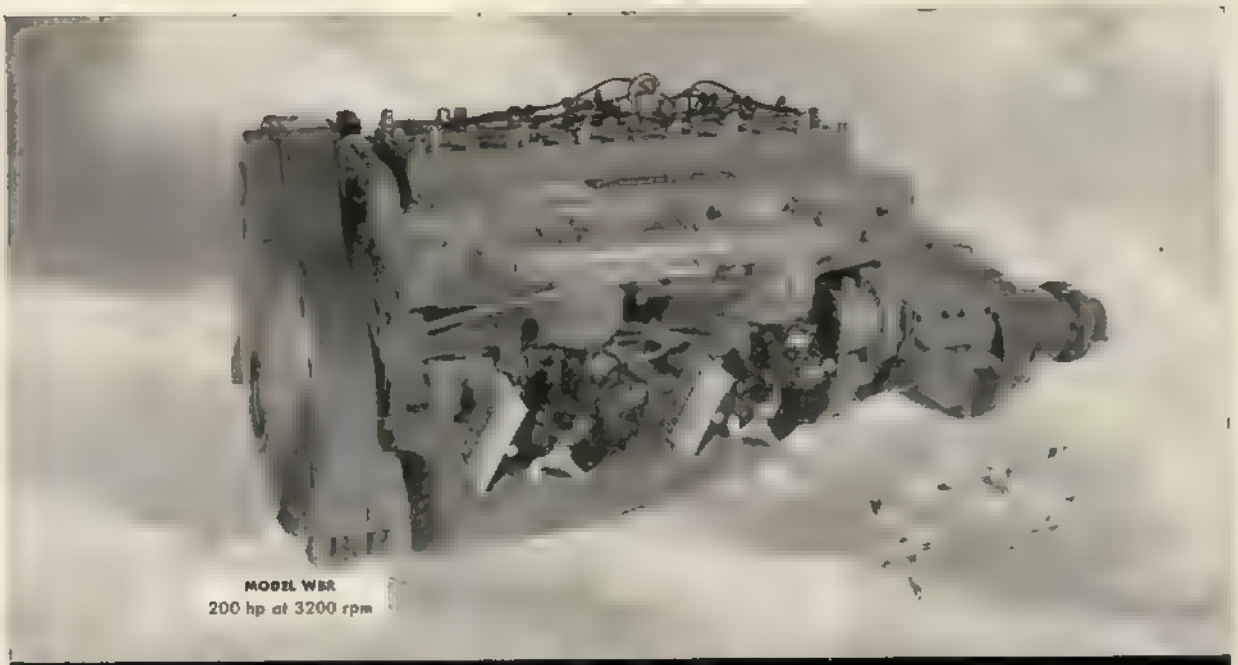
DIVISION OF CHRIS-CRAFT CORPORATION



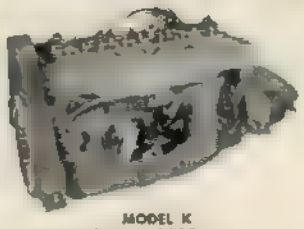
MODEL WBR
200 hp at 3200 rpm

DEPENDABILITY!.. PERFORMANCE!..

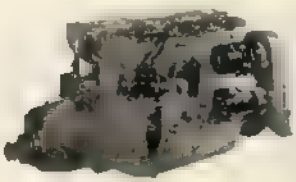
MAKE Chris-Craft YOUR BEST MARINE-ENGINE BUY!

Horsepower for horsepower, you can't buy better than compact, power-packed Chris-Craft marine engines. They give smooth, powerful performance, matchless economy, and dependable service for cruisers, yachts, fishing and work boats, runabouts, sailboats, and boat kits. Reduction drives, opposite rotation, and *Chris-O-Matic* electric-hydraulic clutch control are available for most models. See your dealer, or mail coupon today for more information.

MODEL A
60 hp at 3200 rpm

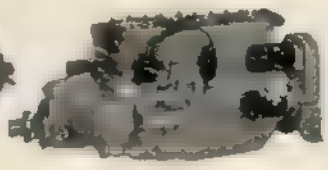


MODEL K
95 hp at 3200 rpm

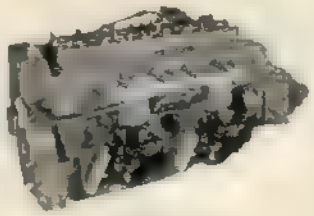


MODEL KL
105 hp at 3200 rpm

MODEL KFL
131 hp at 3800 rpm



MODEL M
130 hp at 3000 rpm



MODEL MCL
175 hp at 3400 rpm

Chris-Craft

Marine Engine Division, Pompano Beach, Florida

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORPORATION, Marine Engine Division, Pompano Beach, Florida

Please send more information on Chris-Craft marine engines.

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CITY_____ ZONE____ STATE_____

1957 MODEL ELECTRIC TRAINS

4 CAR DIESEL FREIGHT

Lionel's new "027" magne-traction diesel outfit featuring streamlined Union Pacific Alco diesel engine. Has powerful headlight and is colorfully finished in orange and black markings. Four freight cars include: Box Car; Gondola with canisters; Flat Car with logs; and Caboose. Complete train is 46½" in length. Set also includes: 8 sections curved track; 2 sections straight track; 45-watt transformer which will operate train and several accessories; automatic uncoupling control.

180/1569M1875 . . . . . Shpg. Wt. 12 lbs. Retail **$24.95**

SMOKING 6 CAR FREIGHT

A 72½" long steam freighter that smokes and whistles, too! Realistic 12-wheel steam locomotive has bright headlight, magne traction for extra power. Complete "027" set includes: Whistle Tender; Refrigerator Car; Gondola with canisters; Stock Car; Flat Car with pipes; Lehigh Valley Hopper; Caboose; 8 sections curved track; 3 sections straight track; uncoupling track section; 60-watt transformer that has built-in whistle controller, circuit breaker, and ample power to operate train and several accessories.

180/1583WSM3745 . . . . . Shpg. Wt. 18 lbs. Retail **$49.95**

TWIN DIESEL WORK TRAIN

Looks like real Missouri Pacific "double header" diesel magne-traction. Power engine is blue and white, with matching motorless unit. Measures 65 inches in length with 5 freight cars: Flat Car with pipes; Gondola with canisters; Flat Car with logs; Crane Car; and Work Caboose. Complete with 8 sections curved track; 3 sections straight track; uncoupling track section; and 45-watt transformer that will operate train and several accessories.

180/1575M2815 . . . . . Shpg. Wt. 16 lbs. Retail **$37.50**

5 CAR STEAM FREIGHT

Lionel's new volume priced "027" steam freight, with scale model locomotive pulling 62½" long, five car freight set. Pennsylvania 8-wheel locomotive has headlight, distinctive red striping along side. Includes: matching tender; Gondola with canisters; Gulf Tank Car; New Haven Box Car; Hopper Car; Caboose; 8 sections curved track; 4 sections straight track; automatic uncoupling control; 45-watt transformer that will operate train and several accessories.

180/1573M2345 . . . . . Shpg. Wt. 16 lbs. Retail **$31.25**

F.O.B. ST. LOUIS
All Prices Subject To Change Without Notice

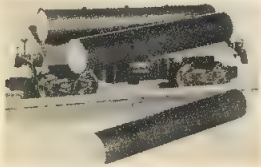
AMERICAN FLYER NORTHERN PACIFIC "HIGHBALLER" FREIGHT

100-WATT TRANSFORMER INCLUDED

★ REMOTE CONTROL LOG UNLOADING CAR
★ AMAZING DIESEL ROAR
★ BUILT-IN ELECTRONIC DIESEL HORN
★ DELUXE BAY WINDOW CABOOSE

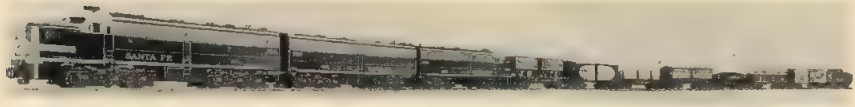
The colorful freight train has a two unit "Alco diesel" locomotive with diesel roar, built-in electronic horn, pull-mor power. Locomotive section is 24" long. **Set includes:** 2-unit diesel Locomotive, 100 watt transformer with built-in circuit breaker, C. & O. pipe car, Depressed Center car, Missouri-Pacific box car, New Haven R. R. box car, remote control Log Car, deluxe Baywindow Caboose, electronic horn control, electric uncoupler, 12 sections of curved track, 8 sections of straight track, 20 track locks, one track terminal, illustrated train manual. Train is 77" long, track measures 200". Ship. wt. 20 lbs.

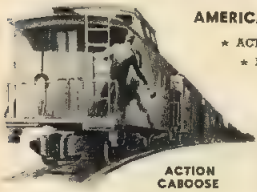
7N110-5300 . . . . . RETAIL **$79.50**



ACTION LOG CAR INCLUDED

Here's the car you'll want for those logging operations in the "big timber" country. When you touch the remote control button the bottom tilts up, the sides lower and out spill the logs. Chassis is heavy die casting, body and stakes are pressed steel. Overall length 7¾". Ship.





ACTION CABOOSE

Provides freight with twice the realism. Each time train stops, trainman on rear platform leans out to check cars ahead. When train resumes run, he returns to his post. Lots of fun—and it's all automatic. Illuminated. Overall length 6". **Included with Santa Fe Diesel set.**

AMERICAN FLYER SANTA FE DIESEL FREIGHT

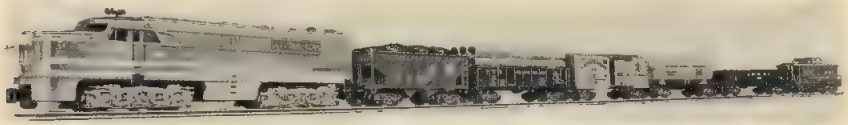
★ ACTION CABOOSE ★ UNLOADING COAL CAR
★ POWERFUL A-B-A 3-UNIT DIESEL
★ BUILT-IN DIESEL HORN and DIESEL ROAR
★ 2 POWERFUL MOTORS WITH PULLMOR POWER

Big, new Santa Fe Chief Freight Outfit. Features five new cars plus two action cars. 3-unit A-B-A diesel with new realistic horn which sounds like scaled-down diesel horn. **Set includes:** Santa Fe A unit with two motors; Santa Fe B unit with diesel roar and electronic horn; Santa Fe dummy A unit; piggyback car with two trailers; Central of Georgia box car; New Haven lumber car, D. & H. container car; State of Maine car; American Reefer car; Remote control coal dump car which dumps coal at side of track by remote control; Action Caboose with moving brakeman, diesel horn control, remote control electric uncoupler; 12 sections of curved track; 8 sections of straight track; 20 track locks; one track terminal and illustrated train Manual. **Entire train measures 105½" long, track forms 200" oval.** Transformer not included. Ship. wt. 24 lbs.

7N111-5834. . . . . RETAIL **$84.50**

ACTION DUMP CAR INCLUDED

Load coal, ballast, ore, slag, etc. and dump it by remote control. Body tilts, sides lower and contents slide out. Heavy die-cast chassis. Bin, artificial coal, control units, etc. included. Overall length 6¾". Ship. wt. 3 lbs.



AMERICAN FLYER "SILVER FLASH" DIESEL FREIGHT

50-WATT TRANSFORMER WITH BUILT-IN CIRCUIT BREAKER INCLUDED

★ NEW BUILT-IN ELECTRONIC HORN
★ REALISTIC DIESEL ROAR
★ FULL REMOTE CONTROL OPERATION
★ POWERFUL PULL-MOR MOTOR

"SILVER FLASH" DIESEL FREIGHT OUTFIT

A streak of light as its powerful, Pull-mor motor pulls it along the track. The amazing built-in electronic horn and diesel roar duplicates all the various locomotive sounds of the true diesels. Six carefully detailed cars add to the realistic appearance of this freight. **Set includes:** Silver Flash diesel locomotive with built-in electronic horn and diesel roar, C, B & Q coal car, Southern gondola car, Northern Pacific reefer car, Gulf tank car, C & O pipe car, caboose, electronic control uncoupler, 1½B 50-watt transformer with circuit breaker, 12 sections of curved track, 4 sections of straight track, 18 track locks, track terminal, illustrated train book. **Train is 62" long, track is 160" long.** Ship. wt. 14 lbs.

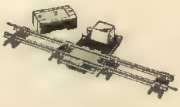
7N112-2950 . . . . . RETAIL **$50.00**

ORDER EARLY for Holiday Delivery

AMERICAN FLYER ACCESSORIES

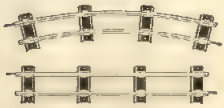
RAILROAD CROSSING

Enables many tracks to cross. Track sections can be fitted together to make figure 8 or other interesting shapes. 10" long. Ship. wt. 1 lb.
7N1-264. .. ..RETAIL **$4.00**



REMOTE CONTROL UNCOUPLER

Clamps to any 10" straight or curved track section. Includes track section and remote control button. Ship. wt. 1 lb.
7N2-264.....RETAIL **$4.00**



3/16" SCALE TRACK

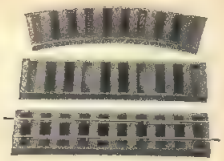
Two rail "T" track for better contact and traction. Just like real railroads. **SOLD IN DOZEN LOTS ONLY.**

CURVED TRACK. 10" long.
7N3-240 .... RETAIL, DOZ. **$3.60**

CURVED HALF SECTION TRACK. 5" long
7N5-240.....RETAIL, DOZ **$3.60**

STRAIGHT TRACK. 10" long
7N4-240.....RETAIL, DOZ. **$3.60**

STRAIGHT HALF SECTION TRACK. 5" long.
7N6-240.....RETAIL, DOZ. **$3.60**



10" RUBBER ROADBED

Latest addition to model railroading. Rubber roadbed with all the realism of an actual expressway. Eliminates the noise of running trains. Non-slip design includes bollast and extra tie effect. Easily attached to tracks at left. **SOLD IN DOZEN LOTS ONLY.**

STRAIGHT ROADBED, 10".
7N8-240.....RETAIL, DOZ **$3.60**

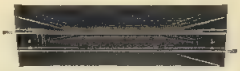
CURVED ROADBED, 10".
7N7-240.....RETAIL, DOZ. **$3.60**

TRACK TERMINAL

Designed to provide an ideal power lead connection from transformer or accessories to track. Easy clip-on connection
7N9-17.....RETAIL **25c**

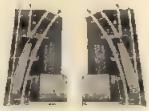
DEAD-END BUMPER

For dead end sidings. Snaps onto track quickly and easily. Has authentic recoil spring and warning light. Complete with one 10" track section. Ship. wt. 1 lb.
7N80-130.....RETAIL **$2.00**



New! AMERICAN FLYER "S" Gauge AUTOMATIC RE-RAILER

Puts car on the track instantly without lining up wheel flanges on rails! Just place car on track, (wheels can even be resting on ties!) push it through Re-Railer wheels are automatically railed! If car is de-railed while train runs dragging trucks are automatically put back on rails as car passes through Re-Railer
7N10-130—Ship wt. 1 lb.....RETAIL, **$2.00**



MANUAL PAIR SWITCHES

Similar in construction to real switches. Operation is by hand. Control lever alters position of swivel rail. Not illuminated. **(Sold in Pairs only—1 left, 1 right).** Ship. wt. 4 lbs.
7N12.....RETAIL, PR. **$10.00**

REMOTE CONTROL SWITCHES

Quick action switches with red and green lights. Remote control box with two switch control levers. Lights stay on when train is stopped. **(SOLD IN PAIRS ONLY—1 left, 1 right).** Ship. wt. 4 lbs.
7N11-1197.....RETAIL, PR. **$18.00**

PLASTICVILLE
MINIATURE BUILDINGS

Plasticville Miniature Buildings are complete scale models for added realism to displays or train layouts. Accurately detailed and scaled to "O" or "S" gauge American Flyer trains. Plasticville buildings are not plastic assembly kits but ready to use K.D. buildings.

PLASTICVILLE RAILROAD ACCESSORIES

Ⓐ The perfect tie-in for every train layout or miniature village. 33-piece assortment of scaled buildings and accessories. Consists of one union station, water tank, switch tower, signal, bridge, 4 telephone poles, one crossing gate and 24 railroad and street signs. Ind. packed in gift box. Ship. wt. 3 lbs.
7N13-325.....RETAIL **$5.00**

PLASTICVILLE COUNTRYSIDE FARM

Ⓑ Hours of play fun in this 55-piece scaled farm assortment. Consists of one 2-story colonial house, barn, 18 barnyard animals 21-piece farm buildings and small domestic fowl and animals, 6-piece farm implement set, 12 pieces of fence and 6 bushes. Ind boxed. Ship wt. 3 lbs.
7N14-325 .. ..RETAIL **$5.00**

PLASTICVILLE CITY IN A BOX

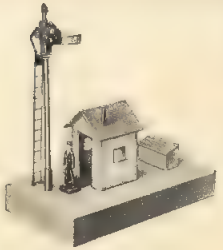
Ⓒ A fine assortment to provide sufficient buildings and accessories for a 4-ft. by 6-ft. toy train platform. Set consists of one bank, barn, supermarket, church, fire house, ranch house, 29 street signs and accessories, one frosty bar 2 fire engines, 2 autos, 18 barnyard animals, one flagpole and 24 unpainted scaled figures. Ind packed in gift box. Ship. wt. 7 lbs.
7N15-840.. ....RETAIL **$10.00** Ⓒ

AMERICAN FLYER TRAIN ACCESSORIES

ILLUMINATED AUTOMATIC WATER TOWER

Lifting automatic action of water tower in center operates out of sight. Red and white Crossing lights flash under tower structure. Pressed steel tank. Approx. 12¾" high. Base 5½" [illegible]

7N17-330 RETAIL $5.00



AUTOMATIC SEMAPHORE

Three-light guards against accidents. Press button. Signal lights out of sight. Press button. Signal comes back into house allowing train to continue. Metal construction, painted green. 7¼" high. Ship wt 1 lb.

7N18-664 RETAIL $10.00

KNUCKLE COUPLER CONVERSION KIT

Opens by hand or with remote control. Uncoupler. Use as conventional link coupler on cars and locomotives to new knuckle coupler. Includes knuckle coupler parts. Directions returned. **SOLD IN COMPLETE KIT OF 6 PR. (FOR 6 CARS).**

7N24-197 . . RETAIL PR. $2.95

SMOKE CAPSULES

Give thick white smoke. Needs no batteries. Switch-activated. For [illegible] Packed 12 capsules to box. Ship wt 1 lb.

7N25-67 .DOZ $1.00

REVOLVING AIRCRAFT BEACON

Exciting accessory warns low-flying aircraft. Beacon revolves automatically, alternating red and green lights. Girder structure. Pressed steel Watchman's Shanty, colorfully [illegible] 12" high. Base, 5x8". Ship wt 1 lb.

7N20-330 . . . . . RETAIL $5.00

NEW REMOTE CONTROL BILLBOARD HORN

Plays [illegible] Horn sounds like the real thing. Two [illegible] Sounds every time train passes. Adds realism to your layout. Has built-in [illegible] 4x7½ x4". Ship wt 2 lbs.

7N21-530 . RETAIL $8.00

NEW REMOTE CONTROL BILLBOARD WHISTLE

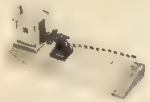
If your steam locomotive doesn't have whistle [illegible] Sounds almost exactly like real thing. Has mechanism to be removed from billboard [illegible] Sounds just about as real as the tone. 4x7½x4". Ship wt 2 lbs.

7N19-530 . . . RETAIL $8.00

CROSSING SIGNAL

[illegible] Accessory. Approach signal [illegible] Sounds warning signal, while red lights flash on and off. Die cast base and lamp housing. Pressed steel house. Automatic cycles 5½" high. Ship wt 1 lb.

7N22-397 . . . . . RETAIL $6.00



CROSSING GATE WITH BELL

Completely automatic. When train approaches, gate lowers, red light flashes, bell rings. As last car [illegible] gate raises, red light stops, bell stops. Measures 8½x2½" wide. Ship wt 1 lb.

7N23-664 . . . . . RETAIL $10.00

24 PIECE RAILROAD TRESTLE SET

Made, remodeling takes on new fun when you add one of these trestle sets to your outfit. Easy [illegible] assembly. [illegible] Lighted [illegible] other designs. **Elevated level portion can be extended by adding Hi Trestle sections. (See below)** Molded abutments resemble [illegible] Just [illegible] track sections [illegible] Assembly [illegible] track sections [illegible] Requires 26 track sections. **Cannot be used with "0" or "027" track.** [illegible]

7N26-530 . . . . . RETAIL $8.00

HI-TRESTLE SECTIONS (NOT ILLUSTRATED)

12 piece set. Abutments, each 5" high for adding to and extending highest elevated part of trestle set described above. Ship. wt. 2 lbs.

7N27-330 . . . . . RETAIL $5.00

AMERICAN FLYER TRANSFORMERS

WITH BUILT-IN CIRCUIT BREAKERS

No. 30B DUAL TRAIN POWER CONTROLLER

Rating: 300 Watts. Giant capacity runs 2 trains at separate speeds on different [illegible] tracks, or 2 trains [illegible] at same speed) on 4 [illegible] tracks. [illegible] switch posts. [illegible] meters indicate voltage. Has each control [illegible] Or off switch. **Full directional control.** Operation is guarded by [illegible] circuit breakers [illegible] for each control. [illegible] Ship wt 24 lbs.

7N99-2664 . . . . . RETAIL $39.95

No. 48 TRANSFORMER

Rating: 100 watts. Automatic thermostatic Circuit Breaker [illegible] transformer from burning out. 3 binding posts for simplified wiring of accessories provide variable voltage for trains; fixed voltage for accessories. **Suitable for operation of 1 train and accessories.**

7N97-797 . . . . . RETAIL $12.00

No. 16B TRAIN POWER CONTROLLER

Rating: 175 Watts. New features provide full directional control; when train stops, [illegible] restarts without going into reverse. Built-[illegible] breaker prevents transformer burnout. Green light indicates power on; red light warns of short circuit. Down Motor Control" if throttle is released. [illegible] lights.

7N98-1567 Ship wt 8 lbs. RETAIL $23.50

ORDER EARLY for Holiday Delivery

DELUXE SANTA FE SUPER CHIEF PASSENGER TRAIN

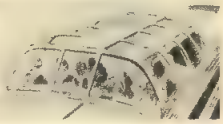
WITH VISTA DOME CARS

AMERICAN FLYER TRAINS

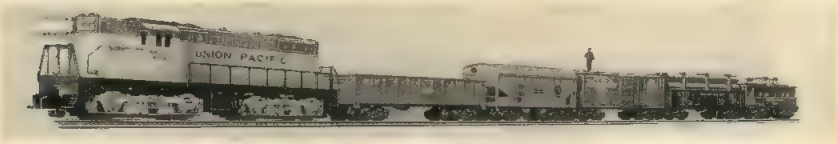
★ BUILT-IN DIESEL ROAR
★ ALL CARS ILLUMINATED
★ TWO POWERFUL WORM DRIVE PULL-MOR MOTORS
★ REMOTE CONTROL OPERATION
★ BUILT-IN ELECTRONIC DIESEL HORN

Three unit streamlined diesel locomotive with authentic R.R. markings two worm drive motors, amazing diese. roar, pull-mor power and new built-in electronic horn—locomotive unit is 36¾" long. Set also includes Illuminated Baggage Car, coach with illumination, two Vista Dome cars with illumination, illuminated observation car, electronic horn control, electric uncoupler, 12 sections of curved and 8 sections of straight track, 20 track locks, one track terminal, illustrated train manual. Train measures 104½", track measures 209". (Transformer not included.) Ship. wt. 17 lbs.

7N104-5634.....RETAIL **$84.50**



Two Vista Dome Pullman Cars Included. Intricately detailed models of the cars which have created a sensation in real-life railroads.



AMERICAN FLYER G.M. DIESEL "UNION PACIFIC FREIGHT"

WITH WALKING BRAKEMAN CAR

50-WATT TRANSFORMER WITH BUILT-IN CIRCUIT BREAKER INCLUDED

The Union Pacific diesel freight locomotive has authentic red-yellow-gray Union Pacific markings, two headlights and is equipped with the powerful pull-mor worm drive gear motor, locomotive is 11¼" long. Set also includes: new Walking Brakeman Car; Frisco gondola car; Jersey Central R.R. cement car; C. & O. pipe car; caboose; remote control electric uncoupler; 50-watt transformer with circuit breaker; 12 sections of curved track; 2 sections of straight track; one track terminal; illustrated train manual. **Train measures 51", track is 140" long.** Ship. wt. 12 lbs.

7N105-2864 .....RETAIL **$40.00**

Smitty the Walking Brakeman car (included with Union Pacific Freight Outfit). Smitty patrols the catwalk atop the car, striding back and forth continuously. Operates as long as current is running whether train is moving or not.

"EL CAPITAN" SANTA FE DIESEL OUTFIT

Remote Control Billboard (included with "El Capitan" Diesel Outfit). Sounds realistic diesel horn by remote control.

★ BILLBOARD DIESEL HORN
★ VISTA DOME COACH
★ 50-WATT TRANSFORMER
★ FULL REMOTE CONTROL

A gleaming, faithfully reproduced scale model of the Santa Fe "El Capitan." Powerful pull-mor motor can haul 40 or more cars and climb steep grades. Three brightly finished cars including a Vista-dome. **Set includes:** Santa Fe diesel locomotive with pull-mor power and worm drive motor, coach with red window stripe, vista dome car with red window stripe, observation car with red window stripe, billboard horn, electric remote control uncoupler, 1½A 50-watt transformer, with built in circuit breaker, 12 sections of curved track, 2 sections of straight track, 16 track locks, track terminal, illustrated train book. Track is 60" long, train is 53" long. Ship. wt. 14 lbs.

7N106-2350.....RETAIL **$47.50**

50-WATT TRANSFORMER INCLUDED

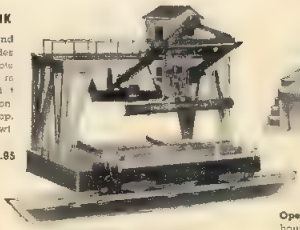
ORDER EARLY for Holiday Delivery

REALISTIC ACTION *Remote Control* ACCESSORIES

OPERATING WATER TANK

Realistic railroad accessory and a must for your layout. Includes steam locomotive. Press remote control button and spout lowers over loco tender. Release and it snaps back to vertical position. Aircraft warning light on top. 1¾" high, 1" diameter. Ship. wt. 1 lbs.

7N28-484 .....RETAIL **$6.85**



REMOTE CONTROL! AMERICAN FLYER OIL DRUM LOADER

Operates with any Brand train set. Provides endless hours of fun! At touch of button man who operates 3-wheel lift truck picks up barrel from rack, then motors over to waiting car on track where he drops barrel before returning to ramp for another load. Tender a Shock, colorfully finished, concealed electric motor which provides power. (Gondola car shown Not included, see listing below.) Oil Drum Loader is packed with single button control and quantity of barrels. Size 8¾x8½x5½" high. Ship wt. 3 lbs.

7N32-897 ..... RETAIL **$15.00**

Gondola Car (for above). Ship. wt. 1 lb.

7N38-287 .....RETAIL **$4.85**

CONTROL TOWER

Scale model of authentic tower seen in busy train yards. Interior lighting, open-and-shut doors. Simulated clapboard siding, 8½" high, base 3½" square. Ship. wt. 1 lb.

7N29-284 RETAIL **$3.95**

REMOTE CONTROL! AMERICAN FLYER LOG LOADER

Operates with any Brand train set—by push button remote control! At touch of button hand-painted lumberman goes into action as he hooks pick up piece of timber and lift it up ramp. When log is in position over car it is automatically released and lumberman returns quickly for another load. Although any operating accessory works best with 7N34 control shown, it is not required (see below). **Log Loader size.** 37⅛" long x 9" wide x 6½" high. Single control button included. Ship. wt. 5 lbs.

7N31-1130 .....RETAIL **$17.00**

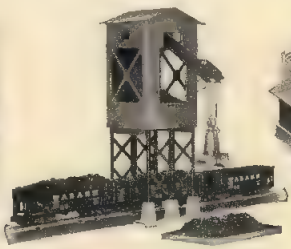
Automatic Log car (for above).

7N54-530 .....RETAIL **$8.00**

CURIOUS COW ON TRACK

While Bossy the Brown wanders from her trackside pasture to the middle of the mainline (a remote control button does it) the oncoming train grinds to a halt, sets their train doors, ambles off again (done by remote control) allowing the train to proceed. Lots of fun and very unusual. Ship wt. 1 lb.

7N30-530 .....RETAIL **$7.95**



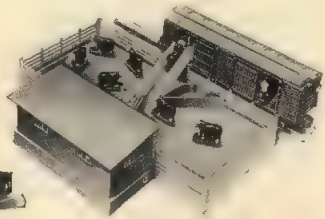
REMOTE CONTROL—COAL LOADER

Ingenious yard accessory fills coal cars. 1st control button closes jaws of clamshell scoop which carries load of trubrown anthracite up to tipple and deposits coal into elevated top part. 2nd button releases coal into car. **(Car not included, see listing below.)** 3rd button returns clamshell bucket to coal pile. For American Flyer Trains only. **14½" high, base 5" square.**

7N33-1330—Ship. wt. 5 lbs. .....RETAIL **$18.00**

Automatic Dump Coal Car for above.

7N48-587 -Ship. wt. 2 lbs. .....RETAIL **$8.95**



REMOTE CONTROL! STOCK YARD AND STOCK CAR

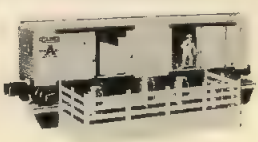
Operated with American Flyer Trains only. Loads and unloads cattle automatically. Turn switch and steers mill about in pen. Then, open gate and watch cattle troop up the ramp into the Stock Car. Car unloads by remote control when exit door is lined up with corral ramps. **Knuckle Coupler Car** has two sliding doors, 7⅛" long. Platform size: 11x 10½x2¾". Ship. wt. 5 lbs.

7N34-1167 .....RETAIL **$17.50**

New! STATION AND BAGGAGE SMASHER

Realistic action for your wayside station stops! When current is on, Billy the Baggage Smasher tirelessly trundles his load of freight back and forth across the station platform, giving the scene motion and color a-plenty. Brand new and highly entertaining accessory. Fully detailed station with white clapboard siding, green roof, and gray platform. **Measures 10" long, 7¼" wide, 4¾" high.**

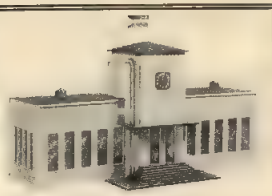
7N35-864 .....RETAIL **$10.00**



OPERATING MILK CAR AND PLATFORM

At each touch of remote control button, milkman deposits can on platform. Cans load into left hand door are carried by conveyor to milkman. Complete with car, cans platform. Car is 7⅜" long. Ship wt 2 lbs.

7N36-730 ..... RETAIL **$10.95**



ILLUMINATED TALKING UNION STATION

Remote control button stops train in front of station. Sounds of hissing steam, piston chugs and trainmaster's voice come from inside station. When sounds stop, train starts. Tower section is stationary, as shown. Operation is electrical—no batteries needed. **Size: 11x6½x16".**

7N37-1330—Ship wt. 7 lbs. ...RETAIL **$20.00**

Similar to above: Illuminated, non-talking station. Size as above.

7N38-530—Ship. wt. 4 lbs. ....RETAIL **$10.00**

AMERICAN FLYER KEYSTONE ROCKET FREIGHT

WITH SMOKE, CHOO-CHOO SOUND & PULL-MOR MOTOR

40-Watt Circuit Breaker Transformer with 3 Binding Posts Included

The Keystone Rocket Freight includes the exciting new rocket launching car. Fire this rocket into space by electric remote control, while train is standing still or running. Train is powered by the new 0-6-0 Pennsylvania RR "yard goat" which puffs smoke, has built-in choo-choo and is Pull-Mor powered. Freight set includes: 0-8-0 locomotive which measures 13⅞", Automatic Rocket Launcher car, Pennsylvania gondola car, Caboose, 40-watt transformer, uncoupler, 12 sections of curved and 4 sections of straight track, track terminal. Track measures 160", train is 36⅝" long. Ship. wt. 11 lbs.

7N101-2167 ..... RETAIL **$32.50**

Rocket Launching Car Included!

Just one touch of a remote control button starts this big rocket on its journey into outer space. It's real fun to operate. Size 6¾" long.

AMERICAN FLYER "PENNSYLVANIA TRAIL BLAZER FREIGHT"

WITH SMOKE, CHOO-CHOO SOUND and TRANSFORMER

Automatic Billboard (included with Trail Blazer Freight Outfit). Sounds realistic steam whistle blasts by remote control.

An exciting, authentic Pennsylvania 4-8-2 locomotive. Powerful Pull-Mor motor for steep grades and long hauls. Five authentic scale model cars including the new milk car and platform with lots of action. **Set includes:** Pennsylvania K5 locomotive and tender with smoke, choo-choo and Pull-Mor motor, Baltimore and Ohio box car, New Haven RR lumber car, D & H container car, Operating Milk Car with Platform, illuminated caboose remote control Billboard Whistle (see inset at left), electric uncoupler, 50-watt transformer with built-in circuit breaker, 12 sections of curved track, 4 sections of straight track, 16 track locks, track terminal, illustrated train manual. Track is 160" long, train is 59½" long. Ship. wt. 16 lbs.

7N102-3867 ..... RETAIL **$59.50**

Milk Car and Platform (included with Trail Blazer Freight Outfit). With the press of a button the Lazy milkman deposits a 25 gallon milk can on the platform. Cans load into left hand side door, are carried by roller conveyor to platform. Platform and cans included.

AMERICAN FLYER NEW HAVEN MAINLINER FREIGHT

WITH NEW HAVEN ELECTRIC WHISTLING LOCOMOTIVE

Pantographs actually raise and lower

One of the finest freight outfits available. Scale model of G.E.'s famous electric locomotive is finished with the bright New Haven RR color scheme and has pantographs (non-electric) that raise and lower. **Set includes:** New Haven electric locomotive with built-in whistle, B & M box car with sliding doors, Mobilgas tank car, C & O pipe car, Southern gondola car, C. B. & Q. coal car, deluxe illuminated caboose, remote control electronic uncoupler, 50-watt transformer, 12 sections of curved and 4 sections of straight track, 16 track locks, track terminal, and illustrated train book. Track measures 160", train is 80½". Ship. wt. 15 lbs.

7N103-3500 ..... RETAIL **$52.50**

New Haven "Electric" Locomotive only. As described in set (above). Not only handsome to look at, but has Pull-Mor motor for more power, electronic whistle and pantographs that raise and lower manually. Size 12½" long. Ship. wt 2 lbs.

7N100-2334 ..... RETAIL **$35.00**

50-watt transformer with circuit breaker included.

ORDER EARLY for Holiday Delivery

AMERICAN FLYER "NEW CRUSADER" FREIGHT OUTFIT

All the thrills of real railroading are yours with this hotshot freight that does just about everything a big train can do. Atlantic type 4-4-2 locomotive puffs real smoke and has built-in choo-choo sounds. Pull-mor power gives added hauling and climbing capacity. Cars include new Rio Grande box car for transporting bakery goods. Track measures 140". Train is 47" long.

Outfit includes: Atlantic 4-4-2 locomotive and tender with smoke and choo-choo sounds Rio Grande box car, B. & O. hopper car, caboose 40-watt transformer, 12 sections of curved track, 2 sections straight track, uncoupler, track terminal. Ship. wt. 11 lbs.

7N107-1834 . . . . . .RETAIL **$27.50**

TRANSFORMER INCLUDED

40 watt transformer that provides both fixed voltage for accessories and variable voltage for train.

BALDWIN DIESEL "FLYING FREIGHTER" OUTFIT WITH TRANSFORMER

This beautiful, detailed scale-model is the ideal addition to any "layout." Use the diesel locomotive to haul either freight cars or other cars in your "yard." Locomotive has powerful Pull-mor motor **Set includes:** "Baldwin" diesel locomotive with new headlight, authentic Northwestern R. R. markings, Norfolk & Western gondola car, Illinois Central reefer car, caboose, uncoupler, 40-watt transformer, 12 sections of curved track, track terminal **Track forms 120" circle. train is 33" long.** Ship. wt. 10 lbs.

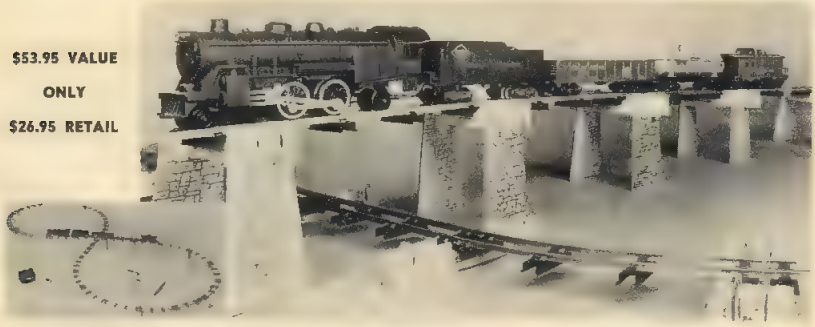
7N108-1500 . . . . . .RETAIL **$22.50**

40-WATT TRANSFORMER WITH CIRCUIT BREAKER AND 3-BINDING POSTS FOR EASY HOOKUP

$53.95 VALUE

ONLY

$26.95 RETAIL



AMERICAN FLYER 59-PIECE RAILROAD SYSTEM

- ATLANTIC LOCOMOTIVE and TENDER
- GONDOLA CAR
- TANK CAR
- CABOOSE
- 20 SECTIONS CURVED TRACK
- 6 SECTIONS STRAIGHT TRACK
- 40-WATT TRANSFORMER
- 26-PIECE TRESTLE SET
- TRACK TERMINAL
- ILLUSTRATED INSTRUCTIONS

A COMPLETE READY-FOR-USE RAILROAD SYSTEM

This complete railroad system includes 5-unit ready-to-run freight train of full 3/16" American Flyer scale (interchangeable with all American Flyer equipment). The figure 8 abutment type trestle set assembles easily in a few minutes. Atlantic 4-4-2 locomotive has a powerful Worm-drive motor and is equipped with new Pull-mor power for fast hauling of 40 or more cars, and for taking steep grade climbs with ease. The 26 sections of track are of the realistic 2-rail type. Locomotive, tender, gondola car, tank car and caboose are skillfully crafted and rendered in authentic railroad colors and are all equipped with knuckle type couplers. A real buy at this low price. Ship. wt. 10 lbs.

7N109-1531 . . . . . .RETAIL **$26.95**

ORDER EARLY for Holiday Delivery

ELECTRIC TRAIN REPAIRS

IMPORTANT—Please DO NOT return Lionel or American Flyer trains and accessories to us for repairs. SEND THEM TO YOUR NEAREST SERVICE STATION.

AMERICAN FLYER Authorized Service Stations

INDIANA

Bridgeport
Caboose Train Shop
U.S. #40 BE 9950

Evansville
North Side Hobby Service,
2816 Capitol Boulevard GR 6-7996

Fort Wayne
Ralph H. Calvert,
Union Central Lines
1132 Wabash Avenue EA 5204

Gary
Bram's Toy & Hobby Shop
4484 Broadway Street TU 4-3211

Hammond
Dildine Hobby Center
5711 Calumet WE 2-2495

Highland
Ted, The Toy Train Technician,
8947 Waymond Avenue TE 8-2378

Indianapolis
Broad Ripple Hobby Shop,
6220 Carrollton Avenue CL 5-2487
Les' Hobbies and Toys
4206 College Avenue WA 5-8925

Muncie
A. L. Ross & Sons, Inc
12th & Hoyt Avenue,
Dept. H AT 4-1441

Richmond
Mosey's, 406 Main Street 2-4980

South Bend
Grose's Bike Shop
226-228 W. Washington St
CE 3-0788

MICHIGAN

Ann Arbor
Whizzer Motor Sales Company,
564 S. Main Street 8-7187

Battle Creek
Howard's Hobby and Toy Shop
33 Capitol, N.E. WO 8-8211

Detroit
Columbia Radio
8710 Van Dyke WA 1-6117
Jack Davis,
15120 Grand River BR 3-0860
Chestwood Hardware,
17400 Chester Avenue TU 1-1532
Downtown Train & Camera Shop
122 W. Elizabeth Street WO 1-6932
Lopo's Camera & Train Store,
11708 Chalmers
at Houston LA 6-3800
Motor City Hobbies
14114 Gratiot Avenue DR 1-2511
The Train Clinic,
13950 Hubbel, Avenue VE 7-6430

Ferndale
Models Hobby Supplies,
22441 Woodward Ave LI 3-2242

Flint
All Sports Hobby Center
602 N. Saginaw CE 4-1872
Loomis Trains
1508 S. Saginaw Street CE 3-2971

Grand Rapids
Carl A. Meyers Hobby House,
227 S. Division
Moore's Hobby Shop,
16 W. Fulton GL 8-9077

Holland
Reliable Cycle Shop,
254 River Avenue EX 6-4684

Jackson
American Flyer Station,
213 N. Wisner Street ST 4-3362
Verne's, 236 N. Bowen Street 3-3292

Kalamazoo
The Toy and Hobby Shop
1728 S. Westnedge Ave. FI 4-1677

Lansing
The Hobby Hub,
311 S. Washington Ave. IV 5-5891
Vandervoort Hardware Co.,
232 N. Washington

Mt. Clemens
Wm. T. Marratt
1.2 Smith Street

Muskegon
C. Karel & Sons
930 40 Pine Street 23-304

Pontiac
Tasker's
63 W. Huron Street FE 5-6261

Port Huron
Hank Schneider
207 E. Water Street YU 2-0066

Saginaw
Melcraft Hobby,
809 East Genessee PL 2-3092

South Haven
Irv Johnson's Hobby Shop,
255 Center Street 1 266

Traverse City
James Electric,
121 S. Union Street WI 7-5137

OHIO

Akron
Little B&F Railroad
339 Sweitzer Avenue PR 3-2263
Phil's Electric Train Service
1560 Breiding Rd

Alliance
Hobbyland, 944 E. Ohio 1-8192

Berea
Gorman's
44 Front Street BE 4-2284

Canton
The Canton Hardware Company,
1310 5th Street, N.E. GI 5-0191
The Eclipse Electric Company,
217 Walnut Street, N.E. GI 5-9495

Cincinnati
Don's Service
709 Main Street DU 1-2123
Golden Rule Electric Inc
808 Elm Street CH 3701
The Hobby Shop,
5754 Hamilton Avenue CA 1-1540

Cleveland
Ed's Hobby Shop,
4865 Turney Road VU 3-5219
The Hobby House Inc.,
800 Huron Road SU 1-3210
Hobbyville,
10911 Lorain Avenue CL 1-1600
Reddig's Electric Train Service,
3553 Independence Rd. DI 1-1447
Sayler Service,
788 E. 185th Street KE 1-4391
The Shaker Hobby Mart,
16609 Kinsman Rd. SK 1-1933
West 25th Hobby & Cycle Shop,
3166 W. 25th Street SH 1-2656

East Cleveland
Jaye & Jaye, Inc
14715 Euclid Avenue UL 1-1880

Dayton
Dayton Model Railways,
1318 Wayne Avenue KE 6138

East Liverpool
Ceramic Auto Supply,
6th & Walnut Street FU 5-0927

Elyria
Elyria Model Hobby Shop,
606 Middle Avenue 5-6021

Friendship
Bussa Model Railroads,
P.O. Box 66 WP 2254

Massillon
Schrocks Variety & Hobby Store,
3256 Lincoln Way, East TE 3-4488

Middletown
Danny's Train Shop,
200 Shafor Street 3-2040

Ravenna
Jack & Jill Shoppe,
232 W. Main Street AX 7-7700

Springfield
Clay's Hobby Shop
1912 Kenton Street 4-1904

Toledo
Hartman's Hobby Lobby,
2145-47 W. Central Ave. Kt 8371
Hines Hobby Store
621 Madison Avenue CH 4-0371
Hobby Center, Inc.,
702 Madison Avenue CH 1-4116
Luelf Hardware Inc
Galena at Ontario Sts. RA 6-1016

Troy
Trojan Novelties,
424 E. Cana, Street

Washington Court House
Budd Radio & Sound Service,
224 S. Fayette Street

Youngstown
Amer's Hobby Shop,
1326 Market Street RI 3-56 8

Zanesville
Thomas Electric Company,
464 Stewart Street GL 3-7356

LIONEL Authorized Service Stations

INDIANA

Fort Wayne
Ralph H. Calvert,
Union Central Lines,
1132 Wabash Ave
Krull's Hobby Shop,
414 E. Washington

Hammond
Dildine, Inc.,
5711 Calumet Ave

Indianapolis
Broad Ripple Hobby Shop,
6220 Carrollton Ave.
Kelly's Pastime Hobby
1317 E. New York St
Les Hobbies & Toys,
4206 College Ave.
Possman Paint & Wallpaper, Inc
275 Brill Road

Muncie
C. B. Kirk Company
117 E. Main Street

Richmond
Dumond's
418 Main Street

South Bend
Grose's Bike Shop
226-228 W. Washington

MICHIGAN

Ann Arbor
Whizzer Motor Sales, Inc.,
564 So. Main St

Battle Creek
Howard's Hobby & Toy Shop
33 Capital Ave., N.E.

Benton Harbor
Twin City Hobby Shop,
585 W. Main Street

Dearborn
Temple's Hobby Shop,
23465 Michigan Ave

Detroit
Daly's Hardware
5125 E. Seven Mile Rd
Jack Davis Hobbies,
15120 Grand River
Downtown Train & Camera Shop
122 W. Elizabeth
Hiram Marks Electric Co.,
601 E. Congress St
Lopo's Camera & Train Store,
11708 Chalmers Ave. at Houston
The Train Clinic
13950 Hubbel Ave.

Escanaba
The Kiddie Korner,
923 Ludington Street

Flint
Loomis Trains,
1508 So. Saginaw Street

Grand Rapids
C. A. Meyers & Company,
16 W. Fulton Street

Grosse Pointe
Judy's Gift Shop,
1179 Harvard

Holland
Reliable Cycle Shop,
254 River Avenue

Lansing
The Hobby Hub
311 So. Washington Ave

Muskegon
C. Karel & Sons,
936-40 Pine Street

Mt. Clemens
Orville E. Hoffman
30832 Jadara St

Pontiac
Tasker's,
63 West Huron

Port Huron
Hank Schneider
207 E. Water St. Box 454

Saginaw
Melcraft Company,
809 E. Genesee St

Traverse City
Ray's Hobby Shop,
121 So. Union St

OHIO

Akron
Kramer's Lionel Train Repair,
567 E. South Street

Ashtabula
Fix It Shop
635 W. 36th Street

Berea
Gorman's Photo & Hobby,
44 Front Street.

Canton
Dealer's Appliance
4224 54th St., N.W.
The Eclipse Electric Co.
210 Walnut Ave., N.E.

Cincinnati
Don's Hobby Service,
709 Main Street
Price Hill Hobby Shop
4938 Glenway Ave
Ridge Hobby Shop,
6015 Montgomery Rd.
The Hobby Shop,
5754 Hamilton Ave
Walt's Hobby Shop,
1008 Delta Ave.
X-L Model Shop,
2715 Vine Street

Cleveland
Brooklyn Homeware—Auto Paint, Inc.,
7407 Memphis Ave.
Leonard M. Blum's Hobby House, Inc.,
800 Huron Road
Ed's Hobby Shop,
4865 Turney Road
Hobbyville
10911 Lorain Ave.
Jaye & Jaye Inc.,
14715 Euclid Ave
Reddig's Electric Train Service,
3553 Independence Road
Lester M. Riedel
350 E. 248th St.
Salzer's Electric, Inc.,
1760 E. 12th Street
Sayler Service
788 East 185th St
Shaker Hobby Mart,
16609 Kinsman Road
Snark's Hobby Shop,
6405 Union Ave
West 25th Hobby & Cycle Shop,
3168 W. 25th St.

Columbus
Hobby Harbor,
22 N. 3rd
Hoffman Electric Train Serv.,
1254 E. Main St.
Linden Hobby & Bike Shop,
2458 Cleveland Ave.

Cuyahoga Falls
State Rd. Radio & TV,
1768 State Rd

Dayton
Dayton Model Railways
1318 Wayne Ave

Findlay
Findlay Hobby Shop
115 S. Main St.

Friendship
Bussa Model Railroads
Box 66

Hamilton
Bruck Radio Service,
So. 2nd at Walnut

Lorain
R-B Company,
734 Broadway

Mansfield
Penn Auto & Sporting Goods,
22-24 S. Main Street

Massillon
Happoldt Electric,
23 1st St., S.W.

Middletown
Danny's Train Repair,
200 Shafor Street

Newark
Anderson's Service Store
11 N. 4th Street

Niles
Harry's Hobby House,
124 E. State St.

Sandusky
Knupke Train Shop,
812 Ontario St.

So. Euclid
Baker Hardware
4062 Mayfield Rd

Springfield
Petry & Sons
R. R. 1

Toledo
Hines Hobby House,
621 Madison Ave
Luelf Hardware Inc.
Galena at Ontario Street

Warren
The Train House
688 Mahoning Ave

Youngstown
Amer's Hobby Shop,
1326 Market Street

LIONEL TRAINS

The following trains and accessories are carried in stock. For detailed description see Lionel's Illustrated Catalog.

Style No.	Description	Suggested List Price
	"027" Train Sets	
[illegible]	1 Car Pennsy Steam Frgt.	$ 25.00
[illegible]	1 Car U.S.M.C. Dsl. Frgt.	[illegible]
[illegible]	3 Car Dsl. Work Train	35.00
[illegible]	1 Car St. Swchr. U.S.M.C.	[illegible]
[illegible]	6 Car Steam Frgt. Smoke	39.95
*[illegible]	6 Car "AA" Dsl. Frt. MKT	[illegible]
[illegible]	3 Car "A" Dsl. Pass. Brd.	39.95
8-1601W	5 Car GP-7 Frgt.—Horn	49.95
9-1603WS	5 Car Steam Frgt. Wh—Sm.	49.95
[illegible]	5 Car Steam Frgt. Smoke	[illegible]
11-1605W	6 Car "AA" Santa Fe Frt. Hrn.	55.00
12-1607WS	6 Car St. Wk. Trn. Wh—Sm.	59.95
13-1608W	4 Car "AA" N.H. Dsl. Pass. Hrn.	65.00
	Super "O" Train Sets	
[illegible]	1 Car GP9 Wk. Tr. M. & St. L. Hrn.	49.95
[illegible]	3 Car Brnd. Pass. Horn	[illegible]
16-2504WS	5 Car 665 Frgt. Wh. Sm.	59.95
[illegible]	5 Car Va. Rectifier Frt. Hrn.	59.95
18-2507W	5 Car "AB" N.H. Dsl. Frt. Checkerboard Hrn.	65.00
19-2509WS	5 Car 665 Frt. Sm—Wh.	65.00
20-2511W	5 Car 2352 Pennsy 2 Pant Dsl. Wk. Tr. Hrn.	69.95
[illegible]	6 Car Va. Rectifier Frt. Hrn.	69.95
[illegible]	5 Car 646 Frt. Sm—Wh.	75.00
23-2517W	5 Car "AB" D. & R.G. Dsl. Frt. Horn	75.00
24-2518W	3 Car 2352 Pennsy 2 Pant Dsl. Passenger Hrn.	75.00
25-2519	6 Car 2331 F.M. Virginian Dsl. Frt. Hrn.	79.95
26-2521WS	6 Car 746 Frght. Wh—Sm.	89.95
[illegible]	5 Car "AA" Santa Fe Dsl. Frt. Hrn.	95.00
28-2525WS	6 Car 746 Wk. Tr. Wh—Sm.	100.00
29-2526W	1 Car "AA" Santa Fe Dls. Pass. Hrn.	100.00
	Locomotives	
*30-68	Exec. Inspection Car New	12.95
31-100	Budd RDC-1 Horn—Reg. $29.95	Spec.
32-101	Budd RDC-4 Horn	29.95
38-628	GE 44 Dsl. N.P.	18.95
[illegible]	Pa. GG-1. Elec. Hrn.	49.95
[illegible]	Steam Switcher	23.50
	Transformers	
36-1044	90 Watts—115 Volts	12.95
37-LW	125 Watts—115 Volts	16.50
38-TW	175 Watts—115 Volts	26.50
39-KW	190 Watts—115 Volts	32.50
40-ZW	275 Watts—115 Volts	39.95
	Passenger Cars	
[illegible]	R'way Exp. Bag. Car	10.95
[illegible]	Observ.—"Silver Dawn"	12.95
[illegible]	Vista Dome—"Sil. Range	12.95
[illegible]	Pullman Car—"Sil. Bull	12.95
	Operating Cars	
[illegible]	Horse Car	[illegible]
46-3359	Twin Dump	10.95
47-3361	Lumber Car	7.95
48-3424	Brakeman	9.95
49-3444	Animated Gondola	9.95
50-3494-275	State of Maine	7.95
51-3494-550	Monon	7.95
52-3494-625	Soo	7.95
53-3530	GM Generator Car	12.95
54-3562	Barrel Car	9.95
55-3650	Cable Light Car	9.95
56-3662	Milk Car	12.95
57-3927	Track Cleaning Car	12.95
	Freight Cars	
58-6014	Frisco Box Car	3.50
59-6112	Gondola w/Canisters	3.50
60-6119	Work Caboose	3.50
[illegible]	Rocket Car—NEW	5.95
[illegible]	Fork Lift Lumber Car	1.95
[illegible]	Gulf Chemical Car	5.95
[illegible]	Illuminated Caboose	5.95
65-6414	Four Automobile Car	7.95
66-6419	Work Caboose	6.95
67-6424	Flat Car w/2 Autos	4.95
68-6430	Flat Car w/2 Vans	5.95
69-6434	Illum. Poultry Car—NEW	7.95

Style No.	Description	Suggested List Price
[illegible]	State of Maine Box	[illegible]
[illegible]	New Haven Box	[illegible]
[illegible]	Boston & Maine Box	3.95
[illegible]	Minn. & St. Louis Box	3.95
[illegible]	N.H. Automobile Car	[illegible]
[illegible]	Hopper Car	3.50
[illegible]	Misc. Car/Pipes	[illegible]
[illegible]	Bay Window Caboose	[illegible]
[illegible]	Allis Chalmers Car—NEW	5.95
[illegible]	Smoking Caboose	6.95
[illegible]	Crane Car	[illegible]
[illegible]	Lge. Gondola w/Canisters	4.95
82-6572	R'way Exp. Reefer—NEW	5.95
83-6657	Denv. & Rio Grande Cab.	5.95
84-6660	Boom Car—NEW	6.95
85-6800	Airplane Car	4.95
86-6801	Boat Car	4.95
[illegible]	Marine Land & Space Truck NEW	4.95
[illegible]	Marine Dock NEW	4.95
89-6818	Transformer Car—NEW	4.95
	Operating Accessories	
90-50	Gang Car	[illegible]
91-51	Navy Diesel Sw.	11.50
*92-52	Fire Fighting Car—NEW	12.95
*93-54	Rail Tamper—NEW	12.95
*94-55	Ore Unloading Car	10.95
95-90	Trolley Car	7.95
96-128	News Boy on Stand	9.95
97-140	Banjo Signal	5.95
98-145	Gateman	6.95
99-151	Semaphore	7.95
100-153	Block Signal	95
101-153C	Contactor	1.50
102-154	Highway Signal	.50
103-154C	Contactor	1.50
*104-175	Rocket Launcher—NEW	17.95
105-195	8 Bulb Floodlight Tower	[illegible]
106-197	Radar Warning Tower	5.95
107-199	Micro-Wave Relay Tower—NEW	4.95
108-252	Crossing Gate	5.95
109-253	Target Control	6.95
110-264	Fork Lift Platform with Lumber Car	16.95
111-334	Tr. Arr. & Depr. Sta.	12.95
112-342	Culvert Loader w/Car	14.95
113-345	Culvert Unloader w/Car	18.95
114-350	Transfer Table	22.50
115-350-50	Transfer Table Extension	4.95
[illegible]	Log Mill	12.95
[illegible]	Rotating Beacon	5.95
[illegible]	Coaling Station	6.95
	Accessories	
119-40	Cable Reel	1.50
120-5	Lamp Post	1.25
[illegible]	Flag Pole	1.75
122-110	Graduated Trestle Set	5.95
123-111	Set 10 Large Trestles	5.95
124-114	News Stand & Horn	7.95
125-118	News Stand & Whistle	9.95
126-206	Bag Coal	.50
127-214	U.S. Steel Girder Bridge	1.95
128-309	Yard Set	1.00
129-310	Billboard Set	1.00
130-321	Trestle Bridge—NEW	4.95
131		
132-365	Disp. Sta. Illum.—NEW	5.95
133-110	Billboard Blinker	2.75
134-480-25	Conversion Coupler	.75
135-909	Liquid Smoke—NEW	1.00
136-919	Bag Grass	.60
137-920	Scenic Ballast Set	7.95
138-920-2	Set of 2 Tunnel Portals NEW	1.75
139-927	Lubricant	.35
140-927	Lubrication Kit	2.50
141-950	Railroad Map NEW	1.95
142-SP	Smoke Pellets	.50
	"027" Track and Switches	
143-1013	Curved Track	.25
144-1018	Straight Track	.25
145-½-1013	½ Section Curved Tr.	.25
146-½-1018	½ Section Straight Tr.	.25

LIONEL TRAINS—Continued

Style No	Description	Suggested List Price
147-1122	Manual Switches Pr	6.95
148-1022LH	Manual Switch Left Hand	3.75
149-1022RH	Manual Switch Right Hand	3.75
150-1122	Remote Con. Switches Pr.	16.95
151-1122LH	Remote Con. Sw Lt Hand	8.95
152-1122RH	Remote Con Sw Rt Hand	8.95
153-91	Circuit Breaker	3.95
154-138	Dwarf-Trackside Light	3.95
155-260	Ill. Bumper (0-027)	2.50
156-1020	90° Crossover	1.95
157-1023	45° Crossover	2.50
158-6019	Remote Control Track Set	1.50
159-1013-17	Steel Pins—Dozen	.10
160-1122-284	Fibre Pins	.05
161-C-LC	Lockon	.25
162-LTC	Lockon w/Light (0-027)	1.50
	"O" Gauge Track and Switches	
163-OR	Curved Track	.30
164-OS	Straight Track	.30
165-½OC	½ Section Curved Track	.30
166-½OS	½ Section Straight Track	.30
167-760	16 Sec. Curved "027" Trk.	8.00
168-022	Pair Re Con Switches	29.95
169-022LH	L. Hand Re Con Switch	11.95
170-022RH	R Hand Re Con. Switch	11.95
171-032	Pair Manual Switches	11.95
172-020	90° Crossover	2.95
173-020X	45° Crossover	2.95
174-OC-18	Steel Pins—Dozen	.15
175-011-11	Fibre Pins	.05
176-LCS	Remote Control Track Set	5.95

Style No.	Description	Suggested List Price
	Super "O" Track and Switches	
177-31	Curved Track	.50
178-32	Straight Track	.50
179-33	½ Curved Track	.50
180-34	½ Straight Track	.50
181-18	Insulated Straight Track	1.00
182-19	Insulated Curved Track	1.00
183-112	Pr. Remote Control Switch	22.50
184-112-125	R. C. Switch Left Hand	11.95
185-112-150	R. C. Switch Right Hand	11.95
186-142	Pair Manual Switches	10.95
187-142-125	Manual Switch Left Hand	5.95
188-142-150	Manual Switch Right Hand	5.95
189-36	Op. Car Remote Con. Set	1.75
190-37	Uncoupling Track Set	2.95
191-61	Ground Lockon	.35
192-62	Power Lockon	.10
193-120	90° Crossover	2.50
194-130	60° Crossover	2.50
195-31-7	Pw. Blade Connector—Dozen	.35
196-31-15	Ground Rail—Pin—Dozen	.35
197-32-10	Insulating Pin	.05
198-32-20	Power Blade Insulator	.05
199-1122-500	027 Adaptor Set	.35
200-022-500	0" Adaptor Set	.35
	Replacement Accessories	
201-145C	Contactor	1.50
	Lamps	
202-123	Lamp Assortment	19.95
201		

AMERICAN FLYER TRAINS

The following trains and accessories are carried in stock. For detailed description see American Flyer's Illustrated Catalog.

Style No.	Description	Suggested List Price
	American Flyer Train Sets	
*210-20123	Freight/Trestle Set	16.20
211-20410	Baldwin Flying Freighter	24.95
212-20405	Docksider	27.50
213-20415	Black Diamond Freight	29.95
214-20420	Mountaineer Work Train	34.95
215-20425	Keystone Rocket Freight	37.50
216-20430	Sunshine Special	42.50
217-20437	Meteor Freight	44.95
218-20440	Seaboard Hot Shot	49.95
219-20445	North Coast Limited	49.95
220-20450	Trail Blazer Frt.	54.95
221-20457	Mars Liner Elec	54.95
222-20460	Yard King Spec	59.95
223-20465	Mo. Pac. Fast Frt	79.50
224-20470	N.Y.C. Pacemaker	79.50
225-20475	Mo. Pac. Eagle	79.50
226-20480	Santa Fe Fast Frt.	84.50
227-20485	L.P. Challenger	84.50
228-20488	Santa Fe Super Chief	84.50
	Transformers	
229-22020	Transformer 1½B 50W CB	8.95
230-22030	Transformer 4B 100W	11.95
231-22040	Transformer 15B 110W	19.95
232-22050	Transformer 16B 175W Single	24.50
233-22060	Transformer 18B 175W Dual	29.95
234-22080	Transformer 90B 30W	39.95
	Train Equipment	
235-23021	Grass	.75
236-23022	Gravel	.40
237-23023	Coal	.50
238-23024	Rainbow Wire	2.95
239-23025	Smoke Cartridge (Doz.)	1.00
240-23026	Service Kit	1.95
241-23027	Track Cleaning Fluid	.60
242-23561	BB Horn	7.95
243-23568	R. C. Whistle	7.95
244-23571	Truss Bridge	1.50
245-23581	Signal Tower	3.95
246-23588	Talking Station Record	.75
247-23600	Crossing Gate & Bell	9.95
248-23650	Bell Danger Signal	5.95
249-23660	Flasher Signal	8.95

Style No.	Description	Suggested List Price
250-23761	Auto. Semaphore	9.95
251-23769	Rev. Airplane Beacon	1.95
252-23772	Water Tower	4.95
253-23774	Floodlight Tower	5.95
254-23779	Oil Drum Loader	14.95
255-23780	Gabe—The Lamplighter	9.95
256-23785	Coal Loader	19.95
257-23787	Log Loader	17.95
258-23788	Suburban Station	3.95
259-23789	Sta. & Baggage Smasher	9.95
260-23791	Cow on Track	6.95
261-23796	Saw Mill	12.95
	Car Assortments	
262-21951	Freight Car Assortment 911-912-926 TR 17.40	14.95
263-21952	Box Car Assortment 913-922-925-940-941 947 TR 30.25	24.95
264-21956	Freight Car Assortment 924-928-929-984-989 TR 34.70	27.95
265-21957	Box Car Assortment 980-981 982-983 988 TR 29.75	24.95
266-21958	Aluminum Passenger Car Assort. 960-961-962-963 TR 38.70	29.95
267-21959	Automatic Car Assortment 919-971-973-977 TR 36.80	29.95
268-21960	Action Car Assortment 914-915-918-970 TR 32.80	27.95
269-21962	Freight Car Assortment 957-969-979 TR 28.95	19.95
	Action Cars	
270-25008	Log Unloading	7.95
271-25031	Action Caboose	7.95
272-25045	Rocket	9.95
	Track Equipment	
273-26520	Knuckle Coupler—1 pr.	.95
274-26521	Knuckle Coupler—6 pr.	2.95
275-26670	Track Trip	1.95
276-26690	Track Terminal	.25
277-26691	Track Pins	.15
278-26692	Fibre Pins	.15
279-26693	Track Locks	.35
280-26700	Straight Track	.30
281-26710	Half Track—Straight	.30
282-26720	Curved Track	.30
283-26730	Half Sec. Curved Track	.30

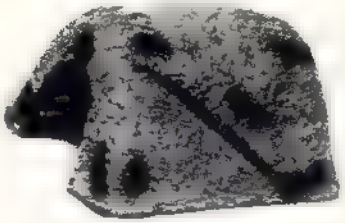
AMERICAN FLYER TRAINS—Continued

Style No.	Description	Suggested List Price
284-26744	Manual Switches	9.95
285-26745	Crossing	3.95
286-26746	Rubber Roadbed Straight	.30
287-26747	Rubber Roadbed Curved	.30
288-26748	Rerailer	1.95
289-26749	Bumper	1.95
290-26751	Pike Planner	1.50
291-26752	Uncoupler	3.95
292-26742	R. C. Switches	17.95
293-26718	L. H. Switch	9.95
294-26719	R. H. Switch	9.95
295-26780	Trestle Set	4.95
296-26783	Hi Trestle Set	4.95
297-26782	New Trestle Set	7.95
	Lamps	
298-27460	Lamp Assortment	16.50

NOTE: Train Direct Shipments will be billed at 33 1/3% from list FOB Factory

GENERAL FIBRE

TRAIN TUNNELS



Roads and snow-capped peaks molded right in the design and beautifully painted in mottled white, foliage green and brown. Sturdy molded fibre. Overall length 18", width 12", height 8½". Tunnel opening approximately 7" x 6". Weight 16 lbs.

No. 1125-20 ..... Each $1.98

Twelve in a Carton

Overall length 11½", width 8½", height 7". Tunnel opening approximately 6" x 5¼".

No. 1137-100 ..... Each $0.98

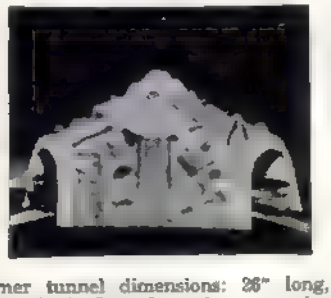
Twelve in a Carton

HO TRAIN TUNNEL

Realistic mountain-tunnel for all HO scale model trains. Length 11⅛"; Width 7¼"; Height 6¼". Tunnel Opening approx. 3" x 3".

No. 1138-150 ..... Each $1.00

Twelve in a Carton



Corner tunnel dimensions: 26" long, 16" wide, 12" high. Tunnel opening approximately 6" x 6". Both tunnels designed for use with "O" gauge or "0-27" gauge radius.

Tunnels are made of sturdy molded fibre. Weight 12 lbs.

No. 1136-50 ..... Each $3.50

Six in a Carton

TICO

TRAIN AND TRACK SET

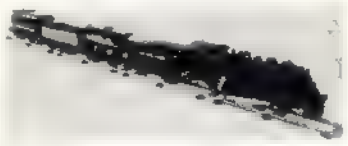
Unbreakable polyethylene Train Set with polyethylene Track. Battery operated. Set operates on 2 regular standard C Cell flashlight batteries. Set consists of Locomotive, Coal Tender, Freight Car and Caboose. Engine operates both forward and reverse. Train Set is nearly 2½ feet long. Track is over 8 feet long. Works on and off the track.

No. 1520-901 ..... Each $2.98

Six in a Carton

MARX

FIVE UNIT SPARKLING MECHANICAL FREIGHT TRAIN SET



This five unit sparkling mechanical freight set is powered by a strong clockspring motor in the Locomotive. Equipped with governor, brake and bell.

Locomotive and cars are lithographed steel. Set consists of the following:

1—Mechanical Locomotive w/Sparks
1—Tender
1—Box Car
1—Gondola
1—Caboose
2—Sections Mechanical Straight Track
8—Sections Mechanical Curved Track

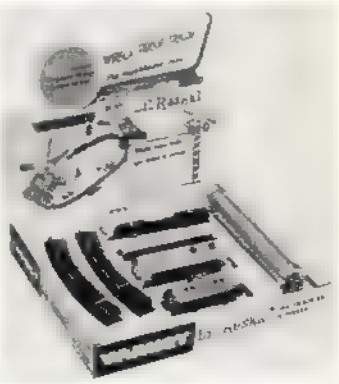
Train measures 35½" long overall.
Track measures 27" x 36".
Circumference of track—102" oval.

No. 1986-572 ..... Each $3.98

Six in a Carton

VARNEY

LIL RASKAL HO GAGE TOY TRAIN



Specifications: Train length overall 24½". 4-piece train has Streamliner loco, gondola, refrigerator car and caboose. Set includes battery case with switch. Case holds 4 ordinary flashlight batteries. Will run train 3 hours plus. 2 feet of wire included. Set includes coupon worth $3.00 for a transformer. Purchaser can cash coupon within 9 months by sending $3.95 plus 50 cents for handling, and get a $7.00 transformer direct from factory. Track, Atlas, 18" radius, makes oval 36" x 45". Automatic NMRA coupler that kids can uncouple with a yank.

No. 342-10 ..... Each $9.95

Eight in a Carton

MARX

MECHANICAL 5-UNIT SMOKING FREIGHT SET

A 5-Unit Mechanical Smoking Freight Set with a new and novel feature in a locomotive whereby harmless, non-toxic smoke is emitted as the train goes along.

The long-running, steam-type locomotive is sturdily constructed of plastic and is equipped with a brake and a built-in governor to regulate the speed of the train.

The tender, gondola, caboose and tank car are all made of steel and are appropriately lithographed. Supplied with 10 sections of track.

Set consists of:

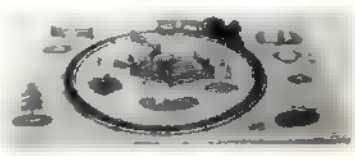
1—Mechanical Smoking Locomotive
1—Tender
1—Tank Car
1—Gondola
1—Caboose
2—Sections of Straight Track
8—Sections of Curved Track
Extra package of Smoking Powder

Train measures 35½" long overall.

No. 1987-472SM ..... Each $4.98

Three in a carton

WILD WEST TRAIN SET



An old time battery operated 3-unit Train Set with cowboy and Indian surroundings.

Track Layout measures 20½" wide by 38½" long. Batteries not included.

No. 1993-2875 ..... Each $4.98

Six in a Carton

MARX

BATTERY OPERATED TRAIN W/SWITCHES

A 4 unit mechanical freight set constructed of steel, appropriately colored and designed Steam-type Locomotive operated by battery motor

Two single cell standard flashlight batteries (battery not included) operate this unit. Switch on top of locomotive boiler

The left hand switch is automatically thrown as the Train passes over entering the train first to travel over the inside oval and then the outside oval

Set consists of the following
1—Battery Operated Locomotive
1 Tender
1 Hopper Car
1—Caboose
1—Straight Track
10—Curved Track
1—Automatic Left Hand Switch
1—Right Hand Switch
Train measures 29" long overall

No. 1988-2549 .....Each $5.98
Three in a Carton

O GAUGE
FIVE UNIT AUTOMATIC UNCOUPLING SWITCHER FREIGHT SET

Diesel Switcher Loco. equipped with automatic couplers, front and rear, with bright powerful headlight Has multiple drive remote control motor containing oilless bronze bearings, die cast wheels

Cars are all authentically designed and detailed Double four wheeled trucks can be uncoupled by uncoupling device by switcher being manipulated at the transformer control

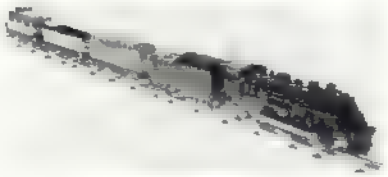
Equipped with uncoupling ramp section with sign and 50 Watt Underwriters' Approved Transformer

Complete in all details, ready to operate Set consists of the following

1 Electric Switcher Locomotive
1 Flat Car with Side Racks
1—Gondola
1—Wrecker
1—Wrecker Caboose
1—Section Electric Straight Track
1—Uncoupling Section Straight Track with Sign
8—Electric Curved Track
1—50 Watt Underwriters' Approved Transformer
Train measures 43½" long
Track measures 27" x 36"
Circumference of track 102" oval

No. 1991-33242 .....Each $19.98
Three in a Carton

O GAUGE
ELECTRIC FREIGHT TRAIN SET



A five unit outfit consisting of a steam-type plastic electric locomotive which is equipped with oilless bronze bearings, headlight and piston rod action

Tender Box Car Gondola, and Caboose are made of lithographed steel

2—Electric Straight Track, 8—Electric Curved Track, 1—Transformer, 1—Track Connector Track measures 27" x 36" Train measures 35½" long overall

No. 1989-4012 .....Each $10.98
Three in a Carton

5-UNIT DOUBLE DIESEL ELECTRIC TRAIN

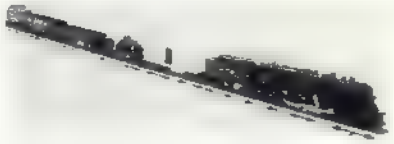
50 Watt Underwriters Approved Transformer supplied with the set. Equipped with die cast wheels, oilless bronze bearings, bright headlight

Cars are equipped with 4 wheel trucks and uncouplers, an uncoupling ramp with sign is incorporated in a straight section of track. The set is complete with all necessary track connectors and instruction sheet. Set consists of the following

1—Diesel Locomotive, 1—Diesel B-Unit 1—Flat Car with side racks, 1—Gondola Hopper Car, 1—Caboose Train measures 40½" long Track measures 27" x 36"

No. 1990-28222 Each $17.98
Three in a Carton

O GAUGE
REMOTE CONTROL AUTOMATIC UNCOUPLING ELECTRIC FREIGHT TRAIN SET



Steam-type electric loco. which pumps real smoke and has "choo choo"

Cars are equipped with four wheeled double swivel trucks and automatic uncouplers

The 75-Watt Underwriters' Approved Transformer is equipped with a thermal unit circuit breaker and additional binding posts for extra accessories

Consists of the following: Locomotive, Plastic Tender, Plastic Tractor Car, Hopper Car, Refrigerator Car, Gondola Caboose, Transformer Track Connector. Track measures: 54" x 56½" Train measures 62½" long overall

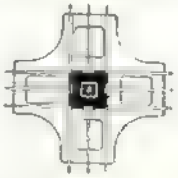
No. 1992-56844 .....Each $21.98
Three in a Carton

Straight

Measures 8⅞" long, tin plate rails with three supporting ties

No. 1994-601—Straight ..... Each $0.20
Thirty-Six in a Carton

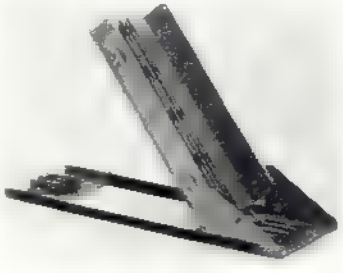
ELECTRIC CROSSOVERS



Measures 7½" x 7½".

No. 1996-607 Each $1.00
Twelve in a Carton

RAILROAD LIFT BRIDGE



Measures 19" long 5¼" wide 2¼" high Constructed of steel. Replica of girder type Lift Bridges. Main portion of the bridge lifts up Raised and lowered by crank on side Has worm gear mechanism Assembled with track and all necessary connections When bridge is raised automatically the train will stop

No. 2052-1392 .....Each $3.92
Three in a Carton

MARX RAILROAD ACCESSORIES

ELECTRIC "027"-GAUGE TRACK

Curved

Measures 10½" long, tin plate rails with three supporting ties.

No. 1995-602 Curved ..... Each $0.20

Thirty-Six in a Carton

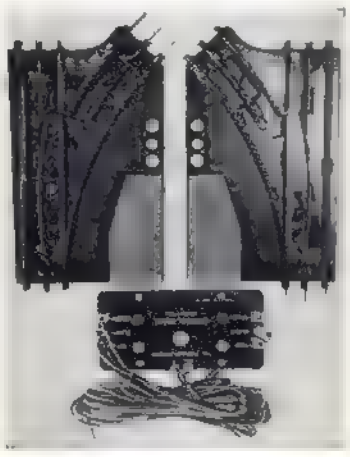
LARGE RADIUS CURVED TRACK

Tin plate three-rail electric large radius curved track. Section measures 13" long

No. 1998-1802 ..... Each $0.25

Twenty-Four in a Carton

REMOTE CONTROL ELECTRIC SWITCHES "034"



Consists of Switches: 1—four button control panel with wires; 1—electric remote control left hand switch; 1—electric remote control right hand switch.

No. 1999-1810 ..... Per Set $0.98

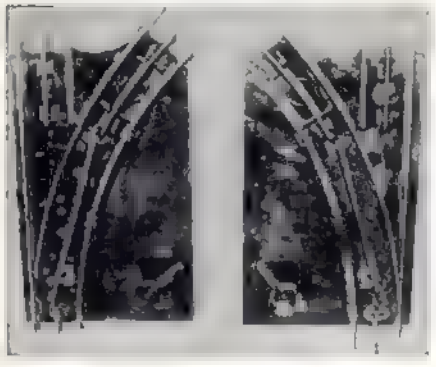
Three Sets in a Carton

REMOTE CONTROL SWITCHES "027"

No. 2093-1640 ..... Per Set $7.98

Three Sets in a Carton

MANUAL SWITCH SETS

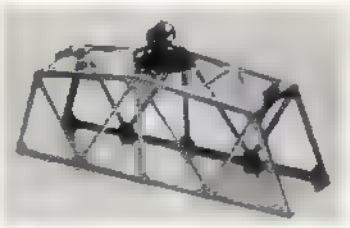


Consists of: 1—electric left hand switch (manually operated); 1—electric right hand switch (manually operated). Switches finished in dull black enamel.

No. 1997-610 ..... Per Set $3.95

Six Sets in a Carton

TRESTLE BRIDGE WITH REVOLVING BEACON



All steel, accurately embossed rivets, arched Railroad Trestle Bridge. Finished in aluminum.

No. 2001-1324 Each $2.98

Six in a Carton

AUTOMATIC TWIN LIGHT FLASHER

Latest type automatic twin light flashing signal which lights automatically from one side to the other, as the train passes.

Complete with two bulbs and track connector. Measures 7¾" high, 2¾" oval base.

No. 2002-421 Each $2.00

Six in a Carton

TELEPHONE POLE SET

Measures 7" high. Set of 12 in a box. Authentically designed 2-bar Telephone Pole with the following details. Angle struts from pole to bar. Insulators on bars to attach wire. There are six insulators on lower bar and four on upper bar.

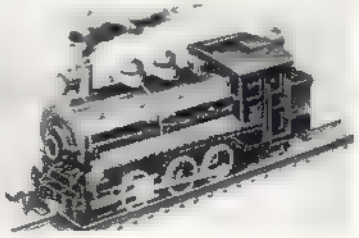
Made of brown plastic.

No. 2000-0161 Per Set $0.89

114 Sets in a Carton

REVELL "HO"

UNION PACIFIC 0-6-0 STEAM SWITCHER



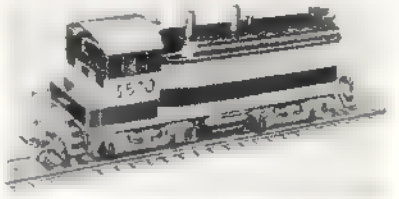
Look at it smoke . . . listen to it "chug-chug". Here's railroad realism that can't be beat. Filled with details—including exciting exclusive, REAL WORKING PISTONS on the wheels . . . plus real operating headlight, smoke stack, whistle. Billows real smoke, sounds real "chug-chugs" with every turn of its six big driving wheels. Features efficient "Power-Pull" motor, actual UP markings and black paint.

No. 2425-T3600 ..... Each $19.95

Six in a Carton

REVELL "HO"

DELUXE DIESEL SWITCHERS



Atlantic Coast Line SW7 Switcher. Purple and silver replica with authentic Atlantic Coast markings features operating headlight, illuminated number panels, hand rails, roof fans, even real platform treads and figures of crew inside the cab.

No. 2422-T3570 ..... Each $12.95

Six in a Carton

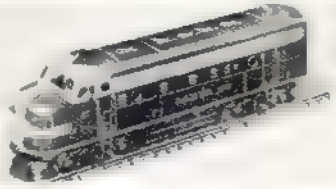
UNION PACIFIC SWITCHER

Union Pacific SW7 Switcher. A blueprint reproduction of a Union Pacific "yard goat," engineered with mighty "Dyna-Glide" motor, "Power Grade" Clutch, front and rear couplers so engine can push or pull cars in either direction.

No. 2423-T3500 ..... Each $12.95

Six in a Carton

SANTA FE F7 ROAD DIESEL



This rip-roaring streamliner is engineered with powerful "Dyna-Glide" motor, automatic "Power-Grade" clutch. Features real working headlight, illuminated number panels, actual windshield, diesel horns, every rivet and air vent of the one that roars down the Santa Fe. Designed for action galore with sturdy high impact styrene body, heavy-duty metal base. Painted the true blue and yellow of the Santa Fe, complete with realistic fireman and engineer in the cab!

No. 2424-T3500 Each $12.95

Six in a Carton

HOPPER

No. 2437-T4040 Hopper Car w/load—C & O ..... Each $1.98

No. 2438-T4042 Hopper Car w/load—NW ..... Each 1.98

REVELL "HO"

POWER PAK

No. 2446-T6050 Each $9.95
Twelve in a Carton

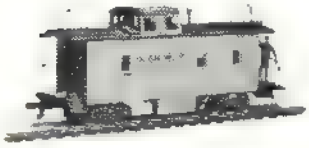
H-O ROLLING STOCK

No. 2433-T4034 Flat Car—Erie .....Each 1.69
No. 2434-T4031 Flat Car—Erie w/logs .....Each 2.49
No. 2435-T4035 Flat Car Soo . Each 1.69
No. 2436-T4033 Flat Car Soo w/logs .....Each 2.49

BOX CAR

No. 2426-T4002 Great Northern Box Car w/hobo ..... Each 1.98
No. 2427-T4003 New Haven Box Car w/hobo Each 1.98

CABOOSE



No. 2443-T4060 Caboose w/brakeman—U.P. .....Each 2.49
No. 2444-T4063 Caboose w/brakeman—ACL .....Each 2.49
No. 2445-T4065 Caboose w/brakeman—Santa Fe .....Each 2.49

CATTLE CAR

No. 2431-T4020 Cattle Car—U.P. Each 1.98
No. 2432-T4021 Cattle Car—UP w/cattle and ramp ..... Each 2.98
All above Twelve in a Carton

H-O ROLLING STOCK REFRIGERATOR

No. 2428-T4011 Refrigerator—Pacific Freight .....Each 1.98
No. 2430-T4015 Refrigerator MDT NYC .....Each 1.98

GONDOLA

No. 2440-T4051 Gondola w/load—NYC .....Each 1.98
No. 2441-T4053 Gondola w/load—C & NW Each 1.98

H-O TRAIN SETS

F7 ROAD DIESEL AND 3 CARS NEW HAVEN

New, colorful New Haven engine with 8-wheel gear drive and working headlight. Set includes a colorful New Haven box car, extra-long gondola with "Lift up" gravel load, and a New Haven caboose. 14 sections track, uncoupler and re-railer complete the set

No. 2620-7061 Each $14.95
Three in a Carton

SW7 DIESEL SWITCHER AND 3 CARS UNION PACIFIC

This SW7 with motor and worm-gear drive including a reefer a cement hopper with lift up roof, and a UP caboose to match the engine 14 sections track automatic re-railer and uncoupler.

No. 2621-7002 Each $19.95
Three in a Carton

0-6-0 STEAM LOCO AND 3 CARS UNION PACIFIC

5-pole motor, gear drive operating pistons working head lamp, chug-a-chug sound and real smoke Includes flat car with real logs, a box car with sliding doors and a finely detailed UP caboose, plus 14 sections of track with uncoupler and automatic re-railer

No. 2622-7101 .....Each $29.95
Two in a Carton

SW7 DIESEL SWITCHER AND 5 CARS ATLANTIC COAST LINE

Powered by 5-pole motor and worm-gear drive Set includes deluxe engine with headlight, fireman and engineer ladders and guard rails, plus reefer box car and caboose Heinz pickle car and cable reel car with freight loads, 14 sections of track with automatic re-railer and uncoupler come with set

No. 2623-7003 .....Each $29.95
Two in a Carton

F7 ROAD DIESEL AND 7 CARS BALTIMORE AND OHIO

Locomotive features working headlight, real windshield, engineer and fireman, illuminated number panels and Dyna-Glide motor and worm-gear drive. A complete track layout with uncoupler and automatic re-railer Set includes box car, stock car hopper car and caboose, plus new pulpwood car, cable reel car and pickle car

No. 2624-7052 ..... Each $34.95
Two in a Carton

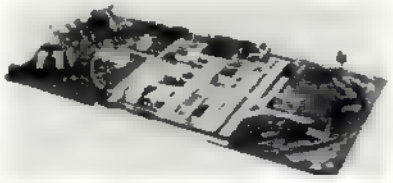
OPERATING CROSSING GATE

A fully automatic unit. Easily installed, no wires to connect, this crossing gate has fool proof operation. Approaching trains automatically lower the gate—red crossing lights flash continuously while the train passes—gate raises automatically when trains has passed. Complete crossing scene is provided, with road, gate, lights sign and track mounted on realistic roadbed

No. 2625-6016 .....Each $5.95
Twelve in a Carton

BLACKMAN

HO LAYOUT—THE COMMUTER



Layout is in three sections—is fully and realistically decorated. The center section features streets, parkways business and residential lots, while the other two sections portray the adjacent rural countryside with tunnel, mountain and lake. The base is in three sections for easy storage and shipping convenience.

Overall dimensions, when assembled, 72" x 42" Each section 24" x 42". Packed in individual carton 44" x 26" x 5"

No. 300-H1050 ..... Each $29.95
One in a Carton

REVELL

HO TRACK ACCESSORIES

2410-T6070 Straight Track, 9 in. (12 in box) ..... Per Box $3.00
18 Boxes in a Carton

2411-T6072 Curved Track 12 in box) 18" radius ..... Per Box 3.00
18 Boxes in a Carton

2412-T6077 Bumper .....Each 0.49
24 in a Carton

2413-T6000 Rerailer ..... Each 0.60
24 in a Carton

2447-T6075 Remote Left Switch ... Each 4.50
12 in a Carton

2448-T6076 Remote right Switch ...Each 4.50
12 in a Carton

2414-T6001 Uncoupler .....Each 0.75
24 in a Carton

2415-T6003 Train Crew .....Each 0.90
24 in a Carton

2416-T6004 Cattle Pack .....Each 1.49
24 in a Carton

2417-T6078 Contactor Section .....Each 0.75
24 in a Carton

2418-T6071 15" Radius 9" Long Track ..... Per Box 3.00
12 in a Box—216 in a Carton

2419-T6073 Left Manual Switch . . Each 2.95
12 in a Carton

2420-T6074 Right Manual Switch ..Each 2.95
12 in a Carton

P-765 — *Super Sport DeLuxe Auto*
Full Ball Bearing — Spotlight

DIMENSIONS: Length 39", width 17".
MATERIAL: Heavy gauge steel used in body and undergear.
WHEELS: Ball bearing, 8" double disc, gold with white stripe.
TIRES: 1" solid rubber, puncture proof.
DRIVE MECHANISM: Ball bearing pull straps, ball bearing rear axle hanger.
TRUNK DOOR: Heavy gauge steel, hinged
RADIATOR ORNAMENT: Bright plated.
SPOTLIGHT: Real automobile type spotlight, powered by two self-contained "C" type batteries (batteries not included).
WINDSHIELD: Aluminum, baked enamel.
SEAT PAD: Fabric-type, red plaid.
FINISH: Body in flamboyant red with white and gold metallic trim.
PACKING: One per carton, shipping weight 35 lbs.

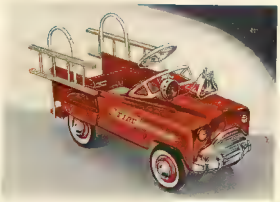
P-762 — *DeLuxe Fire Chief*
Full Ball Bearing — Fire Chief Flasher

DIMENSIONS: Length 39", width 17".
MATERIAL: Heavy gauge steel used in body and undergear.
WHEELS: Ball bearing, 8" double disc, vermilion with white stripe.
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers.
REAR TRUNK DOOR: Heavy gauge steel, hinged.
BUMPER: Aluminum baked enamel
WINDSHIELD: Aluminum. **RADIATOR ORNAMENT:** Bright plated.
FIRE CHIEF FLASHER: Real flasher with 6 volt battery and switch. Battery not included.
ANTENNA: 15" high, coil spring with plastic tip.
SEAT PAD: Fabric type, red plaid.
PEDALS: Black rubber. **TIRES:** 1" solid rubber.
FINISH: Body in hard baked vermilion with white panels on rear deck and engine hood. Side panels in white and safety-glo.
PACKING One per carton, shipping weight 36 lbs.

P-740 — *DeLuxe Fire Truck*

Full Ball Bearing — Spotlight

DIMENSIONS: Length 47", width 17".
WHEELS: Ball bearing, 8" double disc, red with white stripe.
TIRES: 1" solid rubber puncture proof.
DRIVE MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers.
FIRE ENGINE BELL: Bright plated.
WINDSHIELD: White enamel.
HAND RAIL: Two tubular rails, baked white enamel.
SEAT PAD: Fabric-type, white.
LADDERS: Two wooden varnished ladders.
FINISH: Body vermilion with white trim.
PACKING: One per carton, shipping weight 37 lbs.



P-741 — *DeLuxe Ranch Wagon*

Full Ball Bearing

DIMENSIONS: Length 47" , width 17".
WHEELS: Ball bearing, 8" double disc, metallic bronze with white trim.
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers.
BUMPER: Front bumper aluminum baked enamel.
RADIATOR ORNAMENT: Bright plated.
WINDSHIELD. Aluminum enameled.
HANDRAILS: Tubular steel enameled aluminum.
SEAT PAD: Fabric type, red plaid.
TIRES: 1" solid rubber. **PEDALS.** Rubber block.
FINISH: Body in sand tone with metallic bronze panels. Trim, white.
PACKING: One per carton, shipping weight 37 lbs.

THE FAMOUS MURRAY

Murray autos and trucks have all these features:

- ★ Full ball bearing drive mechanism, no dead center
- ★ Deep drawn heavy gauge steel
- ★ Superior construction, smart design, maximum play value
- ★ Free steering mechanism gives ease of operation
- ★ Full ball bearing wheels

P-610 — *Champion*

Ball Bearing Construction

DIMENSIONS: Length 36", width 17".
WHEELS: 8" double disc, baked vermilion with white trim.
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers.
TIRES: 7/8" solid rubber.
RADIATOR ORNAMENT: Bright plated.
SEAT PAD. Fabric type, vermilion.
FINISH: Body in sapphire blue baked enamel with white trim. Grille, aluminum enamel.
PACKING: One per carton, shipping weight 27 lbs.

P-618 — *DeLuxe Champion*

Ball Bearing Construction

DIMENSIONS: Length 36", width 17".
WHEELS. 8" double disc, vermilion with white stripe.
TIRES: 7/8" solid rubber puncture proof
DRIVE MECHANISM: Ball bearing pull straps, ball bearing rear axle hanger.
RADIATOR ORNAMENT: Bright plated.
WINDSHIELD: White baked enamel.
SEAT PAD: Fabric type, red plaid
FINISH: Body in flamboyant red with white trim, grille aluminum enamel.
PACKING. One per carton, shipping weight 27 lbs.

P-611 — *Fire Chief*

Ball Bearing Construction

DIMENSIONS: Length 36", width 17".
WHEELS: 8" double disc, red with white trim.
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers.
BELL: Bright plated
TIRES: 7/8" solid rubber.
SEAT PAD: Fabric type, white
FINISH: Body in vermilion baked enamel with white trim, aluminum enameled grille.
PACKING: One per carton, shipping weight 27 lbs.

P-617 — *Rancharo*

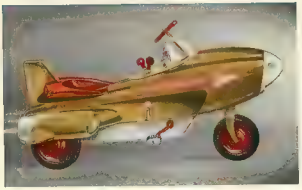
Dyna Chain Drive with Motor Tone Shift Full Ball Bearing

DIMENSIONS: Length 36", width 17".
WHEELS: Ball bearing 8" double disc, vermilion with white trim.
TIRES: 7/8" solid rubber puncture proof.
DRIVE MECHANISM: Ball bearing chain drive.
CHAIN: Standard bicycle, roller type.
RADIATOR ORNAMENT: Bright plated.
GEAR SHIFT: Realistic motor tone.
WINDSHIELD: White baked enamel.
SPOTLIGHT: Realistic automotive type, powered by two self-contained "C" batteries (batteries not included)
FINISH: Body metallic gold with red and white trim.
PACKING: One per carton, shipping weight 32 lbs.

P-621 — *Fire Truck*

Full Ball Bearing

DIMENSIONS: Length 43", width 17".
WHEELS: Ball bearing, 8" double disc, vermilion with white trim.
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers.
FIRE CHIEF BELL Bright plated
HAND RAILS: Steel, white baked enamel.
LADDERS: Two wooden varnished ladders.
TIRES: 7/8" solid rubber.
SEAT PAD: Fabric type, white.
FINISH: Body in vermilion baked enamel, white trim, aluminum enameled grille
PACKING: One per carton, shipping weight 34 lbs.



P-900 — *Atomic Missile*

Full Ball Bearing

DIMENSIONS: Length 45", wing spread 25".
WHEELS: 8" double disc, ball bearing, vermilion baked enamel.
TIRES: 1-3/4" semi-pneumatic, 1-1/8" solid rubber rears.
DRIVING MECHANISM: Chain drive, ball bearing crank hanger and rear axle mountings.
CHAIN: Standard bicycle roller type.
STEERING MECHANISM Universal joint 360° turn. Full sleeve head bearing.
CONTROLS: Realistic dual guided missile controls. Simulated gauges and instruments.
GEAR SHIFT. Realistic Motor-Tone. **REFLECTOR:** Jeweled.
FINISH: Fuselage, delta wing and rudder in metallic gold. Cowling, nose, chain guard and rear jets in white. Cockpit, steering wheel and wheels in vermilion.
PACKING: One per carton, shipping weight 41 lbs.

P-951 — *Police Cycle*

Full Ball Bearing — Spotlight

DIMENSIONS: 36" long, 20" high, 22" wide.
MATERIAL: Heavy gauge auto body steel.
TANK AND GRILLE: Embossed, realistic grille and gas tank.
REAR DOOR: Heavy gauge steel hinged door.
SEAT PAD: Fabric type, vermilion.
WHEELS: Full ball bearing, 8" double disc, vermilion baked enamel.
TIRES: 1-3/4" semi-pneumatic front, 1-1/8" solid rubber rears.
DRIVING MECHANISM: Ball bearing chain drive.
STEERING MECHANISM: Universal joint allowing 360° turning.
CHAIN: Standard bicycle roller type.
HANDLEBAR: ¾", enameled.
SPOTLIGHT: Real police spotlight with red lens. Powered by two self contained "C" type batteries. (Batteries not included.)
ANTENNA: 15" high, coil spring with plastic tip.
GRIPS. Red plastic with multi-colored streamers.
FINISH: Body in sapphire blue baked enamel. Tank white with safety-glo trim, aluminum enameled grille and door.
PACKING: One per carton, shipping weight 38 lbs.

P-952 — *Fire Patrol*

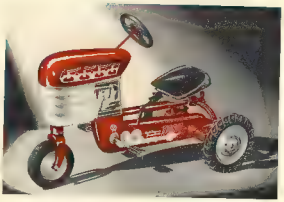
Full Ball Bearing

DIMENSIONS: 36" long, 20" high, 22" wide.
MATERIAL: Heavy gauge auto body steel.
TANK AND GRILLE: Embossed, realistic grille and gas tank.
REAR DOOR: Heavy gauge steel hinged door.
SEAT PAD: Fabric type, red plaid.
WHEELS: Full ball bearing, 8" double disc, white baked enamel.
TIRES: 1-3/4" semi-pneumatic front, 1-1/8" solid rubber rears.
DRIVING MECHANISM: Ball bearing chain drive.
STEERING MECHANISM: Universal joint allowing 360° turning.
CHAIN: Standard bicycle roller type.
HANDLEBAR ¾" enameled.
SIREN. Realistic windup fire engine type, bright plated.
GRIPS Red plastic with multi-colored streamers.
FINISH: Body in hard baked vermilion enamel. Tank white with safety-glo, aluminum enameled grille and door.
PACKING: One per carton, shipping weight 38 lbs.

CHAIN DRIVE VEHICLES

P-300 — *DeLuxe Tractor*

Chain Drive — With Motor-Tone Shift



DIMENSIONS: Length 38½", width 22", height 27½".
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PLATFORM: Stamped of heavy gauge steel.
SEAT: All steel, spring type, adjustable.
HOOD: Heavy gauge steel, tractor type.
WHEELS: 8" ball bearing front, 10" ball bearing rear.
DRIVE MECHANISM: Ball bearing chain drive.
CHAIN: Standard bicycle roller type.
GEAR SHIFT: Realistic motor-tone
TIRES: 1¾" semi-pneumatic front and rear. Rear tires have tractor tread.
FINISH: Body in vermilion baked enamel with aluminum radiator shutter. Seat and steering wheel black. Wheels white.
PACKING: One per carton, shipping weight 39 lbs.

P-302 — *Tractor*

Chain Drive — With Motor-Tone Shift

DIMENSIONS: Length 38½", width 20½", height 27½".
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
HOOD: Heavy gauge steel, tractor type.
SEAT: All steel, adjustable.
WHEELS: 8" ball bearing front, 10" rear, baked vermilion.
DRIVE MECHANISM: Ball bearing chain drive.
CHAIN: Standard bicycle roller type.
GEAR SHIFT: Realistic motor-tone.
TIRES: 1¾" semi-pneumatic front and rear. Rear tires have tractor tread.
FINISH: Body in highway yellow with black and vermilion trim Seat and steering wheel black
PACKING: One per carton, shipping weight 32 lbs.

P-320 — *Dump Trac — Tractor Accessory*

Full Ball Bearing

DIMENSIONS: Length 33", width 15½",
BODY. Heavy gauge steel.
WHEELS: 8" double disc, ball bearing, white baked enamel.
TIRES: 7/8" solid rubber
DUMP BOX: Easily operated from seat.
SEAT PAD: Fabric type, black.
FINISH: Body in vermilion baked enamel with white trim.
PACKING: One per carton, shipping weight 17 lbs.

THE FAMOUS MURRAY WHEEL GOODS

P-90 — DeLuxe Wagon

Full Ball Bearing

DIMENSIONS: Length 36", width 17".

HUB CAPS: Bright plated.

WHEELS: Full ball bearing, 10" double disc.

TIRES: 1¾" semi-pneumatic.

FINISH: Box vermilion baked enamel. Undergear, aluminum enamel. Wheels, vermilion and white.

PACKING: One per carton, shipping weight 34 lbs.

P-111 — DeLuxe Baby Walker and Stroller — The Famous Murray-Go-Round

Full Ball Bearing

FRAME: Tubular steel.

SEAT: Acid resistant enamel.

WHEELS: Ball bearing.

TIRES: Semi-pneumatic rubber.

FORKS: Non-shimmy.

BUMPERS: Flexible steel, white rubber covered.

PLAY BEADS: Wood, non-toxic color finish.

BRAKE: Sure action, easily operated.

PUSH HANDLE: Adjustable, chrome plated.

PACKAGE CARRIER: Large capacity, steel wire.

FINISH: Peacock blue baked enamel

PACKING: One per carton, shipping weight 23 lbs.

Be sure to see the complete line of bicycles and park cycles in Murray's new bicycle catalog for 1958 Featuring the all-new "SPEED-WEIGHT" line.

All Correspondence Relative to Service Should be Addressed:
Service Department - Hannon Drive - Lawrenceburg, Tenn.

Printed in U.

THE WATCH PARADE for 1958

We are authorized factory distributors for the famous watches listed on the following pages. As the watch you choose serves you through the years, it will offer you undisputed proof of the fine craftsmanship, beautiful styling and superb quality bestowed upon it by skilled and knowing hands.

BULOVA See pages 106 to 111

THE GIFT OF A LIFETIME. Since 1875, the name Bulova has symbolized a skill and integrity beyond compare in the field of fine watchmaking. Each part of a Bulova watch is so accurately made, so ingeniously standardized that any authorized jeweler in the country can make on-the-spot replacements.

GRUEN See pages 112 to 117

SINCE 1874 THE PRECISION WATCH. "Precision," the guiding standard of watchmaking, stands behind the execution of every operation at Gruen. Each watch is electronically tested, and certified for Precision Accuracy only after it passes through the most exacting and demanding performance tests.

BENRUS See pages 118 to 121

OFFICIAL WATCH OF FAMOUS AIRLINES. Gift boxed and fully guaranteed—every Benrus watch is temperature compensated, shock resistant, anti-magnetic . . . has 17 or more ruby jewels and nivarox hairsprings. Each Benrus Waterproof is tested at the equivalent of 60 feet of water.

WALTHAM See pages 122 and 123

AMERICA'S FIRST WATCHMAKER . . . Since 1850. All Waltham watches are shock-protected with INCABLOC . . . prevents breakage of the balance staff by cushioning shocks and jars with tiny resilient springs; eliminates major cause of costly repairs. It's only one of Waltham's many superior features!

WADSWORTH See page 124

A PRODUCT OF THE ELGIN WATCH CO. Made by the same craftsmen who engineer some of America's most expensive watches—with beauty, accuracy and the unbreakable Dura-Power Mainspring . . . yet priced for the limited budget.

U. S. TIME See page 126

DEPENDABLE . . . AT MODEST PRICES. The practical choice for active adults, the delight of youngsters. Precision movements assure you of consistent reliability and accuracy. Yet all are very economically priced!

FASHION See page 16

COLORFUL FOR COSTUME WEAR. Conscientious little timekeepers in delightfully gay designs . . . truly chic fashion accessories. Leaders in the fashion parade for 1958 . . . and modestly priced to keep your budget happy!

BULOVA 23 "G" Automatic, water and shock-resistant. 10K RGP. **18-9308 A4950** 23 jewels. .$95.00

BULOVA LA PETITE "C"...2 diamonds. 10K white RGP case **19-0272 A3950** 23 jewels...$65.00

GRUEN AUTOWIND FORDHAM... Water-resistant. 10K gold filled. **18-5355 A5500** 17 jewels ..$89.50

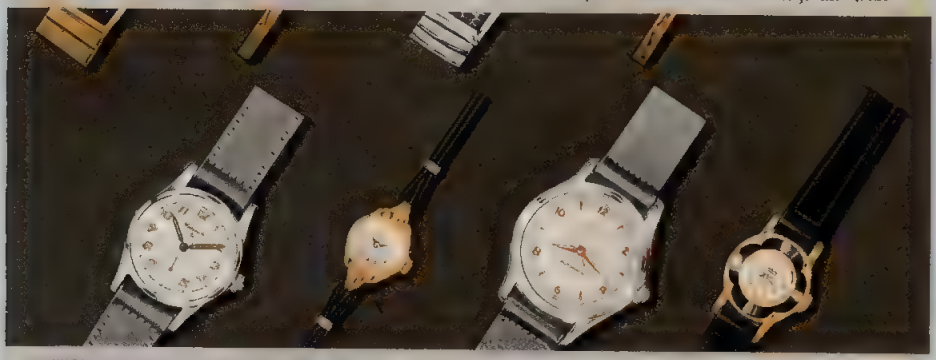
GRUEN BISCAYNE. 14K yellow gold case Black cord bracelet. **18-6866 A4450** 17 jewels...$71.50

BENRUS PARAMOUNT "Z"... 10K RGP case. Expansion band **18-7054 A3085** 17 jewels. .$65.00

BENRUS BELLE. 10K RGP case Matching expansion bracelet. **18-7807 A2490** 17 jewels. .$49.50

WALTHAM ROBERT FULTON ..self-winding, waterproof **18-3798 A3995** 25 jewels..$100.00

WALTHAM WOMEN AT WORK... Yellow RGP case. **18-3525 A2650** 17 jewels. $71.50



WADSWORTH CODY .Waterproof Chrome case, gray strap. **19-1106 A1495** 7 jewels . .$19.95

WADSWORTH CYNTHIA. .10K yellow RGP case. Black nylon cord. **19-1411 A1495** 7 jewels....$19.95

TIMEX AUTOMATIC . . Gleaming chrome case. Leather strap. **19-3003 A998** Automatic...$14.95

COSTUME WATCH.. dial clover-framed in jet black Suede band. **19-3508 A749** Watch.....$11.98

DIAMOND SET

Every watch on this page set with sparkling diamonds

(E)

(F)

(E) **Goddess of Time "A"** . . . tiny perfection that will inspire homage from everyone who gazes upon it. Exquisite case is fashioned in 10K rolled gold plate set with 2 fiery diamonds. Comfortable cord band. 17-jewel movement for extra-perfect accuracy.
19-0256 A2995 10K White RGP **$49.50**
19-0264 A2995 10K Yellow RGP **49.50**

(F) **La Petite "C"** . . . the world's smallest 23 jewel watch, fashioned in sparkling diamonds. Enchanting 10K rolled gold plate case has 2 diamonds in the ornate end pieces. Matching expansion bracelet adds elegance. 23-jewel movement is set to 6 adjustments.
19-0272 A3950 10K White RGP **$65.00**
19-0280 A3950 10K Yellow RGP **65.00**

BULOVA

The Masterpiece Watch

Sparkling New Look In Diamond Watches

Fashion-conscious women in such style capitals as Chicago and New York . . . fashion pace-makers everywhere . . . choose Bulova as the pinnacle of styling and precision. And here, for the first time, is the famous Bulova "La Petite" Series, the world's tiniest 23-jewel timepiece, with unbreakable mainspring and six precision adjustments.

(G)

(G) **La Petite "F"** . . . an enduring design. Petite case in 10K rolled gold plate with 4 diamonds set in heart shaped end pieces, 2 diamonds on each side. Expansion bracelet to match. 23 jewels set to 6 adjustments.
19-0298 A4950 10K White RGP . . . **$85.00**
19-0306 A4950 10K Yellow RGP . . . **85.00**

(H)

(H) **Countess "E"** . . . minute masterpiece for the prettiest way to tell time. 2 diamonds add sparkle to the 14K gold case with exquisite contour styled end pieces. Classic cord band. Precision 21-jewel movement.
19-0314 A5950 14K White Gold . . **$100.00**

(K)

(K) **La Petite "I"** . . . arched "cathedral styling" end pieces ablaze with 12 diamonds set off the gracious beauty of the square-cut 14K white gold case. Contrasted by black cord band. 23-jewel movement is set to 6 precision adjustments for never-failing accuracy.
19-0322 A8500 14K White Gold . . **$135.00**

(L)

(L) **Marquise "B"** . . . this exquisite watch could well be called the choice of royalty. Lovely 14K white gold case with 20 diamonds encircling the dial and accenting each end piece. Cord band completes a regal picture of supreme perfection. 17-jewel precision movement.
19-0330 A12500 14K White Gold . . **$200.00**

(M)

(M) **Marquise "J"** . . . vivid beauty in the crafting of gorgeous 14K white gold case makes this a styling miracle. 22 flaming diamonds encircle dial and elaborate end pieces. Black cord band. 17-jewel.
19-0348 A15000 14K White Gold . . **$250.00**

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Now . . . a selection of the most wanted watches in the world. The "Martha Washington" and "Dolly Madison" Series with 21 jewels, and the new 18K, 23-Jewel "First Lady" Series with 6 precision adjustments. Unbreakable mainsprings.

N **Martha Washington "A"** . . . the dignity of the period that inspired this styling is genuinely reflected in the perfect recessed circle of the 10K rolled gold plate case. Stainless steel back. Black cord band. 21 jewels set to 5 precision adjustments.
19-0504 A2795 10K Yellow RGP . . . **$39.75**
19-0512 A2795 10K White RGP **39.75**

P **Martha Washington "C"** . . . conceived as a symbol of timeless styling and a timepiece of faithful accuracy. 10K rolled gold plate case. Stainless steel back. Beautiful matching expansion bracelet. 21 jewels set to 5 precision adjustments.
19-0520 A3150 10K Yellow RGP . . . **$49.50**
19-0538 A3150 10K White RGP **49.50**

R **Dolly Madison "F"** . . . a compliment to the lady who wears it, with styling that mirrors the romance of bygone days. 10K rolled gold plate case. Matching expansion bracelet. Fine 21-jewel movement is carefully set to 5 precision adjustments for accuracy.
19-0546 A3575 10K Yellow RGP . . . **$57.50**
19-0553 A3575 10K White RGP **57.50**

S **Martha Washington "G"** . . . trim styling treatment set off by a slim etched bracelet. The superb handiwork of top craftsmen in fashion and precision. 10K white or yellow rolled gold plate case. 21-jewel movement is set to 5 pin-point adjustments.
19-0561 A3950 10K Yellow RGP . . . **$65.00**
19-0579 A3950 10K White RGP **65.00**

T **First Lady "E"** . . . unmatched in styling, performance, luxury features. Angular square case in lustrous 18K gold, with a black cord band. Unbreakable mainspring. The superb 23-jewel movement is finely set to 6 precision adjustments for supreme accuracy.
19-0587 A4150 18K Yellow Gold. . **$65.00**
19-0603 A4150 18K White Gold . . . **65.00**

U **Dolly Madison "H."** Whether this choice timepiece is worn under sunlight or neon, its prism case is sure to catch the most admiring glances. Beautiful 10K rolled gold plate case. Matching expansion bracelet. 21-jewel movement is set to 5 adjustments.
19-0611 A3950 10K Yellow RGP . . . **$71.50**
19-0629 A3950 10K White RGP **71.50**

W **First Lady "H"** . . . and the first watch of the land! Breathtaking achievement in simplicity is the case in 18K gold with matching prism expansion band. Unbreakable mainspring keeps you on time, always. 23-jewel movement set to 6 hairline adjustments.
19-0637 A4750 18K Yellow Gold . . . **$75.00**
19-0645 A4750 18K White Gold **75.00**

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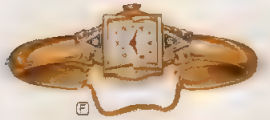

What better way to combine the pretty and the practical than with Bulova's engaging combination watch-bracelets!

Ⓔ **American Girl "U"** . . . bright, fresh sparkle radiates from this beauty. 10K gold filled beveled end pieces are a part of the pretty watch nestled in the bangle bracelet. It records the hours faithfully because of its Bulova precision 17-jewel movement.
19-0850 A3350 10K Yellow GF. **$59.50**
19-0876 A3350 10K White GF. **59.50**

Ⓕ **American Girl "I"** . . . as dressy as can be, this combination watch-bracelet. The triangular end pieces are set with a brilliant diamond on each side. The simple 10K gold filled case has sloping contoured sides. Bangle bracelet. 17-jewel precision movement.
19-0884 A4500 10K Yellow GF. . . . **$75.00**
19-0892 A4500 10K White GF. **75.00**

BULOVA

The Masterpiece Watch

The pursuit of outstanding quality has long been a tradition with Bulova watchmakers. The success of their search is amply demonstrated in the excellence of Bulova design and the precision perfection of the Bulova jeweled movement. Choose from a selection of Bulova watches so complete, that whatever your preference, you'll find one to suit you exactly. There is no greater expression of your discrimination than the choice of a Bulova watch!

Ⓖ **Miss America "B"** . . . star of the fashion parade. A winner on all counts with its imaginative styling and precision workmanship. 10K rolled gold plate case. Stainless steel back. Expansion bracelet. 17 jewels
19-0751 A2375 10K Yellow RGP. . . **$35.75**
19-0769 A2375 10K White RGP. . . . **35.75**

Ⓗ **Nightingale** . . . glowing with serenity and grace. Large, easy to read, full numeral dial. 10K RGP case, stainless steel back Red sweep second hand. Black cord. 17 jewels.
19-0777 A2575 10K Yellow RGP. . **$39.75**
19-0785 A2575 10K White RGP. . . . **39.75**

Ⓚ **Jill "A"** . . . reveals your devotion to lyrical beauty. 10K rolled gold plate case with fluted sides. Stainless steel back Matching expansion bracelet. 17-jewel movement.
19-0793 A2750 10K Yellow RGP. . . **$42.50**
19-0801 A2750 10K White RGP. . . . **42.50**

Ⓛ **American Nurse "A"** . . . delicate design that always remains in fashion. 10K rolled gold plate case. Stainless steel back Sweep second hand. Expansion bracelet. 17 jewels.
19-0819 A2995 10K Yellow RGP. **$49.50**
19-0827 A2995 10K White RGP . . . **49.50**

Ⓜ **Anita "A"** . . . with the exclusive appearance of simple, fine lines. 10K white or yellow rolled gold plate case. Stainless steel back. Expansion bracelet. 17 jewels.
19-0835 A2875 10K Yellow RGP. . . **$49.50**
19-0843 A2875 10K White RGP. . . . **49.50**

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The heart of a watch is its movement . . . and inside the case of a Bulova, rests multi-jeweled precision that is the result of the knowledge and skill of the master craftsmen. Bulova—symbol of the finest since 1875.

[N] **Senator "J"** . . . the watch that rates a vote from all men who prize a timepiece that demonstrates both precision accuracy and masterful design. 10K yellow rolled gold plate case. Stainless steel back. Unbreakable mainspring. Shock resistant. Gleaming expansion band matches case. 17 jewels.
18-9506 A2375 10K Yellow RGP. . . **$35.75**

[P] **Senator "G"** . . . rugged in every detail. Gleaming 10K yellow rolled gold plate case with sturdy stainless steel back. Dual guarantees of long, accurate service: it has an unbreakable mainspring and is shock resistant to withstand rough use. Matching expansion band with 2 leather inserts. 17 jewels.
18-9514 A2750 10K Yellow RGP. . . **$42.50**

[R] **Lexington "A"** . . . you'll recognize success when you see it, in this handsome Bulova that goes hand-in-hand with the successful man. 10K yellow rolled gold plate case with a stainless steel back. The matching expansion band is both comfortable and attractive. 21-jewel precision movement.
18-9522 A3150 10K Yellow RGP. . . **$49.50**

[S] **Lexington "B"** . . . bold command to enjoy the hours with this truly excellent timepiece on your wrist. Distinctively handsome 10K yellow rolled gold plate case with a rugged stainless steel back. The matching expansion band rounds out perfection in styling know-how. 21 jewels for precision accuracy.
18-9530 A3575 10K Yellow RGP. . . **$57.50**

[T] **President "C"** . . . a chieftain because it quietly displays matchless handiwork and unexcelled styling. Simple, circular 10K yellow rolled gold plate case is wafer-thin. Also in 10K white RGP, with black dial. 17-jewel movement. Unbreakable mainspring.
18-9548 A3575 10K Yellow RGP. . . **$59.50**
18-9555 A3575 10K White RGP. . . . **59.50**

[V] **Craftsman "A"** . . . the priceless ingredients of superb quality and design—the pride of craftsmen skilled in styling and precision workmanship. Unusual 10K yellow gold filled case. Hairline-design face. Matching expansion band. 21-jewel movement.
18-9563 A4750 With White dial. . . . **$75.00**
18-9571 A4750 With Black dial. **75.00**

[W] **Fleetwood** . . . dynamic is the word for the strong lines and sweeping outline of this fine watch. The contoured case is in lustrous 14K gold. The strap is in rich, luxurious leather. The face of this watch has unique hairline design. Dependable 21-jewel movement. A leader in style and performance.
18-9589 A5950 14K Yellow Gold. . . **$100.00**

RETAIL PRICES include 10% Federal Excise Tax

[E] **Storm King "B"** . . . has a manly look to its handsome case of gleaming stainless steel. Precision-built to "take it". Certified waterproof*. Shock-resistant to withstand "hard knocks". Anti-magnetic. Luminous hands and dial let you read the time in the dark. Sweep second hand. Expansion band. 17 jewels.
18-9100 A2750 Stainless Steel **$45.00**

[F] **Commodore** . . . product of the unexcelled superiority of Bulova craftsmanship. Shipshape in design and accuracy. 10K rolled gold plate case, stainless steel back. Certified waterproof*; shock-resistant; anti-magnetic. Luminous hands and dial. Sweep second hand. Expansion band. 17 jewels.
18-9118 A3150 10K Yellow RGP. . . . **$49.50**

Fully Automatic . . . Certified Waterproof*

Fully Automatic—because normal daily wrist movements automatically wind your precision Bulova with no attention on your part. Certified waterproof only after intensive scientific tests. Guaranteed waterproof as long as case, crystal, crown are intact. Shock-resistant to enable your Bulova to weather rough wear with ease.*

[G] **Surfmaster "A"** . . . square-cut silhouette dominates both the distinctively proportioned case and matching expansion band. Case is crafted of glowing 10K yellow rolled gold plate. Has stainless steel back. Certified waterproof*. Shock-resistant for man-sized usage. Anti-magnetic. 17-jewel movement.
18-9126 A3750 10K Yellow RGP. . **$59.50**

[H] **Jet Clipper** . . . a masterpiece that gives you everything you can ask for . . . and then some! Certified waterproof*. Self-winding. Shock-resistant. Sweep second hand. Ultra-modern luminous hands and dial. Unbreakable mainspring. Anti-magnetic. Stainless steel case, expansion band. 17 jewels.
18-9134 A3750 Stainless Steel. **$59.50**

[K] **Royal Clipper** . . . a tailored watch that takes precision timekeeping firmly in hand. Winds itself as you wear it. 10K rolled gold plate case with stainless steel back. Luminous hands and dial. Sweep second hand Certified waterproof*. Shock-resistant. Expansion band. 17 jewels.
18-9142 A3750 10K Yellow RGP. . **$59.50**

[L] **Yankee Clipper** . . . husky and handsome, a superb example of Bulova quality. 10K yellow rolled gold plate case, stainless steel back Self-winding. Certified waterproof*. Shock-resistant. Anti-magnetic. Luminous hands and dial. Expansion band. 17 jewels.
18-9159 A3975 With white dial **$71.50**
18-9167 A3975 With black dial **71.50**

RETAIL PRICES include 10% Federal Excise Tax

now

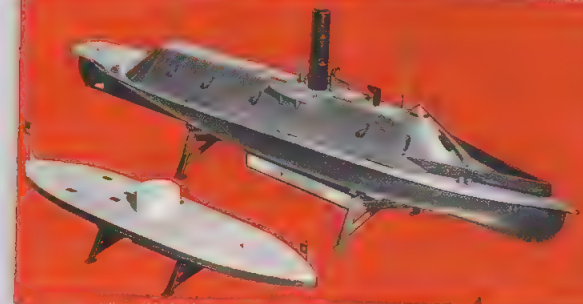
the LINDBERG line®

ESTABLISHED SINCE 1931

this new fast-selling

MOTORIZED FLEET!

WITH THE NEW TRANSPARENT WRAPPING . . .
THE SEALED PACKAGE WITH SPARKLE THAT IS STRONGER AND CLEANER WITH MORE SALES APPEAL



MONITOR & MERRIMAC

These two Civil War ships are highly detailed. Approx. 14″ long, the Merrimac kit has over 46 parts, plus stand, and includes a 3-volt DC permanent magnet electric motor, complete with battery box, switch and all connections. The 9″ Monitor, unpowered, has approx. 19 parts with stand, movable turret, propeller, etc.

65 PARTS **No. 717M $1.98**

FULTON STEAMBOAT CLERMONT

In 1807 the Clermont made the first steamboat trip on the Hudson River. Approx. 19″ long, kit includes 3-volt DC permanent magnet electric motor to drive simulated steam engine, gears & paddle wheels, plus battery box, switch, etc. 6 highly-detailed figures included.

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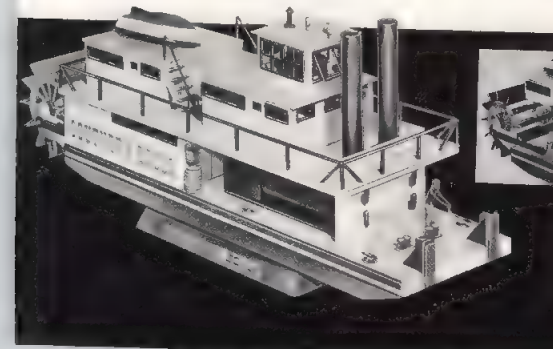

SOUTHERN BELLE

River boat used for transporting string of barges, etc. Approx. 15″ long, kit includes stand, a 3-volt DC permanent magnet electric motor and pulleys to operate crankshafts and sternwheel, plus battery box, switch, etc. 3 highly-detailed crew members included.

100 PARTS **No. 710M $2.69**

SIZE 15" x 26½" x 8"

Rack and..

THAT HAVE THE

RD-30 ASSORTMENT

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FOR PEG-BOARD DISPLAYS

FOR VARIETY STORE COUNTERS

FOR WIRE RACK DISPLAYS

ASSORTMENTS PREPACKED, PACKAGES ON DISPLAY, FOR FAST SHIPMENT

RD-300

DISTRIBUTOR COST $23.35
RETAIL $51.88

10 Different 29c Items	48 Total (R400-5, R-406-9)
2 Different 69c Items	6 Total (R504, R507)
6 Different 79c Items	18 Total (R503-R514-R518-R521-R535-R529)
5 Different 98c Items	20 Total (R505-R510-R511-R520-R531)

Wt. Per Assort. 26 lbs.

RD-29

DISTRIBUTOR COST $9.40
RETAIL $20.88

6 Different 29c Items	72 Total (R400-5)

Wt. Per Assort. 13 lbs.

RD-30

DISTRIBUTOR COST $12.25
RETAIL $27.22

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Wt. Per Assort. 14 lbs.

THE ABOVE ASSORTMENTS ARE SHIPPED WITH AN ATTRACTIVE WIRE RACK DISPLAY. PACKAGES ARE PLACED ON THE HOOKS AND THE CARTON IS READY FOR IMMEDIATE SHIPPING TO YOUR ACCOUNT. SHIPMENTS FROM OUR FACTORY THAT CONTAIN 100 LBS. OR MORE ARE SENT F.O.B. FREIGHT ALLOWED. TERMS 2%, 10 DAYS E.O.M.

OPEN STOCK PRICES

CODE	DESCRIPTION	STANDARD PACK	CTN. WT.	RETAIL EACH	COST PER DOZEN
R400-5	6 up Sport Plane Assort.	6 Doz.	8 Lbs.	$ .29	$ 1.57
R406-9	4 up Fighter Plane Assort.	6 Doz.	8 Lbs.	.29	1.57
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R507	Ryan Navion	3 Doz.	9 Lbs.	.69	3.73
R503	Republic Seabee	3 Doz.	12 Lbs.	.79	4.27
R514	Jap Zero	3 Doz.	12 Lbs.	.79	4.27
R518	British Spitfire	3 Doz.	11 Lbs.	.79	4.27
R521	Russian MIG 19	3 Doz.	11 Lbs.	.79	4.27
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R529	Skyhawk	3 Doz.	12 Lbs.	.79	4.27
R505	F86 Sabre	2 Doz.	10 Lbs.	.98	5.29
R510	Cutlass	2 Doz.	12 Lbs.	.98	5.29
R511	Thunderbolt	2 Doz.	12 Lbs.	.98	5.29
R520	Lindberg's Spirit of St. Louis	2 Doz.	10 Lbs.	.98	5.29
R531	Grumman Tiger	2 Doz.	11 Lbs.	.98	5.29
R600	Cement	36 Doz.	27 Lbs.	.10	.54

BOY CRAFT COMPANY

8050 N. MONTICELLO AVE. SKOKIE, ILLINOIS

Lindberg Kits

L.C.V.P.

The U.S. Navy Landing Craft Vehicle Personnel boat is used for fast, maneuverable beach landings. This kit includes many moving parts, plus stand, 3-volt DC permanent magnet electric motor, battery box and switch. The model is 12" long and has 6 highly-detailed crew members.

102 PARTS **No. 720M $2.49**

P.T. TORPEDO BOAT

Fast World War II fighting boat. The model is 15" long, molded of grey plastic, including stand, 3-volt DC permanent magnet electric motor plus battery box, switch and many highly detailed parts, including crew members.

134 PARTS **No. 701M $2.89**

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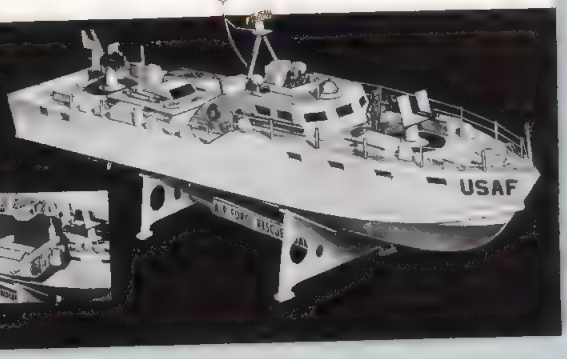

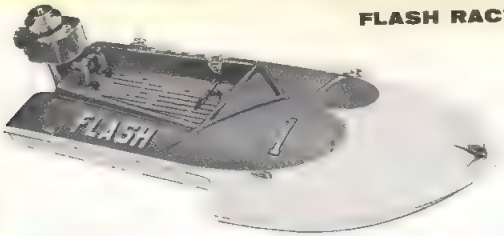

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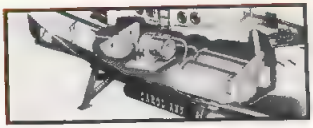

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124 PARTS No. 716M $2.49

Authentic PLASTIC CONSTRUCTION KITS

LINDBERG PRODUCTS, INC.
SKOKIE, ILLINOIS

the LINDBERG line®
ESTABLISHED SINCE 1933

...are POWER-PACKED!

these attractive new kits when assembled are operative in water
by merely installing two pen-lite batteries

L. S. U.

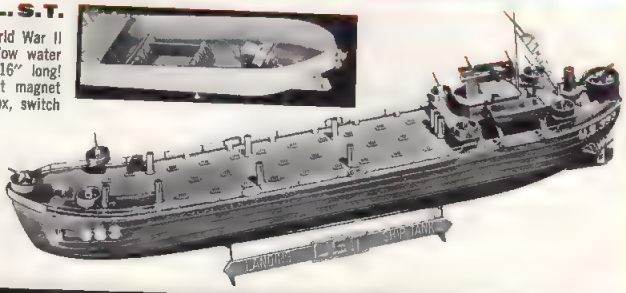
U.S. Navy Landing Craft Utility ship for conveying troops, tanks and vehicles. The model is 13" long. Kit includes stand, 3-volt DC permanent magnet electric motor, battery box, switch and connections which drive the 3 propellers. Complete with tank and 3 highly-detailed crew members

159 PARTS **No. 709M** **$3.19**

L. S. T.

Landing Ship Tank, used by Navy in World War II to convey equipment and men for shallow water shore landings. Perfectly scaled, over 16" long! Kit includes stand, 3-volt DC permanent magnet electric motor, complete with battery box, switch & all connections.

208 PARTS **No. 702M.....$2.49**



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ESTABLISHED SINCE 1933

KITS INCLUDE THE MOST HIGHLY DETAILED FIGURES OBTAINABLE

FAMOUS THE WORLD OVER

SIZE 21" x 42" x 24"

LINDBERG

TAMPER-PROOF RACK PACKAGES

OF PLASTIC CONSTRUCTION KITS

RD-300 ASSORTMENT

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This colorful package which is pre-priced can be used on pegboard racks, upright on counters or stacked flat on shelves. These hobby toy kits can be purchased open-stock or as an assortment which includes the wire rack as pictured above.

The potential of this market is unlimited and the development of new kits with detail and imagination, which Lindberg is dedicated to, assures this great sale of hobby kits from youngsters 8 to 80 for many years to come.

BOY CRAFT COMPANY
8050 N. MONTICELLO AVE.
SKOKIE, ILLINOIS

. Packages

SELF-SERVICE APPEAL

SIZE 15" x 26½" x 8"

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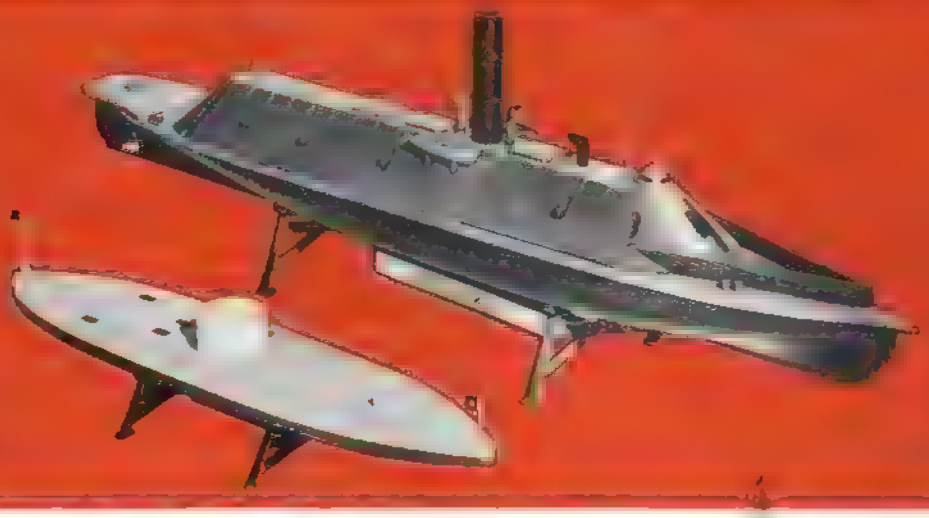

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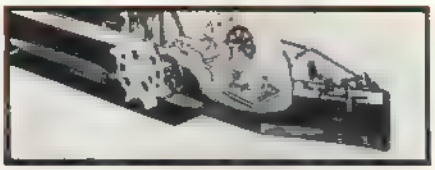

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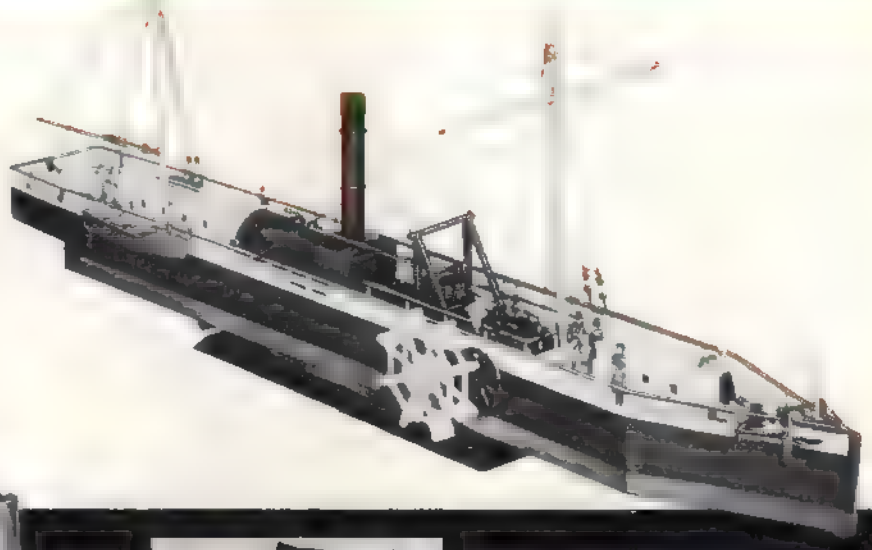

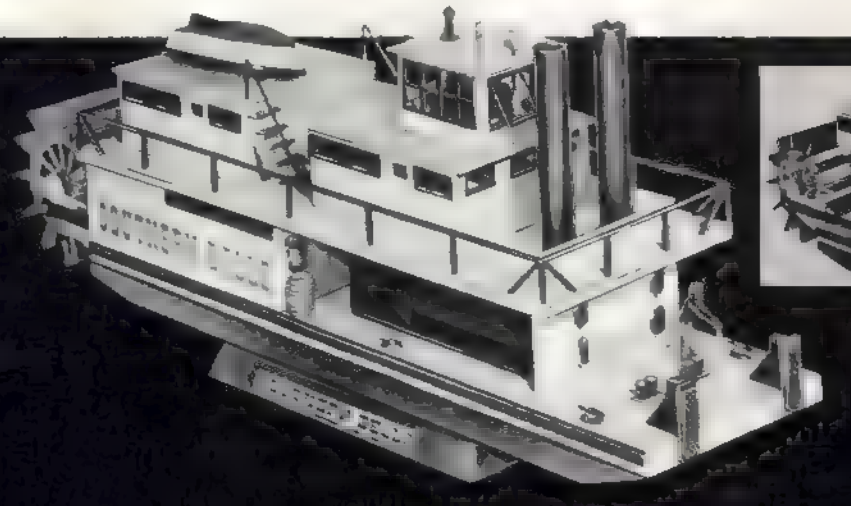

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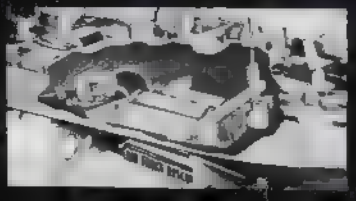

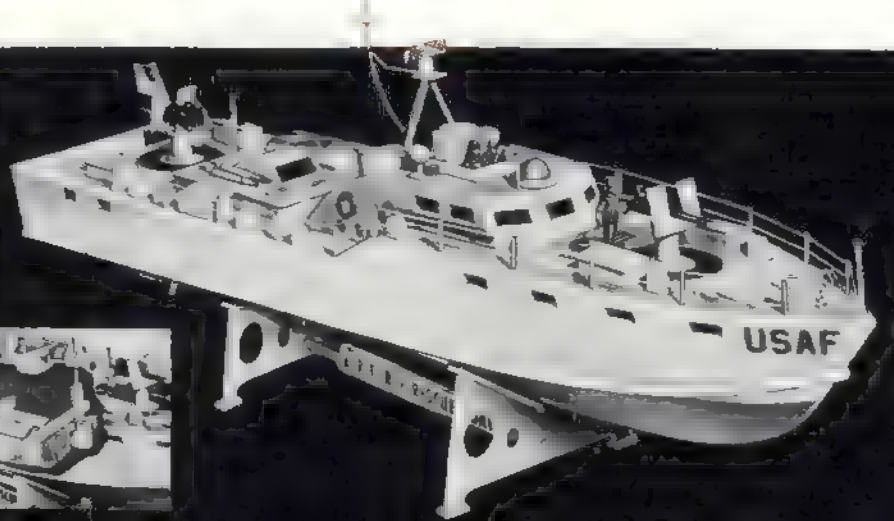

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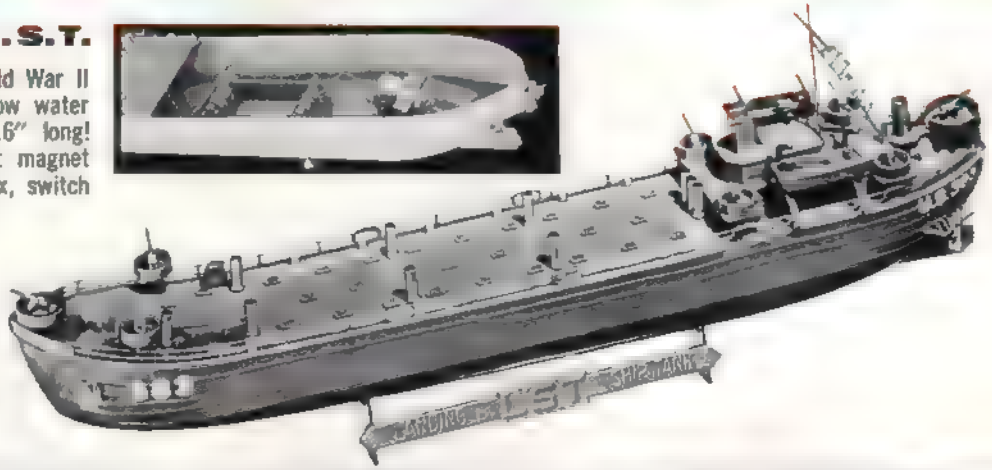

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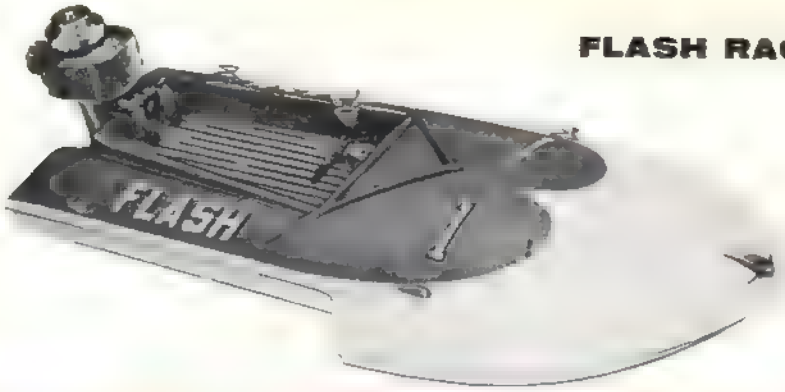

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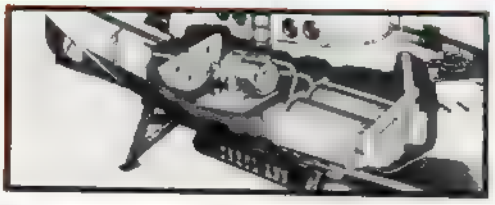

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BOY CRAFT COMPANY

8050 N. MONTICELLO AVE. SKOKIE, ILLINOIS

another Scientific
TOY
MILESTONE!

Park's No. 606

TRAK-O

MYSTERY SATELLITE

PATENT PENDING

EMITS AN AUDIBLE "BEEP-BEEP" SIGNAL AS IT ROLLS

Amazing! Dynamic Action! Intriguing!

Probably the most amazing toy in America today!

TRAK-O MYSTERY SATELLITE Ball has a battery operated electronic brain that brings **TRAK-O** out of corners, around obstacles, under objects, emits a "Beep-Beep" sound as it rolls on its course, can be steered by user. INDOOR OR OUTDOOR PLAY VALUE. Energized with standard "C" batteries. Absolutely safe in children's hands. Made of Butyrate plastic - practically indestructible. Non Wearing, long life nylon gears. A continuous action toy for young and old.

Demonstrator Pack . . . each 6 **TRAK-O** balls are shipped in a 3 color corrugated carton that becomes a counter demonstrator.

PACKING: Individually packed in outstanding display carton. ½ doz. to a master.

SHIPPING WEIGHT: ½ Doz. 10 lbs.

Retail $4.98
(not including batteries)

Rolls Around Obstacles

Tracks its Course Indoors or Outdoors

Easily Steered

Park PLASTICS CO.

Operates on a real jet principle!

Park ROCKET No. 501

BIGGER and better than ever

Zooms 300 feet up in the air Butyrate plastic construction, practically indestructible
Complete with 2 rockets, rocket launcher and fuel feeder. Individually boxed
PACKING 1 dozen to a shipping carton 11 lbs

Retail $1.98

No. 502. Extra Rockets: individually packed in poly bags with header strip. 2 dozen to a shipper. 3 lbs.

Retail 49c

One of the Greatest Scientific Toy Achievements in a Decade.

Operates on true scientific jet principle!

No. 507

Park's

FIRST STAGE ROCKET SOARS UP TO 300 FEET . . THEN SECOND STAGE ROCKET IS RELEASED AND BLASTS OFF TO EVEN GREATER HEIGHTS.

Identical in action to the exciting ROCKETS and MISSILES currently on the lips of everyone the world over

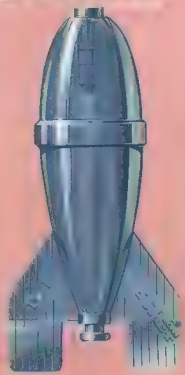
Set contains booster first stage rocket, one second stage rocket, one second stage satellite, a fuel supply tank and an air injection pump Made of Butyrate plastic, practically indestructible Simplified operation that permits any child to use it Safe, uses water as fuel.

PACKING: individual multi-color, mylar window box. 1 dozen to a shipper

SHIPPING WEIGHT: 1 Doz. 13 lbs

Extra rockets available upon request.

Retail $2.98



SATELLITE ROCKET No. 503

Miniature reproduction of the new famous **"PARK ROCKET"**. Designed especially for the popular price market Fires 100 feet up in the air Practically indestructible butyrate plastic Harmless - uses water as fuel Colorful individual tuck carton Complete with 5½" rocket, pump and fuel tank Holds enough water for 20 flights Fastens on belt

PACKING 2 dozen to a shipper — 13 lbs Extra Rockets Available on request.

Retail 98c

Park's
PLANET PATROL SAUCER

No. 508

Launches a piloted Space Saucer 60 feet or more. Set complete with "orbit energizer" launcher gun and 4 Planet Patrol Saucers. Saucers fly vertically or horizontally, glide down to earth and land spinning like a top.

Made of Hi-Impact polystyrene for prolonged life.

Assorted color combinations in each set

PACKING: Individually boxed in 3 color display carton. 2 dozen to a master shipper.

SHIPPING WEIGHT: 2 Doz. 11 lbs.

Retail $1.00

FLYING SAUCER TOP No. 505

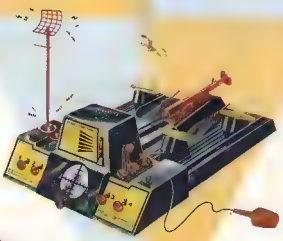
Flies 40 feet in air . . . spins on either end . . . also used as spinning top on ground . . . made of high impact plastic. Assorted colors: red, green, yellow and blue. Size 3½" Diameter
PACKING: 2 dozen to counter tuck. One gross to a shipper. 9 lbs.

19c

FLYING SAUCERS & LAUNCHER GUN No. 504

Soars up to 50 feet high . . . also used as spinning top on ground . . . made of high impact plastic . . . bright color combinations: red, yellow, blue, green. 3 saucers with launcher gun. Size 8½".
PACKING: 2 dozen to a shipper. Weight 9 lbs. Individually boxed or if specified, poly bagged with headerstrip.

59c



Park's

SATELLITE BATTLE STATION No. 500

14 action features. Safe!

Full instrument panel - all working features. 4 "tru-flite" suction cup darts. 4 Flying Pursuit Saucers - can be fired individually or in salvo. 4 adjustable Anti-Aircraft Guns. Adjustable Atomic Cannon. Distance Control Panel with accurate cannon remote control sight. "Make believe" Microphone. Each individually packaged in beautiful corrugated display box.

Size. 15½" L x 9½" W x 5" H.

PACKING: 6 to a shipper. 15 lbs.

$4.98

Park PLASTICS CO.

Park's feeding chick NO. 151

actually picks up and swallows its own food!

NOTHING LIKE IT EVER OFFERED! ONE OF THE TOP 5 WINNERS OF THE SCIENCE and MECHANICS NATIONAL TOY CONTEST.

A realistic chicken with natural, full action . . . simply press down lightly on his back and he bends down, picks up and swallows his chicken feed.
PACKING: Individually packaged.12 to a counter tuck 2 doz. & 4 doz. to a shipper
SHIPPING WEIGHT: 2 Doz. 4 lbs., 4 Doz. 7 lbs

For Impulse Sales -
Special Promotion Pack with Motion Display.

PROMOTION PACK No. 151-P

2 dozen "Feeding Chicks"
1 Motion Display (with battery)
3 extra "Feeding Chicks" (no charge) – All in one shipping carton

When you order 2 dozen chicks, you also receive a beautiful motion chick display. Retailer pays only $2.35 for display and is reimbursed when the 3 free chicks are sold at retail. SHIPPING WEIGHT: 5 lbs.

Retail 79c

151-P
Special Promotion Pack
Motion Display
(with battery)

Park PLASTICS CO. LINDEN, N. J.

"KLIPPITY KLOP SPURS" No. 152

PATENT PENDING

One of the most novel toy ideas ever offered.

Straps onto all children's shoes, (ages 3 to 10) and as he or she walks, a "Klippity-Klop" sound is made with each step. Gives delightful feeling of walking on air, with a bounce, and gives an exciting sensation to the feet. May be worn indoors or outdoors. Safe . . . harmless, and loads of fun!

"Klippity Klop Spurs" are constructed of durable polyethylene plastic and insulated tempered steel. WILL NOT MAR floors, furniture or shoes

PACKING: Individually carded. 1 dozen to master carton.

SHIPPING WEIGHT. 1 Doz. 7 lbs

Retail $1.98

WEE-GEE No. 100

midget water gun

One of the most spectacular developments ever offered in the water gun line! Easily hidden in any pocket . . . fits into palm of hand. Jet black and assorted colors if specified. Size 3".

Retail 19c

SQUIRT RAY No. 103

automatic water gun

300 shots without refilling . . . Hi-compression nozzle . . . visible water supply. Assorted transparent colors. Size 5½".

Retail 29c

DEE-GEE No. 101

double nozzle midget water gun

Squirts 2 streams of water simultaneously. Palm-size, easily concealed. Hi-compression recessed nozzles. Jet black and assorted colors if specified. Size 3"

"250" REPEATER

automatic water gun

Packet-size automatic . . . 250 shots without refilling . . . visible water supply . . . Hi-compression nozzle. Assorted transparent colors and black. Size 4¾"

Retail 25c

No. 102

Retail 29c

AN ACHIEVEMENT IN TOY MAKING HISTORY!

No. 108 Park's Life Size LUGER water pistol

with 2 water cartridge clips

Accurate scale model. Perfection of detail. Includes Park's exclusive "SNAP-IN CLIPS" (each refillable clip holds 50 or more shots of water) Size 7½".

LU-GEE No. 106

junior size Luger water gun

Reproduces the Luger in miniature detail. New recessed nozzle. Jet black and assorted colors if specified. Size 4¼"

water SUB-MACHINE GUN No. 105

POWERFUL!

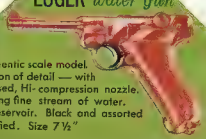
Authentic-styled Thompson repeater. Hundreds of shots without refilling! Long range. Jet black. Scaled size 19" long.

Retail 98c

No. 107 standard LUGER water gun

Authentic scale model. Perfection of detail — with new recessed, Hi-compression nozzle. Shoots a long fine stream of water. Large water reservoir. Black and assorted colors if specified. Size 7½"

Retail 49c



Retail 29c

Park PLASTICS CO. LINDEN, N. J.

QUALITY TOYS FOR CHILDREN OF ALL AGES

WEE-GEE No. 100

PACKING: 3 dozen to counter tuck. 1, 2 and 3 gross to a shipper. 9, 17 and 25 lbs.

DEE-GEE No. 101

PACKING: 3 dozen to counter tuck. 1, 2 and 3 gross to a shipper. 1, 19 and 28 lbs.

"250" REPEATER No. 102

PACKING: 2 dozen to counter tuck. 12 dozen to a shipper. 14 lbs.

SQUIRT RAY No. 103

PACKING: 2 dozen to counter tuck. 12 dozen to shipper. 18 lbs.

LU-GEE No. 106

PACKING: 2 dozen to counter tuck. 1 gross to a shipper. 12 lbs.

water SUB-MACHINE GUN No. 105

PACKING: 6 guns to a display rack. 1 dozen to a shipper. 8 lbs.

Available individually boxed. Must be specified. 1, 2 and 4 dozen to shipper. 6.4, 12.7 and 24 lbs.

LUGER water pistol No. 108

PACKING: Individually packaged in colorful display box. 1 and 2 dozen to a shipper. 5 and 10 lbs.

standard LUGER water gun No. 107

PACKING: 1 dozen to counter tuck. 1 gross to a shipper. 20 lbs.

all water guns 100% WATER TESTED with GUARANTEED WORKMANSHIP and PARTS

Park's

new - powerful

SNUB-BEE NO. 110

revolver style water pistol -

Equipped with Park's Hi-compression recessed nozzle . . . this snub nosed revolver fits easily and comfortably in the palm of the hand. Shoots a long fine stream of water 30-40 feet accurately . . . made of assorted opaque colors and jet black plastic, this authentically designed water gun is destined to be a hot sales leader, in the popular price field. Actual Size 4¾".

PACKING: 2 dozen to a counter tuck carton, 1 and 2 gross to a master.
Shipping Wgt: 12 lbs., 24 lbs.,

Retail 29c

manufacturers of famous plastic water guns and toys of unusual merit . . .

Park's **combination water gun pack**

with "attention demanding" 3D - DISPLAY

Combination Pack No. 111 and 13" x 19" 3D display easel

combination pack No. 111

Featuring world famous water guns. A minimum of valuable display space necessary. Attractive new 20" x 14" x 5" corrugated display box, **with 13 x 19" Space Saver 3-D EASEL, holds all 7 gun models.**

PACKING: 1 dozen **"WEE-GEE"** midget water guns, 1 dozen **"DEE-GEE"** double nozzle water guns, 1 dozen **"LU-GEE"**, 1 dozen **"250 REPEATER"** water guns, 2 dozen **"SNUB-BEE"**, 1 dozen standard **"LUGER"**, and 3 only water **"SUB-MACHINE GUNS"**.

All guns available from open stock. All guns contained in one pack for ease of handling. NO EXTRA CHARGES FOR THE DISPLAY BOX OR 3D EASEL!

retail value $28.02

Park's DART GUNS

ANOTHER FIRST

Park's revolutionary BUCCANEER No. 204

DOUBLE BARREL DART GUN

A completely new idea in dart guns Fires two darts either one or both at a time— with One Trigger Action! Complete with 4 "tru-flite" suction cup darts. Assorted opaque colors. Pirate target game on box & bubble pack card Standard pack: Individually boxed, specify bubble pack if preferred. 1 Doz. 6 lbs., 2 Doz. 10 lbs.

Retail 98c

LUGER Dart gun No. 203

PRECISION CRAFTSMANSHIP . . . AUTHENTIC STYLING AND DETAIL! Engineered to fire darts with unerring accuracy. Jet black. Complete with 3 "tru-flite" darts. Size 7½".

PACKING: Individually carded. 1 dozen to counter pack. 6 dozen to a shipper. 16 lbs.

Retail 49c

Also poly bagged with 2 extra darts, 6 dozen to a shipper. 14 5 lbs.

Retail 59c

LU-GEE Dart gun No. 202

A miniature version of the big "LUGER". Powerfull Fires harmless darts. Uses Park's exclusive "tru-flite" darts. Made of jet black plastic. Size 4¼"

PACKING: Each gun & 2 darts individually carded. 2 dozen to a counter pack 1 gross to a shipper. 15 lbs

Retail 29c

Also poly bagged with 2 extra darts, 6 dozen to a shipper. 7 5 lbs.

Retail 39c

No. 200

No. 200 EXTRA DARTS No. 201

Extra darts for Lu-gee — 1 dozen to card, 12 cards to shipper. 1 gross 2 lbs. Retail 5c each

Extra darts for Luger and Buccaneer — 1 dozen to card, 12 cards to shipper. 1 gross 3 lbs. Retail 5c each

No. 201

DART GUN GAMES

No. 251
No. 261

No. 250
No. 260

Park's HI-SCORE and WILLIAM TELL, JR.

No. 251 HI SCORE with 1 Luger and 3 darts — 79c

No. 261 HI-SCORE with 2 Lu-gees and 4 darts 98c

2 interesting targets designed for many hours of fun. Colorful 10" x 10" target with self-supporting legs Heavy, double weight board in multi colors. Each set poly packaged with headerstrip.

PACKING: No. 250 & 251 — 2 Dozen to a shipper - 5 lbs. No 260 & 261 — 1 Dozen to a shipper - 9 lbs.

No. 250 Wm. TELL Jr w/ 1 Luger and 3 darts 79c

No. 260 Wm TELL Jr w/2 Lu-gees and 4 darts 98c

Park PLASTICS CO.

NEW! "SPRING-BAK" ACTION TARGETS

A new innovation in Target Games! 3 dimensional Target with re-setting "Spring-Bak" action.

Park's NEW "SPRING-BAK"

BUFFALO HUNT TARGET SET No. 262

Completely new ACTION Target, features a full color scene of Stampeding Buffalos. When lead Buffalo is hit, it is knocked down, then resets itself into position for next shot

Set consists of Park's authentically styled Luger dart gun, 3 "tru-flite" darts, and high gloss action target (10 x 10"). Develops accuracy and marksmanship. Extra heavy weight target for durability complete with 2 supporting legs and instructions.

PACKING ...ndividually poly bagged with attractive header strip. 2 dozen to a shipper

SHIPPING WEIGHT 2 Doz. 14 lbs.

Extra darts available upon request

(See catalog No. 201 or price list)

Retail $1.00

Park's NEW

No 291 "SPRING-BAK" 3 DIMENSIONAL TARGET GAME

GUNSMOKE

This BIG action target game features America's top rated western hero, Matt Dillon of "Gunsmoke", as seen nationally by millions on CBS Television every week

New double barrel dart gun fires darts, one or two at a time, to stop the outlaw renegades of Dodge City ACTION! Shoot down the cut out figures, which then reset themselves in position for next volley of shots. Darts stick even when fired from an angle

Set includes 2 of Park's new **double barrel dart guns**, 8 **"tru-flite" darts** and EXTRA LARGE 3 dimensional target (21 ½ x 14 x 7") in exciting color

PACKING. Individually boxed in full mylar window box. 1 dozen to a master shipper

SHIPPING WEIGHT 1 Doz. 25 lbs

Extra darts available upon request. (See catalog No. 201 or price list.)

Retail $2.98

No. 282

MIGHTY MOUSE

This famous CBS Television cartoon star lends great impetus to sales of this interesting target set. One of the most popular children's programs in the U.S.A., viewed by millions of children every week.

Set contains **Park's NEW** double barrel dart gun (shoots one or both darts at a time), 4 **"tru-flite" darts**, and 3 dimensional **"Mighty Mouse"** target (10" x 17"). Object - fire dart and hit "Clow", the villain foils backwards then resets itself to original position, ready for next shot

Improves skill and marksmanship. Fun for the entire family.

PACKING: Individually boxed with full mylar window 1 dozen master shipping carton

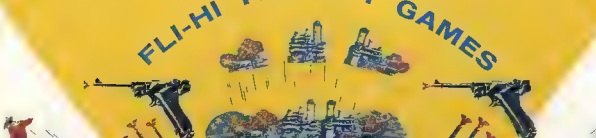
SHIPPING WEIGHT: 1 Doz. 16 lbs

Extra darts available upon request (See catalog No 201 or price list)

Retail $1.98

PATENT PENDING for all 3 *Targets with "Spring-Bak" action.*

FLI-HI TARGET GAMES



HEAVY CRUISER No. 290

Giant target . . . multiple action! A full 11" x 23".

3 action parts . . each time a ball's eye is hit, a section of the superstructure Fires Sky Hi. Complete with 1 Luger style dart gun and 4 "tru-flite" darts. Individually packaged in full Mylar window display box.

PACKING 1 dozen to a shipper 25 lbs

Retail $2.98

BUCKING BRONCO No. 280

Hi! startup ball's eye and horse throws its rider Develops skill and marksmanship Complete with LUGER Dart Gun and 4 "tru-flite" darts

PACKING 1 dozen to shipper 16 lbs.
Special pack, ½ Doz. ea 280 & 281 specify 280/1

Retail $1.98

NIKE LAUNCHING SITE No. 281

Hit ball's eye on target and the "Nike" Missile takes off for the stratosphere. High gloss target surface mounted on extra heavy weight board. Individually packaged in attractive 2 color Mylar window box. Complete with LUGER, 4 darts

PACKING 1 dozen to shipper 16 lbs
Special pack ½ Doz ea 280 & 281 specify 280/1

Retail $1.98

...now

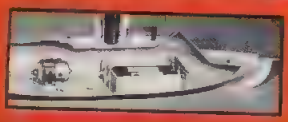
the LINDBERG line®

ESTABLISHED SINCE 1933

this new fast-selling

MOTORIZED! FLEET

WITH THE NEW TRANSPARENT WRAPPING . . .
THE SEALED PACKAGE WITH SPARKLE THAT IS STRONGER AND CLEANER WITH MORE SALES APPEAL



MONITOR & MERRIMAC

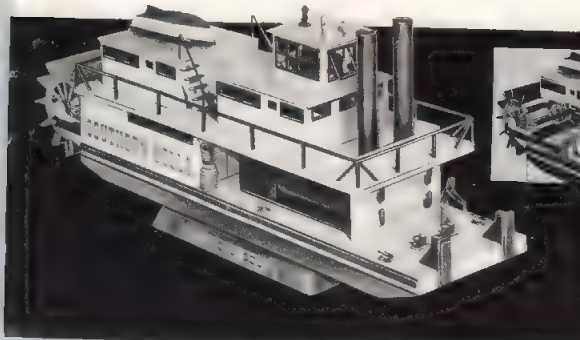
These two Civil War ships are highly detailed. Approx. 14" long, the Merrimac kit has over 46 parts, plus stand, and includes a 3-volt DC permanent magnet electric motor, complete with battery box, switch and all connections. The 9" Monitor, unpowered, has approx. 19 parts with stand, movable turret, propeller, etc.

65 PARTS — No. 717M $1.98

FULTON STEAMBOAT CLERMONT

In 1807 the Clermont made the first steamboat trip on the Hudson River. Approx. 19" long, kit includes 3-volt DC permanent magnet electric motor to drive simulated steam engine, gears & paddle wheels, plus battery box, switch, etc. 6 highly-detailed figures included.

187 PARTS — No. 708M $2.69



SOUTHERN BELLE

River boat used for transporting string of barges, etc. Approx. 15" long, kit includes stand, a 3-volt DC permanent magnet electric motor and pulleys to operate crankshafts and sternwheel, plus battery box, switch, etc. 3 highly-detailed crew members included.

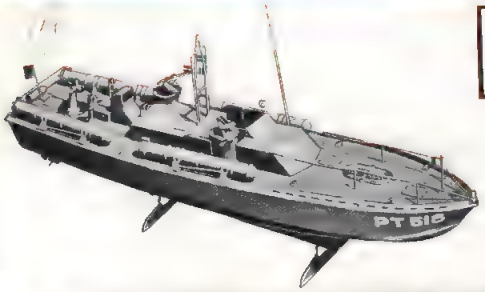
166 PARTS — No. 715M — $2.69

Lindberg Kits

L. C. V. P.

The U.S. Navy Landing Craft Vehicle Personnel boat is used for fast, maneuverable beach landings. This kit includes many moving parts, plus stand, 3-volt DC permanent magnet electric motor, battery box and switch. The model is 12" long and has 6 highly-detailed crew members.

102 PARTS **No. 720M $2.49**



P.T. TORPEDO BOAT

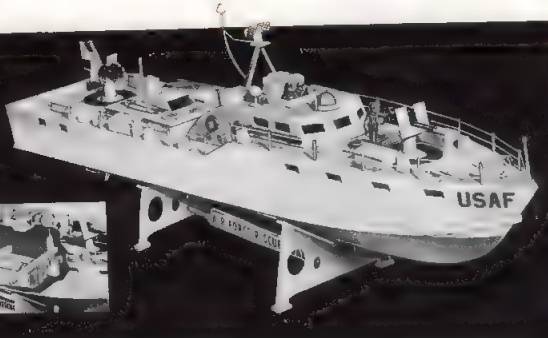
Fast World War II fighting boat. The model is 15" long, molded of grey plastic, including stand, 3-volt DC permanent magnet electric motor plus battery box, switch and many highly detailed parts, including crew members.

134 PARTS **No. 701M $2.69**

AIR FORCE RESCUE BOAT

Fast sea-rescue boat for downed aircraft crews. Authentic! Approx. 13" long, kit includes stand, 3-volt DC permanent magnet electric motor complete with battery box, switch, all connections & movable parts. 3 highly-detailed crew members included.

130 PARTS **No. 706M $1.98**



...are POWER-PACKED!

these attractive new kits when assembled are operative in water
by merely installing two pen-lite batteries

L. S. U.

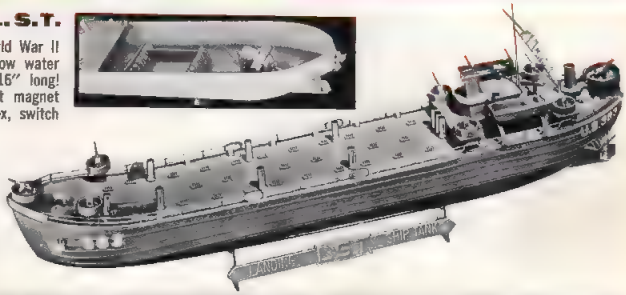
U.S. Navy Landing Craft Utility ship for conveying troops, tanks and vehicles. The model is 13" long. Kit includes stand, 3-volt DC permanent magnet electric motor, battery box, switch and connections which drive the 3 propellers. Complete with tank and 3 highly-detailed crew members.

159 PARTS **No. 709M.....$2.49**

L. S. T.

Landing Ship Tank, used by Navy in World War II to convey equipment and men for shallow water shore landings. Perfectly scaled, over 16" long! Kit includes stand, 3-volt DC permanent magnet electric motor, complete with battery box, switch & all connections.

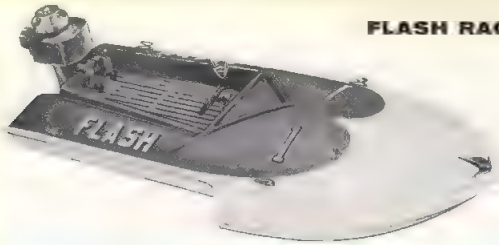
208 PARTS **No. 702M.....$2.49**



the LINDBERG line®
ESTABLISHED SINCE 1933

KITS INCLUDE THE MOST HIGHLY DETAILED FIGURES OBTAINABLE

FAMOUS THE WORLD OVER



FLASH RACING HYDROPLANE

Fast Class C 3-point Racing Boat. Kit is quick to assemble! Comes with a few simple parts to add to a hull that is assembled and painted. Model also includes a 3-volt DC permanent magnet electric outboard motor and battery box.

20 PARTS **No. V801M $5.98**

SHRIMP BOAT

This boat operates mainly off the Gulf Coast. Approx. 13" long, molded in white plastic. Kit includes stand, 3-volt DC permanent magnet electric motor, battery box, switch and connections. Complete with 4 highly-detailed crew members!

116 PARTS **No. 712M $2.49**

HARBOR TUG

Powerful harbor tug for pulling barges and docking larger steamships. Kit includes stand, 3-volt DC permanent magnet electric motor, battery box, switch and all connections. Completed model is 13" long with 3 highly-detailed crew members.

124 PARTS **No. 716M $2.49**

Authentic PLASTIC CONSTRUCTION KITS

LINDBERG PRODUCTS, INC.
SKOKIE, ILLINOIS

the LINDBERG line®
ESTABLISHED SINCE 1933

SIZE 21" x 42" x 24"

LINDBERG

TAMPER-PROOF RACK PACKAGES

OF PLASTIC CONSTRUCTION KITS

RD-300 ASSORTMENT

The name of LINDBERG on hobby kits is well known to millions of youngsters throughout America and the world. The sale of these airplane hobby construction kits is fabulous.

The Boy Craft Company, manufacturers of Lindberg authentic plastic construction kits, is proud to present these items in a package that is tamper-proof. It flashes a quick message. The merchandise can easily be observed through the unbreakable clear window. Also, on the back of the package is complete instructions as to the number of pieces in the kit and how the kit should be assembled.

This colorful package which is pre-priced can be used on pegboard racks, upright on counters or stacked flat on shelves. These hobby toy kits can be purchased open-stock or as an assortment which includes the wire rack as pictured above.

The potential of this market is unlimited and the development of new kits with detail and imagination, which Lindberg is dedicated to, assures this great sale of hobby kits from youngsters 8 to 80 for many years to come.

BOY CRAFT COMPANY
8050 N. MONTICELLO AVE.
SKOKIE, ILLINOIS

SIZE 15" x 26½" x 8"

Rack and...

THAT HAVE THE

RD-30 ASSORTMENT

This display with popular Lindberg airplane construction kits 29c, 69c, 79c retailers, can fit in most any good position suitable for quick self service sales. It can be hung on a wall, or stand sturdily on a counter. Note back page for contents.

FOR PEG-BOARD DISPLAYS

FOR VARIETY STORE COUNTERS

FOR WIRE RACK DISPLAYS

. . . Packages

SELF-SERVICE APPEAL

SIZE 15" x 26½" x 8"

RD-29 ASSORTMENT

This self-service display with the visual package is extremely popular. It has a combination of 6 different 29c retail items that are among the fastest selling in our popular line of hobby kits today. Note back page for contents.

DISTRIBUTOR PRICES & ASSORTMENT CONTENTS

ASSORTMENTS PREPACKED, PACKAGES ON DISPLAY, FOR FAST SHIPMENT

RD-300

DISTRIBUTOR COST $23.35
RETAIL $51.88

10 Different 29c Items	48 Total (R400-5, R-406-9)
2 Different 69c Items	6 Total (R504, R507)
6 Different 79c Items	18 Total (R503-R514-R518-R521-R535-R529)
5 Different 98c Items	20 Total (R505-R510-R511-R520-R531)

Wt. Per Assort. 26 lbs.

RD-29

DISTRIBUTOR COST $9.40
RETAIL $20.88

6 Different 29c Items	72 Total (R400-5)

Wt. Per Assort. 13 lbs.

RD-30

DISTRIBUTOR COST $12.25
RETAIL $27.22

6 Different 29c Items	36 Total (R400-5)
2 Different 69c Items	6 Total (R504-R507)
4 Different 79c Items	16 Total (R503-R514-R518-R521)

Wt. Per Assort. 14 lbs.

THE ABOVE ASSORTMENTS ARE SHIPPED WITH AN ATTRACTIVE WIRE RACK DISPLAY. PACKAGES ARE PLACED ON THE HOOKS AND THE CARTON IS READY FOR IMMEDIATE SHIPPING TO YOUR ACCOUNT. SHIPMENTS FROM OUR FACTORY THAT CONTAIN 100 LBS. OR MORE ARE SENT F.O.B. FREIGHT ALLOWED. TERMS 2%, 10 DAYS E.O.M.

OPEN STOCK PRICES

CODE	DESCRIPTION	STANDARD PACK	CTN. WT.	RETAIL EACH	COST PER DOZEN
R400-5	6 up Sport Plane Assort.	6 Doz.	8 Lbs.	$ .29	$ 1.57
R406-9	4 up Fighter Plane Assort.	6 Doz.	8 Lbs.	.29	1.57
R504	Beechcraft Bonanza	3 Doz.	9 Lbs.	.69	3.73
R507	Ryan Navion	3 Doz.	9 Lbs.	.69	3.73
R503	Republic Seabee	3 Doz.	12 Lbs.	.79	4.27
R514	Jap Zero	3 Doz.	12 Lbs.	.79	4.27
R518	British Spitfire	3 Doz.	11 Lbs.	.79	4.27
R521	Russian MIG 19	3 Doz.	11 Lbs.	.79	4.27
R535	Goshawk	3 Doz.	12 Lbs.	.79	4.27
R529	Skyhawk	3 Doz.	12 Lbs.	.79	4.27
R505	F86 Sabre	2 Doz.	10 Lbs.	.98	5.29
R510	Cutlass	2 Doz.	12 Lbs.	.98	5.29
R511	Thunderbolt	2 Doz.	12 Lbs.	.98	5.29
R520	Lindberg's Spirit of St. Louis	2 Doz.	10 Lbs.	.98	5.29
R531	Grumman Tiger	2 Doz.	11 Lbs.	.98	5.29
R600	Cement	36 Doz.	27 Lbs.	.10	.54

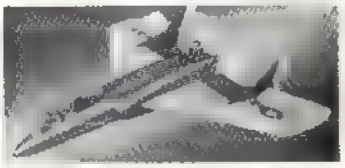
BOY CRAFT COMPANY

8050 N. MONTICELLO AVE. SKOKIE, ILLINOIS

FUEL POWERED AIRPLANES

WEN MAC

NAVY CUTLASS



Remote control throttle unit will make plane go fast or slow while it flies. Now you can do touch and go landings. Two-Tone Navy blue

No. 1266-120 ..... Each $16.95

Six in a Carton

AEROMITE

The new Aeromite with tri-cycle landing gear and three bladed prop. Pull-cord starter. America's favorite engine-powered model airplane. Ready for instant-action. "Duraflex" plastic construction for real rough flying. Unexcelled performance and popularity! Individual size: 14" x 13" x 5".

No. 1270-100 Each $10.95

Six in a carton

HILLER FLYING PLATFORM

Hiller's fantastic flying platform. Flies up . . . down . . . hovers at your slightest command. Miniature internal combustion engine operates the platform on the military's new "ducted fan" principle. Throttle muffler makes it sound just like a real platform. A quick vertical takeoff every time with the automatic recoil cable starter. Nation-wide TV promotion will make it the hottest hobby-toy item of the last decade. Individual size: 15" x 15" x 6½".

No. 1268-116 ..... Each $13.95

Six in a carton

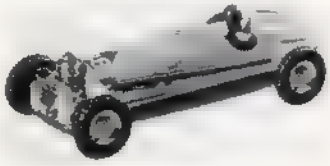
OPERATION .049

Features swept-wing Turbojet Airplane, Johnny Parsons' Automite Racecar and the seaworthy Aquamite Speedboat models. Interchangeable automatic recoil starter engine powers all three. Set also contains battery and accessory kit with fuel. A complete unit. Individual size: 22½" x 18" x 4½".

No. 1269-500 Each $24.95

Six in a carton

JOHNNY PARSONS' INDIANAPOLIS AUTOMITE

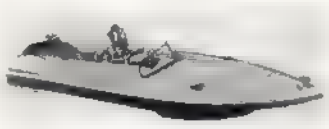


A thrilling reproduction of the Speedway's handcrafted racers. Speeds to 35 mph in circular pattern right on the width of your driveway. Individual size: 10¼" x 5" x 5".

No. 1272-201 ..... Each $14.95

Twelve in a carton

AQUAMITE



Rule the sea with this twin-rudder, inboard type engine-powered speedboat. Ready to go with exceptional power in-line marine engine. Set fingertip controls for circular or straight-away racing. Rugged and seaworthy! Individual Size: 13½" x 7" x 3¾".

No. 1273-301 Each $12.95

Six in a carton

MARX

REMOTE CONTROL BATTERY OPERATED TORPEDO BOAT

Measures 11" long, 3½" wide 3" high. Lithographed steel, with radar tower, bridge, 2 cannons, twin anti-aircraft guns, 4 torpedoes, rudder, and revolving propeller. Control box with 2 batteries connected to boat by 11 foot insulated cable. Travels in water, emitting loud motor noise.

No. 2532-J1550 ..... Each $2.00

Thirty-six in a Carton

K & O

SCALE MODEL BOATS

Wrap-proof hulls of injection-molded, high impact styrene; brand name outboards, modern colors of non-peel paint; authentic detail decals to personalize each boat; powerful electric motors; scale speed performance.

EL CAPITAN

12" outboard cabin cruiser

No. 1003-825 Each $3.98

Twenty-four in a Carton

WIZARD

14½" outboard sports runabout

No. 1001-875 Each $4.98

Twelve in a Carton

EL DORADO

13½" inboard sports cruiser

No. 1002-725 ..... Each $6.98

Twelve in a Carton

REL MFG. CO.

MOLDED AMERICAN MADE BATTERY OPERATED BOATS

Completely assembled ready to run. Battery powered—distinctive bubble blister. Scaled ½" to the foot. All Plastic Unit made from the finest, sturdy, rigid material available . . . powerful Electric Motor operated by regular flashlight batteries. Each boat is packaged for display, batteries are not included.

THE HYDRO JET

Nine inch Scale Model of 18 foot Sport Speedboat, with powerful electric motor, powered by one battery. Each in Bubble-Blister display package.

No. 1767-401 ..... Each $1.98

Six in a Carton

REL

THE JET STREAM

.01½" Scale Model of 21 Foot Sport Runabout with powerful electric motor, powered by one battery. Each in Bubble-Blister display package.

No. 1768-402 ..... Each $2.98

Four in a Carton

THE SHOOTING STAR

Twelve inch Scale Model of a 21-Foot Cruiser with powerful electric motor, powered by two batteries. Each in bubble-blister display package.

No. 1769-403 ..... Each $3.98

Three in a Shipping Carton

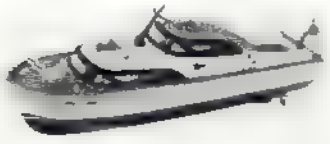
THE METEOR

Fourteen inch Scale Model of an eighteen foot Express Cruiser, with powerful electric motor powered by two batteries. Each in bubble-blister display package.

No. 1770-404 Each $4.98

Two in a Carton

THE COMET



Sixteen inch scale model of a 21 foot Sedan Cruiser, with powerful electric motor, powered by two batteries. Each in bubble-blister display package.

No. 1771-405 Each $5.98

Two in a Carton

THE MERCURY

Eighteen inch scale model of a 42 foot Cruiser with powerful electric motor, powered by three batteries. Contains a special flotation block—guaranteed unsinkable.

No. 1772-406 Each $9.95

One in a Carton

THE VENUS

Twenty-eight scale model of a 56 foot yacht, with twin electric motors, twin props. Contains a special flotation block guaranteed unsinkable. Powered by four batteries.

No. 1773-407 Each $11.95

One in a Carton

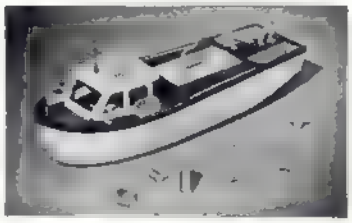
MECHANICAL FIRE BOAT

Rotating handle starts inertia motor which sends boat swiftly through water. Two rotating fireguns pump out water in steady long-range stream, and screaming siren adds to the fun. As boat goes along it sucks up water for fire guns. Made of high impact plastic. Size, 15" long.

No. 2301-4714 Each $4.98

Twelve in a Carton

MECHANICAL HARBOR POLICE BOAT



Has strong inertia motor with loud, screeching siren. Includes: 2 open and close compartments, 2 boat hooks, rifle, tommygun, shotgun, pistol, working towing winch with towing hook and winch wrench, 2 searchlights, horn, radio antenna, movable machine gun, 2 running lights, pair of binoculars, fire extinguisher, life preserver, steering wheel and flag. Made of high impact plastic in attractive colors. Size: 14" x 5" x 5".

No. 2303-4027 ..... Each $9.98

Six in a carton

MARX IMPORT

BATTERY OPERATED REMOTE CONTROL SUBMARINE WITH LITE IN TOWER

15" long, 1⅝" wide and 3" high

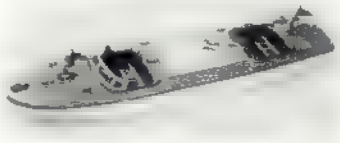
Made of steel with transparent Conning Tower and beautifully colored and lithographed. Pre set diving planes, adjustable rudder and light inside the Conning Tower actually work under water. Forward and reverse action and powered by two standard flashlight batteries in metal case, attached to the item by a 60" insulated cable. (Batteries are not supplied.)

No. 2536-2003 Each $2.98

Twelve in a Carton

IDEAL

21" POWER SPEEDBOAT



A sleek, trim inboard speedboat with harmless polyethylene unbreakable propeller. Powerful motor propels boat swiftly through water for a long, smooth run. Realistic windshield. Comes with two nautical flags. In attractive colors.

No. 2295-4040 ..... Each $4.00

Twelve in a carton

TORPEDO SHOOTING SUBMARINE

Beautiful plastic replica of authentic U.S.N. submarine. Comes with two plastic torpedoes which actually can be fired from the submarine while it is afloat or submerged by means of a simple firing mechanism. Torpedoes actually zoom through the water. Simulated deck gun, conning tower, periscope. Individually packed in beautiful display type box. Colors: silvertone, red, white and blue. Size 12" x 3" x 4".

No. 2300-4719 Each $1.00

Twelve in a carton

THOMAS

SEA RAIDER

Self-propelled submarine. A realistic performing toy. Submerges and surfaces. Wind-up crank in bow. Travels 50 feet underwater with one full winding. Made of high impact, break resistant material. Assorted colors with contrasting accessories.

No. 2525-393 ..... Each $1.59

Four in a carton

KEEP A GOOD STOCK OF BATTERIES FOR THE MANY ELECTRIC POWERED TOYS IN 1958

No. 2209-950—Eveready D Cell . $0.20

No. 2210-933—Eveready C Cell $0.20

192 in a Carton

IDEAL

U. S. NAVY DESTROYER

15" long, U.S.N. Destroyer. Rotating bow guns to protect ship from aircraft; 3 torpedo tubes that actually fire miniature torpedoes; 2 aft depth charges can be launched to drop "ash can" on a lurking sub. Simulated life rafts, gun turrets and compartments; hatch and hatch cover in bow; Navy legend on side of ship. Realistically decorated and brightly finished. Floats in water—rolls on land.

No. 2298-4711 ..... Each $2.00

Six in a Carton

SPARKING MECHANICAL TORPEDO BOAT

11¼" long, P.T Boat has a double gun turret in rear with gunner. Detailed with torpedo racks, search light, air horns, windshield. Radar receiving set acts as wind-up key for powerful clock-wind motor. As boat races through water gun turret releases a shower of sparks. Identifying numbers on side of boat.

No. 2302-4032 ..... Each $2.50

Six in a Carton

FROGMEN'S BOAT

Their special Motor-propelled boat is equipped with underwater "scooter." A different action for bath tub, pool and beach toy. The realistic rear deck gun actually fires harmless shells. Commando crew consists of 5 plastic frogmen one of which is mounted on "scooter" for under sea action. Mobile ramp and cradle launches "scooter." Molded of unbreakable polyethylene in brilliant colors. Size: 12" long, 4½" wide x 3¼" high. Scooter: 8" long.

No. 2283-4721 ..... Each $1.30

Twenty four in a Carton

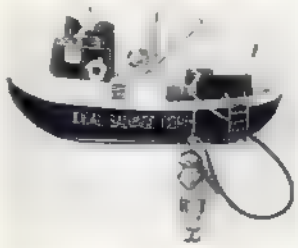
POLAR QUEEN

Polar expedition ship. Features bow harpoon gun that can project two harmless polyethylene harpoons. Harpoon gun rotates on deck. Rear deck is launching platform for helicopter that can float in water. Helicopter rotor blades made of soft polyethylene and can rotate. Comes with two polyethylene penguins and one polar bear that floats. Large plastic whale also floats. Novel polyethylene icicles can be attached to ship by child for added decoration. Searchlight on bridge rotates. In attractive bright colors. Size: 15½" x 3½".

No. 2293-4716 ..... Each $2.00

Twelve in a carton

SALVAGE BOAT



A model of the tough sea-going boat designed to send divers to Davy Jones' locker searching for salvage. Features unusual air pump mechanism and crane with windlass that can lower and raise diver. Air pump and selector valve can be made to lower diver, keep him below water, and raise him, depending upon position of selector valve. Realistic bubbles escape from diver as he submerges. Crane swings out over ship's side to lower and retrieve diver. Crane hook can be used to raise and lower other objects. Comes with swivel searchlight and two removable life preservers. Brightly decorated. Size: 14¾" x 5¼" x 7¾". Diver: 5" tall.

No. 2294-4715 ..... Each $5.00

Six in a carton

ELDON

AIRCRAFT CARRIER

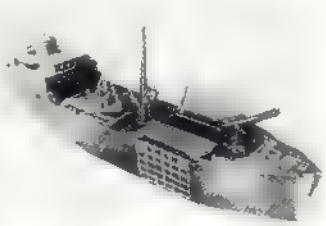
Parents'll love these new dimension polyethylene toys. Easy on the furniture, and safe for the children. Carrier comes with Four Fighter Planes! It'll work on land or sea. IT ROLLS (on almost hidden wheels); and IT FLOATS' 24" long.

No. 989-901 ..... Each $2.98

Six in a carton

ELDON

ATTACK TRANSPORT



Flexible unbreakable polyethylene. Here's a rocket firing cannon on the ship's bow, a working mast and loading boom with platform and a landing net for the four combat soldiers. Also equipped with four armored vehicles and two life boats 21" long. Color: Battleship Gray with Olive Drab Soldiers.

No. 998-912 ..... Each $2.98

Six in a Carton

L.C.T. (LANDING CRAFT)

Ready to secure a beachhead! Almost a foot long, and 3" wide this Landing Craft is geared for action. The crew consists of Helmsman and two Combat Soldiers. There are two armored "action" vehicles and the ramp raises and lowers. Color: L.C.T. is Battleship Gray. Vehicles and Soldiers, Olive Drab.

No. 1000-957 ..... Each $1.00

Twelve in a Carton

Cargo SHIP

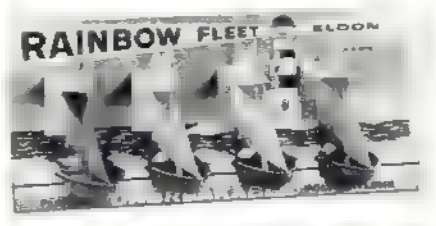
Unbreakable Polyethylene

21" long. It rolls and floats! Fully equipped 2 life boats, workable mast and boom for cargo, 3 wooden barrels and 3 wooden crates. 2 deck hatches that open. Assorted colors.

No. 978-906 ..... Each $2.98

Six in a carton

RAINBOW FLEET



A whole fleet of sail boats complete with rudders, keels, masts and multi-color sails. Set of 4 boats, each boat 6½" long, 7" high and 2¾" wide, in dramatic Lighthouse Package 18" long and 8" high.

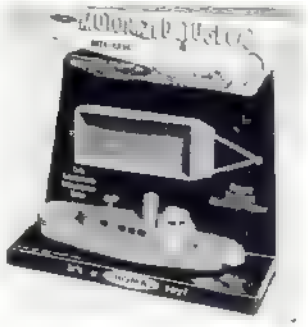
No. 992-868 ..... Each $1.00

Do Not Break.

Twelve in a carton

THOMAS

MOTORIZED TUGBOAT WITH BARGE



Real chug-action for little seamen and gals Long-running powerful motor. Barge can be filled for hauling. Colorful, contrasting colors. Mounted on colorful three-dimensional display card.

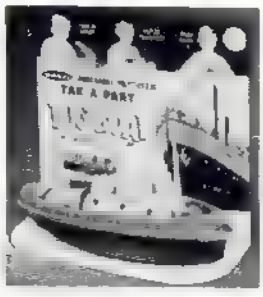
No. 2522-394 .....Each $0.79
Twelve in a carton

7" RACING HYDROPLANE
(Carded and Bagged)

Powered by rubber band wind up motor. Made of polyethylene

No. 2529-480 Each $0.79
Twenty-four in a Carton

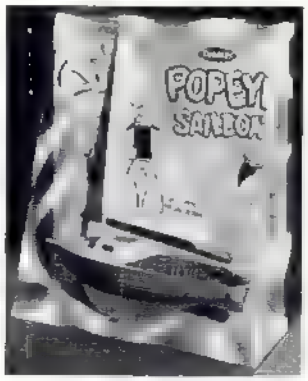
TAKE APART TUGBOAT



It rolls. It floats. 9 Polyethylene multi-colored parts. Fun to take apart and put together. Featuring removable snap-fit parts. Colorful 3 dimensional display card covered with polyethylene bag

No. 2523-399 .....Each $1.00
Six in a carton

POPEYE SAILBOAT



All polyethylene deck. Full hatch cover and tiller. Wood spars and vinyl sail. Color illustration of Popeye on sail. Automatic rudder control. Mounted on colorful three-dimensional display card covered with polyethylene bag.

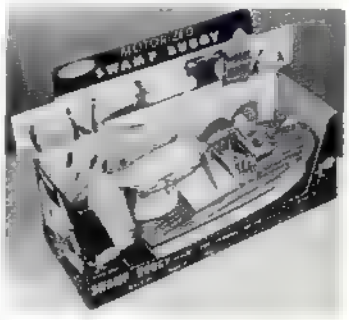
No. 2528-444 .....Each $1.49
Six in a Carton

SPORT FISHERMAN
(Tak-A Part Cruiser)

Authentic Sport Fishing Cruiser—Over 13" long. 22 Pieces of Tak-A Part and Put Together Fun Made of Unbreakable Polyethylene. Floats for Exciting Realism

No. 2527-484 Each $1.98
Twelve in a Carton

SWAMP BUGGY
(Wind-Up Motor)



Authentic 13" Model of Craft Used to Travel Over Swamps and Marshy Lands. Air Driven with Propeller. Powered by a Long Running Motor. It Floats and Can be Steered by a Movable Rudder. Colorful Parts All Made of Break Resistant Material

No. 2524-487 .....Each $1.98
Twelve in a Carton

COMET

CEMENT FOR PLASTICS

In lithographed tubes for easy use. Fast drying—colorless. Best for all plastic construction kits

No. 1833-10 .....Each $0.10
6 Gross in Shipping Carton
Thirty-six in a Display Carton
Sell Minimum of $6

TESTOR

No. 1863-9H Cement for Plastics
144 in a carton.....Per bottle $0.25

MODEL AIRPLANE CEMENT

No. 1864-5/15.....Each $0.15
Two Hundred Eighty-eight Tubes in a Carton

TESTOR

AIRPLANE DOPE

No. 1834-2	—Medium Green	Each	.15
No. 1835-3	—Dark Green	Each	.15
No. 1836-4	—Insignia Red	Each	.15
No. 1837-5	—Dark Red	Each	.15
No. 1838-6	—Maroon	Each	.15
No. 1839-7	—Lemon Yellow	Each	.15
No. 1840-8	—Orange Yellow	Each	.15
No. 1841-9	—International Orange	Each	.15
No. 1842-10	—Sky Blue	Each	.15
No. 1843-11	—True Blue	Each	.15
No. 1844-12	—Insignia Blue	Each	.15
No. 1845-13	—Aircraft Gray	Each	.15
No. 1846-14	—Battleship Gray	Each	.15
No. 1847-15	—Engine Gray	Each	.15
No. 1848-16	—Aircraft Cream	Each	.15
No. 1849-17	—Chocolate Brown	Each	.15
No. 1850-18	—Olive Drab	Each	.15
No. 1851-19	—Gloss Black	Each	.15
No. 1852-20	—Gold	Each	.15
No. 1853-21	—Silver	Each	.15
No. 1854-22	—Clear	Each	.15
No. 1855-23	—Thinner	Each	.15
No. 1856-24	—Insignia White	Each	.15
No. 1857-25	—Sanding Seal	Each	.15
No. 1859-27	—Gloss Top Coat	Each	.15
No. 1862-30	—Metallic Maroon	Each	.15

Do not sell less than twelve of a color. We will not break boxes.
12 in a Box, 144 in a Carton

PACTRA

OPEN STOCK 'NAMEL FOR PLASTIC MODELS

Provides more 'Namel than the small jar assortments, for use in building the large size model kits.

Sell units of 12 only.

2544	#1	Black
2545	#2	White
2546	#3	Royal Blue
2547	#4	Navy Blue
2548	#5	Leaf Green
2549	#6	Mandarin Red
2550	#7	Insignia Red
2551	#8	Lemon Yellow
2552	#9	Aircraft Gray
2553	#10	Olive Drab
2554	#11	Chrome Silver
2555	#12	Gold Leaf
2556	#13	Insignia Orange
2557	#14	Chocolate Brown
2558	#15	Flesh
2559	#16	Wood Tan
2560	#17	Hull Red
2561	#18	Sea Blue
2562	#19	Clear
2563	#20	Thinner

Each $0.15

12 in a Shipping Carton
Minimum Order—12

'NAMEL COLOR KIT

Contains red, blue, yellow, black, white, gold, chrome silver, plus thinner in 3 color package. A counter display in itself. Right size bottles for beginner or average modeler. For all plastics.

No. 2564-69 . . . . . Each kit $0.69

Seventy-two in a carton

No 98 Color Kit contains same bottles as No. 69 plus C-ment for plastics, wood tan, flesh, green, plus a good brush.

No. 2565-98—Color Kit Each $0.98

Forty-eight in a Carton

X-ACTO

MODEL KNIVES

Knife with 5 extra assorted blades.

No. 2165-52 . . . . . Each $1.35

Twelve in a Carton

SCALE MODEL PLASTIC SHIPS

REVELL

AIRCRAFT CARRIERS

FRANKLIN D. ROOSEVELT

And now the Carrier—an even bigger model than the Mighty "Mo." Finest craftsmanship and detail. Priced far below models anywhere near its size and quality.

No. 1646-H307. . . . . Each $2.49

Twelve in a Carton

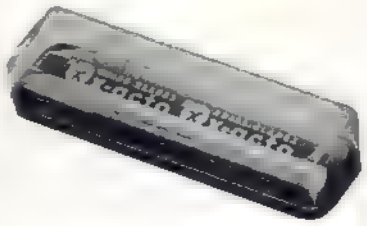
ESSEX

Packed from stem to stern with authentic details like moving elevators and cranes, detailed crash barrier on angled flight deck, 17 stainless steel whip antennas, 6 tow tractors, 27 separate planes, crane, truck and motor launch. Length, 20"

No. 1604-353 . . . . . Each $2.49

Twelve in a Carton

X-ACTO



Double knife set in vizi-dome box contains No. 1 and 2 knives with 10 extra assorted blades. On black plastic base with removable clear plastic cover.

No. 2166-62 . . . . . Each $2.75

Twelve in a Carton

Contains No. 1, 2, 5 knives, 8 assorted extra blades in patented holder. In handy, natural finish wood chest.

No. 2167-82 . . . . . Each $4.50

Twelve in a Carton

U.S.S. FORRESTAL

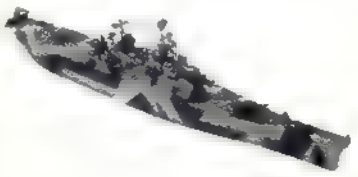
22½" model is remarkable for authentic detail. Molded in 2 colors, it has movable elevators, cranes and booms, tow tractors, jeeps, helicopters and 16 real navy jet craft on deck.

No. 1607-H339 Each $2.98

Twelve in a Carton

BATTLESHIPS

BATTLESHIP NEW JERSEY

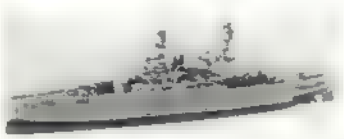


Known for its Atlantic war record, the "Jersey" has 2 helicopters on afterdeck, camouflaging directions. 20" long.

No. 1631-H316 . . . . . Each $1.98

Twelve in a Carton

U.S.S. ARIZONA



New 17" model of this great ship movable turrets and gun barrels, swivel-action boat cranes, detailed plane catapults, full heavy plate detail, 12 boats, 2 fighter planes, and authentic Navy decals.

No. 1602-348 Each $1.98

Twelve in a Carton

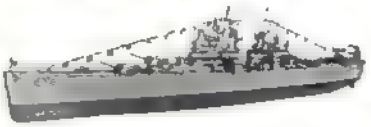
U.S.S. MISSOURI

A beautiful U-Build-It Scale Model of the famous "BIG MO". All parts are cast in plastic to scale with excellent detail. Truly a collectors item. Overall length 20"

No. 1636-H301—U.S.S. Missouri Each $1.98

Twelve in a Carton

HEAVY CRUISERS



Authentic replica of Baltimore class heavy cruiser—indispensable to the fleet and to every model collector. Includes decal nameplates of 14 U.S. cities with cruiser "namesakes."

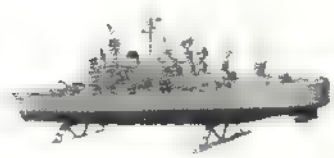
No. 1645-H306 . . . . . Each $1.69

Twelve in a Carton

SCALE MODEL PLASTIC SHIPS

REVELL

GUIDED MISSILE CRUISER U.S.S. BOSTON



Two Terrier launchers and guidance directors with four guided missiles are featured, completely detailed with gun turret batteries radar equipment and radio antenna exactingly molded. USN decals and stands for mounting the ship model included. Over-all length 17"

No. 1640-334 ..... Each $1.69

Twelve in a carton

DESTROYERS

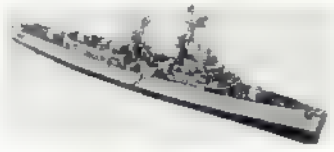
DESTROYER—U.S.S. SULLIVANS

Sleek, realistic scale replica of the destroyer named in honor of the famous five Sullivan brothers who lost their lives at Guadalcanal in November, 1942

No. 1644-H305 ..... Each $1.29

Twelve in a Carton

FORREST SHERMAN

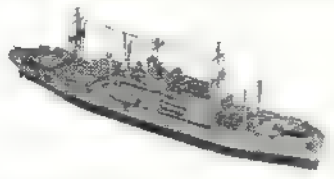


U.S. NAVY'S NEW DESTROYER! Detailed 15¾" model. Turret and anti-aircraft guns move on the model—some of the minute details perfectly duplicated bits, winches, ladders, boat boom, screw guards, deck plating, and twin torpedo tubes

No. 1608-352 Each $1.69

Twelve in a Carton

ATTACK TRANSPORT U.S.S. RANDALL



Scaled from 445 feet to 14½" in the model features a fully detailed hull, five decks with ladders, searchlight and gun platforms, masts booms, kingposts, 22 landing boats, guns, life boats. Display stand included

No. 1634-329 ..... Each $1.69

Twelve in a carton

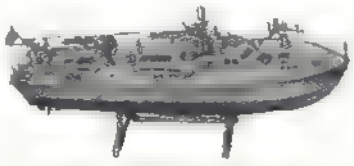
U.S.S. NORTON SOUND

Model is designed with guided missiles and launchers, helicopter and landing platform, rocket, 2 jeeps, guns, 2 boats 2 launches, life floats radar platform, fully detailed superstructure 11¼" long. Display stand for mounting the model included

No. 1639-331 ..... Each $1.69

Twelve in a carton

PT-BOAT



Loaded with realistic detail and armament. Patrol Torpedo Boats proved to be deadly threats to enemy seacraft and even planes, especially in the Philippines in World War II

No. 1638-H304 ..... Each $0.98

Thirty-six in a Carton

GUIDED MISSILE SUB

No. 1635-308 ..... Each $0.89

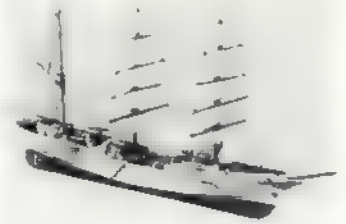
U.S.S. "HAVEN"—HOSPITAL SHIP

13" long exact scale replica comes complete with fully detailed super structure, decks, rudder and propellor, full hull and keel, plus miniature helicopter on deck. A display stand for mounting the assembled model is included in each kit.

No. 1672-320 ..... Each $1.69

Twelve in a carton

U.S. COAST GUARD CUTTER EAGLE



Molded in three colors. 13¼" model movable yards which allow several types of rigging, 19 fabulously detailed contoured plastic sails, preformed rattines, official decals, flag sheets and cement. Such details as chains, coiled ropes, whale boats life rafts, ladders and life preservers are perfectly reproduced on the model

No. 1601-147 ..... Each $2.98

Twelve in a Carton

U.S. COAST GUARD CUTTER CAMPBELL

13" scale model, featuring 6 depth charge "Y-guns." 2 stern launchers, full hull, flag sheet and rigging, armaments, radar installation, and authentic decals

No. 1666-H338 ..... Each $1.49

Twelve in a Carton

U.S. COAST GUARD ICE-BREAKER EASTWIND

Eastwind scale-model has movable cranes and detailed radar equipment, carries its own helicopter and captain's power launch right on deck. Over-all length 11¼"

No. 1665-H337 ..... Each $1.49

Twelve in a Carton

COMMERCIAL SHIPS

MOORE-McCORMACK'S S. S. BRASIL

Modern luxury liner incorporates the latest advances in modern ship design. 18½" replica —outside stabilizers—king posts and cargo booms that actually move, two swimming pools with detailed turquoise-colored water surfaces, authentic Moore-McCormack decals and flag sheets.

No. 1600-346 ..... Each $1.98

Twelve in a Carton

C 3 FREIGHTER—"HAWAIIAN PILOT"

Complete with main deck, 4 upper decks, masts and cargo booms smoke stack, life boats, ladders, rudder propeller and much more. Measures 15" from stem to stern. Comes with platform mounting

No. 1664-315 ..... Each $1.69

Twelve in a Carton

REVELL

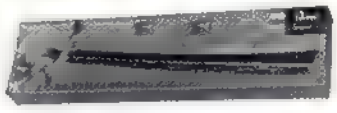
OIL TANKER J. L. HANNA

T-2 Class Tanker Realistic reproduction is superbly molded with the upper deck and bridge, navigating bridge and boat deck, masts king posts and booms, lifeboats, catwalks, smoke stack, racks and loading pipes, rubber and anchors. Scaled from 523 ft. to 15¼" in the model.

No. 1624-322 . . . . . Each $1.69

Twelve in a carton

S.S. UNITED STATES



Detailed Model of America's newest and most modern liner

No. 1630-H312 . . . . . Each $1.98

Twelve in a Carton

TUGBOAT "LONG BEACH"

Tugboat Long Beach is trully authentic with fully detailed superstructure, masts towing equipment, hull and keel, as well as finely sculptured figures of the Captain and two deck hands. Measures 9" long. Display stand for mounting is included

No. 1659-314 . . . . . Each $1.29

Twenty-four in a carton

PYRO

SEA GOING DIESEL TUG
Quick, Easy To Build
All Plastic Construction Kit

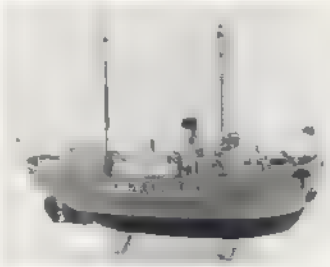
Just like the sea-going tugs that operate around the Golden Gate. Scale 1/8" to the foot. Durable plastic with all pieces and material necessary to complete model. Overall length 14"; height 7½". Packaged in deluxe 4 color box that sells on sight. All necessary plastic parts, chain and brass railing. Detailed and illustrated step-by-step instruction sheet.

No. 14826-207 . . . . . Each $2.98

Six in a Carton

PYRO

NANTUCKET LIGHTSHIP



All plastic construction kit for an authentic reproduction of the famous lightship now in service off the New England coast. Overall length 17", complete with anchor, chain, scaled plastic crew member figures, complete instructions.

No. 1491-238 Each $4.98

Six in a carton

MARX

CHRIS CRAFT MODEL SHIP KIT

Measures 53" long, 7¾" wide, 10" high

Constructed of plastic. Over 200 finished parts. Featuring such details as mast, and overhead ladder davits, lifelines, scuppers, portholes and an at-the-ready dinghy. Can be fitted with radio control or electric motor installations. Supplied are propellor shafts, tube housing and propellors, and an on-off switch for motor control. Metal parts are die cast while plastic parts are precision molded and need no adjustment for assembly. Detailed instructions are included.

No. 2006-5707 . . Each $14.98

Three in a carton

ELECTRIC CHRIS-CRAFT CRUISER MODEL KIT

Measures 18" long, 5½" wide, 5½" high

Parts interlock. Battery operated motor unit with battery holder completely supplied will all necessary propeller shafts, propellers, rudders for complete and simple operation. A stand is supplied to support the finished model

No. 2005-2855 . . . . . Each $4.98

Six in a carton

REVELL'S CHRIS CRAFT

For Pleasure Craft Collectors

Revell adds a luxury boat to every collector's fleet with this 42' Double Cabin Flying Bridge Cruiser. This trim beauty, America's favorite pleasure craft, sleeps eight "sailors."

No. 1637-H302. . . . . Each $0.89

Thirty-six in a Carton

REVELL

ROBERT E. LEE STEAMBOAT

Mississippi side-wheeler. Precision scaled are the two movable paddle wheels, three individual decks, wheel house, movable rudder, ship's wheel, whistle, gangplank, booms, lifeboats, stacks, steam pipes. Even the bales of cotton and wood piles are included. 13¼" long. Complete with mounting platforms.

No. 1633-328 . . . . . Each $1.98

Twelve in a carton

PYRO

THE ROBT. E. LEE MISSISSIPPI STEAM BOAT

A model of the most beautiful of all the famous steamboats on the old Mississippi River. Over 360 accurate all plastic parts—anchor chain, thread for rigging, display stands, and interesting History Instruction Sheet. Size, 21½" hull.

No. 1490-C237 . . . . . Each $7.95

Three in a carton

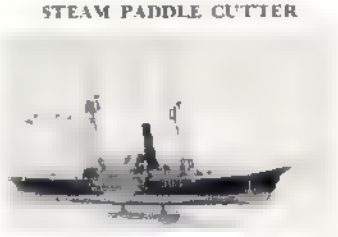
RIVER PACKET

This authentic 22" model of the River Packet that raced the Robert E. Lee comes complete in a full color box—with over 360 plastic parts—molded in red, green, grey and tan—anchor chain thread for rigging display stands—colorful decal history and instruction sheet and full color flag and pennant sheet.

No. 1494-268 Each $7.95

Three in a Carton

STEAM PADDLE CUTTER



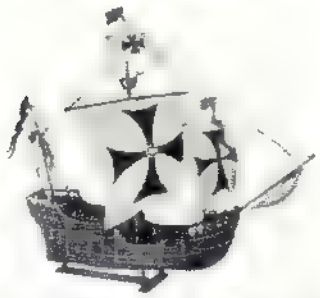
An exact 19" model of the steam-paddle cutter, HARRIETT LANE, kit comes complete with over 200 plastic parts—Black Hull prepainted copper below water line, crew members—anchor and bracing chain, thread for rigging, display stand and interesting history and instruction sheet

No. 1493-249 Each $3.49

Four in a Carton

REVELL

SANTA MARIA



11¼" model. Complete with full contoured white plastic sails, full rigging. 16 guns, water casks, landers, anchors, pennants, decals, shields, even a tiny lifeboat with oars, and figures of Columbus, himself, and 6 crew members. Kit includes cement.

No. 1661-H336 ..... Each $2.98

Twelve in a Carton

H.M.S. BOUNTY

14⅜" scale replica of the colorful ship. Precision molded is the fully detailed hull and deck with ratings, yards, masts, gun carriages and figure heads. Even the launch which carried Bligh to Timor has been realistically scaled. Five sculptured figures, display stand with embossed nameplate and a tube of cement included.

No. 1625-327 .....Each $2.98

Twelve in a carton

MARX

THE "SEA WITCH" CLIPPER SHIP CONSTRUCTION KIT

Measures 31" long, 4½" wide, 23" high.

The parts furnished for this model are truly scaled and precise in minute detail.

The hull and all the accessories are of high impact plastic including the sails, and all of the rigging including masts, and pulleys are supplied.

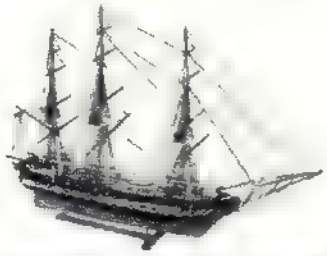
Various sailors in different positions complete the detail. There is a stand for displaying the finished model.

A complete instruction booklet is supplied together with a historical resume of the romance of the "clipper ship."

No. 2003-4405 ..... Each $9.96

Three in a Carton

U.S. FRIGATE "CONSTITUTION" "OLD IRONSIDES"

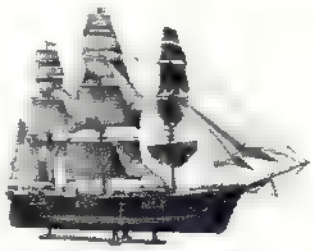


Equipped with pre-assembled ratlines and rigging. Each minute detail-decks, equipment, armament, spars, long boats with oars, sets off this quality model. Length 18". Height 12¼".

No. 1663-319 Each $2.98

Twelve in a Carton

FLYING CLOUD CLIPPER SHIP



Reproduction has every detail of the original, features full contoured plastic sails and pre-assembled ratlines. Length: 12".

No. 1668-H344 .....Each $2.98

Twelve in a Carton

PYRO

U.S. REVENUE CUTTER

This historically famous U. S. Revenue Cutter is 19" long 14" high. It features an authentic black hull pre-painted copper below the water line. And comes complete with crewmen, anchor chain, display stand, black and white rigging, interesting history and instruction sheet and full color flag and pennant sheet.

No. 1492-248 Each $2.98

Four in a Carton

REVELL

B-36 CONVAIR

Authentically detailed model of the "world's largest combat aircraft."

No. 1650-H205..... Each $0.98

Forty-eight in a Carton

MARX

THE "SANDPIPER" CLIPPER SHIP CONSTRUCTION SET

Measures 12" long, 2" wide, 10" high. Parts furnished are true-scale and precise in minute detail. Complete with simple instructions, necessary cement and stand to mount finished model.

No. 2004-4399 .....Each $1.98

Six in a carton

PYRO

GRAND BANK FISHING SCHOONER

The
Gertrude. L. Thebaud
Quick, Easy To Build
All Plastic Construction Kit

This all plastic model kit is a perfect replica of the famous Grand Banks Fishing Schooner. Scale 1/8" to the foot with a 17" hull, overall length 20", overall height 17¼". Packaged in a deluxe 4 color box that sells on sight. All necessary plastic parts, thread for rigging and metal chain. Detailed and illustrated step-by-step instruction sheet.

No. 1487-206 ..... Each $2.98

Six in a Carton

REVELL

B-47 STRATOJET

First swept-wing jet bomber. Accurate model. Complete insignia.

No. 1649-H206.....Each $0.98

Forty-eight in a Carton

B-52 STRATOFORTRESS

Largest, heaviest military airplane built to date! Carries 75,000 lbs. of bombs.

No. 1648-H207..... Each $0.98

Forty-eight in a Carton

ACTION TOYS

ACTION SPORTS CAR

Sturdy metal car styled like the latest in sports cars, with clever and unusual action. At intervals car automatically stops, driver opens door, then car scoots away. Operates on flashlight batteries (not included).

36164 B267 Fascinating $3.98

MYSTERY ACTION ARMY TANK

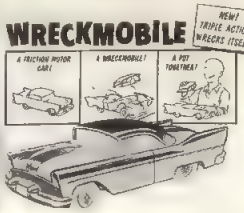
An action toy tank that goes zooming along, stopping and going in another direction if it hits an object. A bright light flashes in the muzzle of the gun as turret rotates. Operates from flashlight batteries (not included).

36165 B267 Army tank..$3.98

RADAR JEEP

Big 11" radar jeep that goes both forward and back. While it is in motion, and as the radar antenna revolves, lights alternate on two radar screens. Authentically detailed. Operates from flashlight batteries (not included).

36166 B267 Radar jeep $3.98



WRECKMOBILE AUTO

Body of hi-impact styrene plastic is made so that when auto hits a wall, the body harmlessly falls into many sections. The child has the fun of re-assembling the car. Special powerful friction motor, realistic styling. Length 8".

36163 B167 Wreckmobile$2.49

WATER SHOOTING BOAT

Fire Department's heroic fire boat has two rotating fire guns that pump out water in a steady long-range stream. Screaming siren adds to the fun. Life boat and anchor may be lowered and raised into the water. By Ideal.

36170 B333 Length 15"..$5.00

FORK LIFT TRUCK

Interesting battery operated fork lift truck, 10" long, moves forward, hits an object, reverses itself and starts off in a new direction. Truck has manually operated fork lift for raising packages. (Batteries not included.)

36169 B267 Lift truck.. $3.98

TANK TRANSPORT

Authentic copy of a U. S. Army tank transport with a swivel turret rocket-firing tank. Low bed trailer carries the tank. Cannon raises and lowers, actually fires rockets. Unbreakable, realistic olive drab plastic.

36168 B199 Complete...$2.98

MAGIC ACTION BULLDOZER

A child's delight. Automatically turns, reverses - cannot be trapped. Driver jiggles lever and it's off again on a new course. Lighted visible piston action. Hours of fun. 9" long. Operates on flashlight batteries (not included).

36167 B267 Bulldozer.. $3.98

GIANT ACTION AUTO FLEET

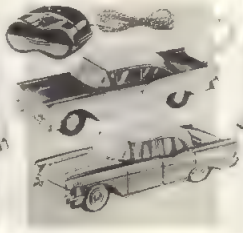
Twelve steel action autos. Each goes into action as it rolls on its rubber wheels. Taxi meter registers; fire chief bell clangs; police car machine gun fires; auto windows open and close, etc. Four color lithographed steel.

36138 B197 Set of 12... $2.98

FRICTION DRIVE CARS

Faithful reproduction of the originals, even to the insignia. Scaled to 1/25 actual car size. Sturdy Tenite plastic body in two-tone colors, metal chassis with a friction flywheel motor.

36174 B133 Buick.....$2.00
36175 B133 Ford.....2.00



REMOTE CONTROL AUTOS

Start, stop, reverse and steer with finger tip control. Realistic Tenite plastic body. Enclosed motor. 7 ft. cable cord from battery case to car. Requires 2 "D" flash batteries (not included).

36172 B199 Ford..... $2.95
36173 B199 Chevrolet... 2.95

AIRCRAFT CARRIER

A full two feet long, floats or rolls. Equipped with four fighter planes, signal man, a hatch that opens for storing planes below and catapult that actually launches planes from the deck. Made of unbreakable plastic.

36171 B199 Complete...$2.98

GILBERT®
HO
Made in the U.S.A.
TRAINS for 1958
RISS
PENNSYLVANIA
31004
INDUSTRIAL TRANSFER SERVICE
31013
Brand New! For '58
INDUSTRIAL SWITCHER
See pages 4 and 10

Up-To-The-Minute

GILBERT® The

REAL SMOKE and AUTHENTIC CHOO-CHOO

Half close your eyes and you'll swear you're watching a real coal burner when you see a Gilbert HO "steamer" thundering down the pike, real smoke puffing from the stack. Listen to the steady choo-choo-choos, synchronized with the driving rods and puffing smoke, and you know you're viewing the best in HO. LOOKS right and SOUNDS right, too!

BUILT-IN WHISTLE

Whistle for the grade crossings, signal your flagman at the rear, "talk" to other engineers in the yards. You can do all this with Gilbert's "Hudson" locomotive that's made with a built-in steam whistle. Blows by remote control, too, at the touch of a push button. You GET more, DO more, HAVE more with Gilbert HO because of its many more true-to-life features.

REAL R.R. FINISH

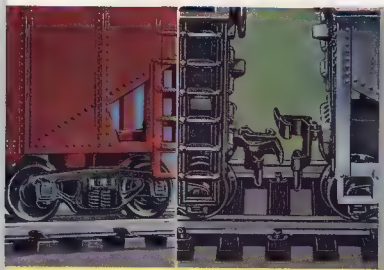
If you're after realism when you buy HO (and who isn't?) avoid cars where the color is *molded into* the plastic giving the cars a high, cheap gloss. Cars are less expensive to manufacture this way . . . but realism suffers. All Gilbert HO cars are painted with authentic railroad colors, mixed with attention to proper shade, and markings are blueprint accurate.

Top Award packaging!

Gilbert was the first in the entire HO field with a quality package that really displayed, merchandised and sold HO trains. After Gilbert's success, there have been many other "me-too" packages in the field, but the few good ones all failed in one important respect: they didn't allow a dealer to break-up a set in order to sell a car or loco separately. In this attractive Gilbert package all rolling stock is individually packaged in window boxes. You can remove any one and replace with another box the same size. No die-cut tray into which only a certain car will fit! For sets that SELL, stock Gilbert!

Features That Make HO Leader!

Made in the U.S.A.



SPRING-ACTION TRUCKS

Examine Gilbert car trucks closely and you'll see a perfect pair of springs in each. Realistic? Sure, but it's more than that. Those springs really work, absorbing rail shocks and lessening de-railment danger. Don't take less than Gilbert "sprung-truck" car.

N.M.R.A. COUPLERS

One of the most important parts of your HO train is the coupler. It must look real and be fool-proof in operation. The Gilbert coupler, designed by the Coupler Committee of the National Model R.R. Association, meets these requirements in full. All Gilbert locos and cars have it.

Accurate 9/64" Scale!

Every Gilbert HO locomotive and car is built to high standards of meticulous craftsmanship. Each 9/64 of an inch equals one foot in the *real* McCoy. Photo shows jewel-like perfection of a typical Gilbert HO car.

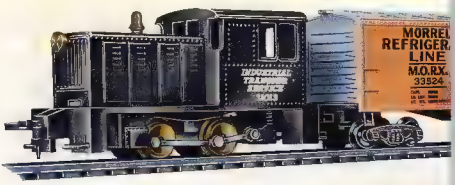
Over 700 Coast-to-Coast Service Stations!

...exclusive with GILBERT

One of the many features that puts Gilbert head and shoulders above every one else in the HO field is its unparalleled network of Authorized Gilbert Service Stations — over 700 — where a Gilbert HO consumer can get factory-trained experts to put his equipment in top shape. Every dealer knows the importance of service to his customers — and to most, the problem is a constant headache. For every HO dealer there is a nearby Gilbert Service Station, stocked with factory parts and staffed with HO repair experts. No other HO manufacturer offers this unique feature.

NEW No. 30405
INDUSTRIAL SWITCHER FREIGHT **$24.95**

Every rail fan has seen plenty of these mighty mite powerhouse Diesels around dock areas and factories, tirelessly hauling a deck of freights. This HO miniature has everything the real McCoy has except size and it heads up a Morrell reefer, B & O hopper, Rio Grande cookie car and B & O shanty. NMRA couplers throughout.



No. 30410
B & O DIESEL FREIGHT **$34.95**

The back-to-back Baltimore & Ohio "A" units that power this 4-car freight drag have plenty of what it takes for any assignment on your pike, including a fast passenger run. In addition to the A-A growler units, this freight has a CB & Q coal car, Gulf tanker, Silver Meteor box with sliding doors and a B & O caboose. NMRA couplers on all rolling stock.

GILBERT HO TRAIN SETS

Made in the U.S.A.

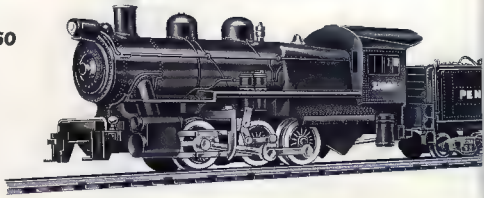
NEW No. 30415
SOUTHERN PACIFIC DIESEL PASSENGER **$39.95**

You'll lose your heart forever to this husky hauler when you see it belt along the high iron at express speeds, carrying three of the slickest streamliners ever made. This "varnish" string is new from front to rear: new S.P. growler, new baggage and club car, 2 new coaches. NMRA couplers throughout.

No. 30420
PENNSYLVANIA SWITCHER FREIGHT **$47.50**

With Smoke and Choo-Choo Sounds

Just watch the way this 0-6-0 beauty handles herself at the head end of this 4-car drag. Smoke puffing and steady choo-choo-choos coming from her boiler, and you'll understand why she's been acclaimed one of the finest yard goats in HO. This high-stepping outfit includes a B & O box with sliding doors, brand new Container Gondola, Northwestern reefer and Pennsy shanty. NMRA couplers throughout.



No. 30405 FREIGHT INCLUDES:

- Industrial Switcher Locomotive
- Morrell Reefer
- B & O Hopper
- Rio Grande Cookie Box Car
- B & O Caboose
- Uncoupler Track
- 11 section 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30410 FREIGHT INCLUDES:

- B & O Powered "A" Unit Locomotive
- B & O Diesel "A" Unit Locomotive
- C B & Q Hopper Car
- Gulf Tank Car
- Silver Meteor Box Car
- B & O Caboose
- Uncoupler Track
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30415 PASSENGER INCLUDES:

- Southern Pacific Diesel Powered "A" Unit
- Southern Pacific Baggage & Club Car
- 2 Southern Pacific Coaches
- 11 sections 18" radius Curved Track
- Uncoupler Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30420 FREIGHT INCLUDES:

- Pennsy Switcher and Tender, with Smoke and Choo-Choo
- B & O Box Car
- New Delaware & Hudson Container Gondola
- Northwestern Reefer
- Pennsy Caboose
- 11 sections 18" radius Curved Track
- Uncoupler Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- 4-piece Smoke Set
- Illustrated Instructions

NEW No. 30425

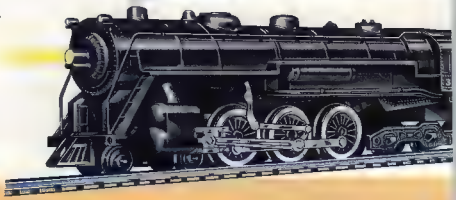
C & O ALCO DIESEL FREIGHT **$52.50**

You'll never find another loco with more brute pulling power than this bear-for-work Alco 12-wheel ball-and-socket-drive DL-600 diesel. All 12 wheels pull the load on this new Chesapeake & Ohio beauty, which powers a Monon Cement car, New Haven box, Koppers Chemical B & M Box and new illuminated C & O shanty. Both box cars have sliding doors. NMRA couplers throughout.

No. 30430 HUDSON FREIGHT **$59.50**

With Smoke and Choo-Choo Sounds

If you could scale down a real-life N. Y. Central Hudson "smoker" to HO size, it would come out looking like this Gilbert loco, with its puffing Smoke, Choo-Choo sound effects and load of tiny detail. Here it hauls 5 cars, all with NMRA couplers: Green Bay reefer, new New Haven lumber car, Mobilgas tank car, N & W gondola and N. Y. Central illuminated caboose.



GILBERT HO TRAIN SETS

Made in the U.S.A.

No. 30435
NORTHERN PACIFIC
DIESEL PASSENGER **$64.50**

Three big GM Diesel locomotives—2 A's and a B—haul four of the smartest looking cars on any HO pike: illuminated Northern Pacific dreamliners with silhouetted passengers in the windows. Entire train is a scaled down model of the famous Northern Pacific "Main Street of the Northwest" luxury number. NMRA couplers throughout.

WHOO-OO-O

No. 30440 N.Y. CENTRAL HUDSON FREIGHT
With Smoke, Choo-Choo Sounds and Steam Whistle **$69.50**

This rugged coal-burning freight is in a class all by itself: 5 colorful and authentic cars, including a brand new Piggy Back, plus a minutely-detailed loco that puffs real Smoke, sounds off with Choo-Choos and blows a built-in steam whistle by remote control. Shanty on tail end is illuminated; all rolling stock and loco have NMRA couplers.

No. 30425 DIESEL FREIGHT INCLUDES:

- New C & O Alco Diesel Locomotive with Headlights Front and Rear
- Monon Cement Car
- New Haven Box Car
- Koppers Chemical Car
- B & M Box Car
- New Illuminated C & O Caboose
- Uncoupler Track
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30430 HUDSON FREIGHT INCLUDES:

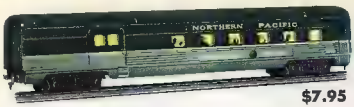
- N. Y. Central Hudson Locomotive and Tender, with Smoke and Choo-Choo
- Green Bay & Western Reefer
- New N. H. Lumber Car
- Mobilgas Tank Car
- Norfolk & Western Gondola
- Illuminated N. Y. Central Caboose
- 4 piece Smoke Set
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Uncoupler Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30435 DIESEL PASSENGER INCLUDES:

- Northern Pacific Diesel Powered "A" Unit Locomotive
- Diesel "B" Unit Locomotive
- Diesel "A" Unit Locomotive
- Illuminated Baggage & Club Car
- Illuminated Coach
- Illuminated Vista Dome Car
- Illuminated Observation
- Uncoupler Track
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30440 HUDSON FREIGHT INCLUDES:

- N. Y. Central Hudson Locomotive and Tender with Smoke, Choo-Choo and built-in Whistle
- M-K-T Cattle Car
- New Piggy Back Car with Trailer
- 3-Dome Gulf Tank Car
- New Haven Depressed Center Transformer Car
- Illum. N. Y. Central Caboose
- 4 piece Smoke Set
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Uncoupler Track
- Automatic Re-Railer Track
- Illustrated Instructions



$7.95

No. 33540 BAGGAGE & CLUB CAR — Long, sleek, detailed. Has interior lighting, NMRA couplers and die-cast trucks.

$8.95

No. 33542 VISTA DOME — A real beauty and a car you'll want for your passenger division. Northern Pacific markings; interior lighting, die-cast trucks, NMRA couplers.

$7.95

No. 33541 COACH — Minutely detailed with authentic Northern Pacific finish. Illuminated. NMRA couplers, die-cast trucks.

$8.95

No. 33543 OBSERVATION - Coolest car on HO rails is this dreamliner observation, with Northern Pacific finish and lettering. Illuminated inside. Has NMRA couplers, die-cast trucks, equalized wheel action.

GILBERT HO CARS

Made in the U.S.A.

Authentic Miniatures • Real Spring Trucks • N.M.R.A. Couplers

$3.95

NEW! **No. 33509 PIGGY BACK CAR** — If the HO'ers go for this number the way the big roads have, you'll see plenty of these piggy backs with trailer. This one sports the famous Riss name, one of the biggest in trucking. 7⅝" long.

$3.95

NEW! **No. 33527 LUMBER CAR** — Even if you're not an HO purist, carrying big timber aboard a gondola or ordinary flat is just not done. Get the right car for the right job, we say. This one is right for lumber. New Haven R.R. markings. 7¾" long.

$3.95

NEW! **No. 33507 CONTAINER GONDOLA** — You can't have a hop pike without one of these newest of the new. G.D. H. & W. Container Gondola that carries five giant chemical containers. 5⅞" long.

$3.95

NEW! **No. 33508 PIPE CAR** — Carry your pipes in style aboard this car that's built for the job. C & O car complete as shown, including a load of pipes. 5⅞" long.

$3.5

No. 33500 TANK CAR — No freight drag is complete without an "old reliable" tanker . . . and this one is a beauty. 5" long.

$3.50

No. 33501 HOPPER CAR — The backbone of your freight fleet is the dependable hopper, and here's one that carries a load of anthracite. Fully detailed. 4¼" long.

$3.95

No. 33502 CATTLE CAR — If you listen hard you can almost hear the steers bawling! Door slides open. Katy markings. 5⅞".

$3.9

No. 33503 DEPRESSED CENTER — When you have a heavyweight load to carry (like the transformer here) this is the car for the job. 5" long.

$2.50

No. 33505 GONDOLA CAR — Has large loading capacity for pipes, machinery or anything else too big for a box car. 5⅞" long.

$3.95

No. 33511 TANK CAR — Brand new tanker with 3 domes and famous GULF emblem. Loaded with detail. 5" long.

$3.95

No. 33513 BOX CAR — The drab freight train of yesteryear is fast disappearing . . . and this B & O job proves it. Doors slide open and shut. 5⅝" long.

$3.50

No. 33510 CEMENT CAR — Complete with 6 simulated roof loading hatches, catwalk, rivets and other detail. 4¼" long.

$3.95

No. 33512 BOX CAR — Old trustworthy — all dressed up in the striking New Haven R.R. colors that are the talk of the railroad world. Sliding doors. 5¾" long.

$3.95

No. 33514 BOX CAR — This Seaboard "Silver Meteor" really gets around, as freight hauls throughout the country will testify. Has sliding doors. 5⅝" long.

$5.50

No. 33516 ILLUMINATED CABOOSE — A shanty to ride the tail ends of your freights in handsome style. Interior lighting. 4⅛" long.

$3.50

No. 33520 REFRIGERATOR CAR — Just as useful as it is handsome is this yellow-and-green reefer, seen from coast-to-coast. 5½" long.

$3.50

No. 33524 REFRIGERATOR CAR — With reefers making up as many as half of some hauls, you'll need plenty of variety on your road. This Morrell number is a real dinger. 5⅜" long.

$3.50

No. 33517 TANK CAR - Bright, colorful, authentic. That's the word for this Mobilgas tanker that deserves a home on any HO pike. 5" long.

$3.95

No. 33522 BOX CAR — Even seasoned railroadmen take a second look when this Boston & Maine beauty rolls by. Doors slide open. 5⅜" long.

$2.95

No. 33525 HOPPER – Big Baltimore & Ohio lettering plus minute detail make this car a perfect scale model of the McCoy. You'll want several. 4¼" long.

$3.50

No. 33518 CHEMICAL CAR — In this chemical age we live in, a Koppers car like this is a "must". Authentic from top to toe. 5" long.

$3.95

No 33523 BOX CAR— A car especially for bakery goods is the latest wrinkle on the Rio Grande — and this HO job is a perfect scale copy. Doors slide open. 5⅜" long.

$3.50

No. 33526 REFRIGERATOR CAR — Spot a couple of these jazzy jobs in your drags and see how they give your freights new zip. Highly detailed; accurate 9/84" scale, 5⅜" long.

No. 33504 REFRIGERATOR CAR

A reefer to add color and realism to your HO layout. Fully detailed. 5⅜" long.

$3.25

$3.25

No. 33521 REFRIGERATOR CAR

Get your perishables to market fast in this colorful Northern Pacific reefer with elaborate detail. 5⅜" long.

No. 31007 B & O DIESEL (Powered) - This rugged growler holds the rails as though it were born to them and she's got power for those l-o-n-g hauls. Has headlight. 7" long. **$17.95**

No. 31009 B & O DIESEL (Non-Powered) — Same as above, except without motor. Couples on behind your powered "A" unit for added train realism. 7" long (not illustrated) **$4.95**

No. 31008 B & O DIESEL "B" UNIT — One of these between a powered "A" unit and a non-powered "A" makes the sweetest looking triple unit drag anywhere. 7" long. **$4.95**

$17.95

No. 31014 SOUTHERN PACIFIC POWERED DIESEL "A"
Equally at home heading up a freight drag or passenger haul. 7" long.

No. 31010 NORTHERN PACIFIC DIESEL (Powered) — Husky GM diesel in colorful Northern Pacific finish. 7" long. **$17.95**

No. 31012 NORTHERN PACIFIC DIESEL (Non-Powered) — Same as above, except without motor. 7" long. (not illustrated) **$4.95**

No. 31011 NORTHERN PACIFIC "B" UNIT - Use behind a powered "A" or between two "A's"; one with and one without power, to create multi-unit locomotives. 7" long. **$4.95**

No. 31003 ALCO DIESEL — A handsome - and necessary — addition to any roundhouse! This slick Alco beauty is loaded with power and has new universal ball-and-socket drive: all 12 wheels pull the load! Includes multiple illuminated headlights (4 in front, 2 in rear) plus lighted number boards. An all-purpose loco to handle any freight or passenger assignment with ease. 8-7/16" long. **$27.50**

GILBERT HO LOCOMOTIVES

No. 31013 INDUSTRIAL SWITCHER — Don't let the size of this tiny hustler fool you - she's got more rugged power and get-up-and-go than locos twice her size. Couplers front and rear for pushing or pulling on sidings, off sidings — or a straight run down the alley. 3¼" long.

$16.50

$32.50

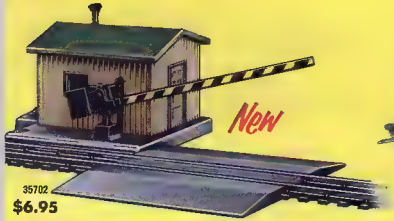
No. 31004 PENNSYLVANIA SWITCHER — Sweetest coal-burning yard goat anywhere, bar none. With her worm-drive motor she's a real workhorse, too, with plenty of class to take yard abuse. Watch her bustle about on her chores, puffing Smoke and sounding off with Choo-Choos and you'll agree there's nothing finer in "HO." 9" long.

$49.50

No. 31006 HUDSON LOCOMOTIVE — One of the classic locomotives in the "HO" field is this magnificent N. Y. Central "Hudson", with puffing Smoke and a built-in Electronic Steam Whistle. Has powerful worm-drive motor and the most elaborate and authentic detail possible. A thoroughbred through-and-through. 14" long. Gilbert "HO" Power Pack No. 32653 should be used to operate locomotive No. 31006.

No. 31005 HUDSON LOCOMOTIVE (Not illustrated) — Same as No. 31006 except without Whistle.

$39.95



New

35702
$6.95

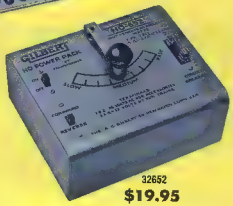
New 35705 $1.95

34632 $.60

35710
$3.95

35711
$3.95

23025
$1.00



32652
$19.95

32654
$7.95

32655
$13.95

GILBERT HO ACCESSORIES

No. 23025 SMOKE CAPSULES — For all Gilbert HO smoke-puffing locomotives. Package contains 12.

No. 32652 POWER PACK — Reduces 110-120 household current to 15 volts A.C. for accessories and converts low voltage A.C. to 12 volts D.C. for trains. Has 2½ amp output at 12 volts D.C or 15 volts A.C. Line switch, forward-and-reverse switch, re-set circuit breaker. 7" long, 6" wide, 2⅞" high.

No. 32654 RECTIFIER — Changes A.C. current from transformer to low voltage D.C. for train operation. 3 amp. output. Has re-set type circuit breaker. 3⅞" high, 4⅜" wide, 6¼" long

No. 32655 POWER PACK—Reduces standard 110-120 volts A.C. to 18 volts A.C. (for accessories) and 12 volts D.C. (for trains). 1¼ amps. output; self-setting thermal circuit breaker. 7" long, 5⅜" wide, 2⅛" high.

No. 34632 AUTOMATIC RE-RAILER — Greatest HO device ever! Push any HO car through Re-Railer and wheels are automatically put on track. Also re-rails dragging truck on running train. Includes track section

NEW! **No. 35702 CROSSING GATE** — An HO layout without a crossing gate is almost as incomplete as a train without a locomotive. This grade crossing gate is a real singer. when train approaches, remote control button lowers gate. After last car passes, release button and gate rises. Ideal HO accessory.

NEW! **No. 35705 GIRDER BRIDGE** — Basic equipment for every HO railroad, used either singly or in multiple. Includes track section. Black, with molded detail. 7" long.

No. 35710 BLOCK SIGNAL — When red light goes on (by manual control) train halts; on green, train starts up. 2½" high. Includes control.

No. 35711 FLASHER SIGNAL - Red lights flash as train goes by, cease only after last car passes. Track included. 2¼" high

GILBERT "HO" LAMPS
(Packed 3 per box.)

No. 36790: 14 volt clear, for locos.	**$.75**
No. 36791: 16 volt red, for signals.	**$.75**
No. 36792: 16 volt green, for signals.	**$.75**

34600 $.25

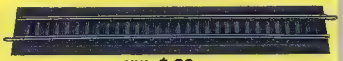
34612 $.25

34602 $.25 34601 $.25

34610 $.25

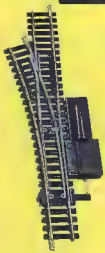
34605 $.75

34607 $.75

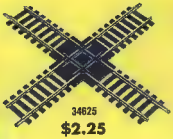


34606 $.20

34620 $4.50



34621 $4.50



34625 $2.25

34618 $.20

34626 $.49

34629 $.75

34631 $2.25

GILBERT HO TRACKS

GILBERT "HO" STRAIGHT TRACK
Brass rails mounted on realistic insulated ties, spaced ⅛" apart. Comes in full, ⅜ and ⅛ lengths.

No. 34600 STRAIGHT TRACK
Full length, 9".

No. 34601 STRAIGHT TRACK
1/3rd length, 3".

No. 34602 STRAIGHT TRACK
2/3rd length, 6".

GILBERT "HO" CURVED TRACK
Available in either 15" or 18" radius sections, in both full 9" lengths or half 4½" lengths.

No. 34610 CURVED TRACK
15" radius, 9" long.

No. 34611 CURVED TRACK (Not Illustrated) $.25
15" radius, 4½" long.

No. 34612 CURVED TRACK
18" radius, 9" long.

No. 34613 CURVED TRACK (Not Illustrated) $.25
18" radius, 4½" long.

No. 34605 STRAIGHT TERMINAL TRACK
Insulated terminal, with posts, to simplify wiring from Power Pack to track. 9" long.

No. 34607 CURVED TERMINAL TRACK
Same as above, except is curved section with 18" radius. 9" long.

GILBERT "HO" RUBBER ROADBED
Improves roadbed appearance, deadens train rumble, prevents slipping. Curved sections designed to accommodate either 18" or 15" radius track. Comes in 9" sections only; other sizes can be trimmed.

No. 34606 STRAIGHT RUBBER ROADBED
9" long.

No. 34616 CURVED RUBBER ROADBED
9" long, 18" radius.

No. 34620 RIGHT REMOTE CONTROL SWITCH
For right hand turn-outs.

No. 34621 LEFT REMOTE CONTROL SWITCH
Where left hand turn-out is desired.

No. 34622 RIGHT HAND MANUAL SWITCH $2.95
For right hand turn-outs. **(Not Illustrated)**
Manual lever throws frog.

No. 34623 LEFT HAND MANUAL SWITCH (Not Illus.)
Same as above except left hand turn-out. **$2.95**

No. 34625 CROSSING
Permits interesting and realistic track systems. Each leg 6" long.

No. 34626 BUMPER TRACK
For your deadened sidings. 4" long.

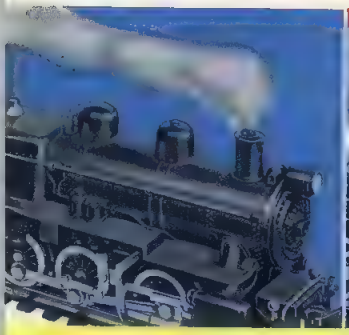
No. 34629 AUTOMATIC UNCOUPLER TRACK
Uncouples cars by remote control. Foolproof operation. 9" long.

No. 34631 SIGNAL OPERATING TRACK
Makes such accessories as signals fully automatic. Has built-in trip. 9" long.

Prices, materials, compositions, etc., subject to change without notice. PRINTED 1958 IN U.S.A. D4106

GILBERT
HO
Made in the U.S.A.
TRAINS for 1958
RISS
N
PENNSYLVANIA
Brand New! For '58
INDUSTRIAL SWITCHER
See pages 4 and 10

Up-To-The-Minute GILBERT® The



REAL SMOKE and AUTHENTIC CHOO-CHOO

Half close your eyes and you'll swear you're watching a real coal burner when you see a Gilbert HO "steamer" thundering down the pike, real smoke puffing from the stack. Listen to the steady choo-choo-choos, synchronized with the driving rods and puffing smoke, and you know you're viewing the best in HO. LOOKS right and SOUNDS right, too!

BUILT-IN WHISTLE

Whistle for the grade crossings, signal your flagman at the rear, "talk" to other engineers in the yards. You can do all this with Gilbert's "Hudson" locomotive that's made with a built-in steam whistle. Blows by remote control, too, at the touch of a push button. You GET more, DO more, HAVE more with Gilbert HO because of its many more true-to-life features.

REAL R.R. FINISH

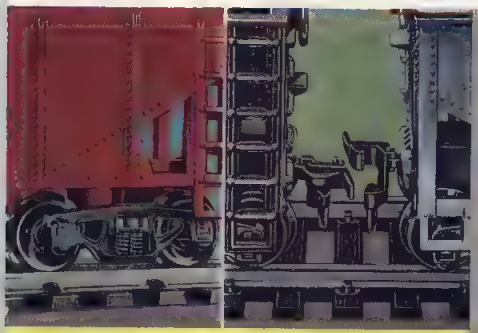
If you're after realism when you buy HO (and who isn't?) avoid cars where the color is *molded into* the plastic, giving the cars a high, cheap gloss. Cars are less expensive to manufacture this way . . . but realism suffers. All Gilbert HO cars are painted with authentic railroad colors, mixed with attention to proper shade, and markings are blueprint accurate.

Top Award packaging!

Gilbert was the first in the entire HO field with a quality package that really displayed, merchandised and sold HO trains. After Gilbert's success, there have been many other "me-too" packages in the field, but the few good ones all failed in one important respect they didn't allow a dealer to break-up a set in order to sell a car or loco separately. In this attractive Gilbert package all rolling stock is individually packaged in window boxes. You can remove any one and replace with another box the same size. No die-cut tray into which only a certain car will fit! For sets that SELL stock Gilbert!

Features That Make HO Leader!

Made in the U.S.A.



SPRING-ACTION TRUCKS

Examine Gilbert car trucks closely and you'll see a perfect pair of springs in each. Realistic? Sure, but it's more than that. Those springs really *work*, absorbing rail shocks and lessening de-railment danger. Don't take less than a Gilbert "sprung-truck" car.

N.M.R.A. COUPLERS

One of the most important parts of your HO train is the coupler. It must look real and be fool-proof in operation. The Gilbert coupler, designed by the Coupler Committee of the National Model R.R. Association, meets these requirements in full. All Gilbert locos and cars have it.

Accurate 9/64" Scale!

Every Gilbert HO locomotive and car is built to high standards of meticulous craftsmanship. Each 9/64 of an inch equals one foot in the real McCoy. Photo shows jewel-like perfection of a typical Gilbert HO car.

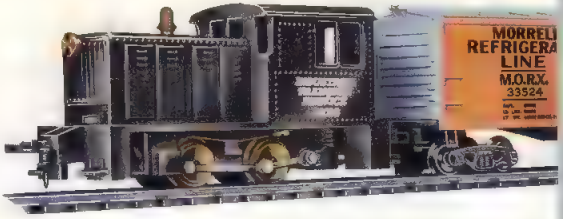
Over 700 Coast-to-Coast Service Stations!

...exclusive with GILBERT

One of the many features that puts Gilbert head and shoulders above every one else in the HO field is its unparalleled network of Authorized Gilbert Service Stations — over 700 — where a Gilbert HO consumer can get factory-trained experts to put his equipment in top shape. Every dealer knows the importance of service to his customers - and to most, the problem is a constant headache. For every HO dealer there is a nearby Gilbert Service Station, stocked with factory parts and staffed with HO repair experts. No other HO manufacturer offers this unique feature.

NEW No. 30405
INDUSTRIAL SWITCHER FREIGHT **$24.95**

Every rail fan has seen plenty of these mighty mite powerhouse Diesels around dock areas and factories, tirelessly hauling a deck of freights. This HO miniature has everything the real McCoy has except size and it heads up a Morrell reefer, B & O hopper, Rio Grande cookie car and B & O shanty. NMRA couplers throughout.



No. 30410
B & O DIESEL FREIGHT **$34.95**

The back-to-back Baltimore & Ohio "A" units that power this 4-car freight drag have plenty of what it takes for any assignment on your pike, including a fast passenger run. In addition to the A-A growler units, this freight has a CB & Q coal car, Gulf tanker, Silver Meteor box with sliding doors and a B & O caboose. NMRA couplers on all rolling stock.

HO

Made in the U.S.A.

NEW No. 30415
SOUTHERN PACIFIC DIESEL PASSENGER **$39.95**

You'll lose your heart forever to this husky hauler when you see it belt along the high iron at express speeds, carrying three of the slickest streamliners ever made. This "varnish" string is new from front to rear: new S.P. growler, new baggage and club car, 2 new coaches. NMRA couplers throughout.

No. 30420
PENNSYLVANIA SWITCHER FREIGHT **$47.50**
With Smoke and Choo-Choo Sounds

Just watch the way this 0-6-0 beauty handles herself at the head end of this 4-car drag. Smoke puffing and steady choo-choo-choos coming from her boiler, and you'll understand why she's been acclaimed one of the finest yard goats in HO. This high-stepping outfit includes a B & O box with sliding doors, brand new Container Gondola, Northwestern reefer and Pennsy shanty. NMRA couplers throughout.

No. 30405 FREIGHT INCLUDES:

- Industrial Switcher Locomotive
- Morrell Reefer
- B & O Hopper
- Rio Grande Cookie Box Car
- B & O Caboose
- Uncoupler Track
- 11 section 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30410 FREIGHT INCLUDES:

- B & O Powered "A" Unit Locomotive
- B & O Diesel "A" Unit Locomotive
- C B & Q Hopper Car
- Gulf Tank Car
- Silver Meteor Box Car
- B & O Caboose
- Uncoupler Track
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30415 PASSENGER INCLUDES:

- Southern Pacific Diesel Powered "A" Unit
- Southern Pacific Baggage & Club Car
- 2 Southern Pacific Coaches
- 11 sections 18" radius Curved Track
- Uncoupler Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30420 FREIGHT INCLUDES:

- Penney Switcher and Tender, with Smoke and Choo-Choo
- B & O Box Car
- New Delaware & Hudson Container Gondola
- Northwestern Reefer
- Pennsy Caboose
- 11 sections 18" radius Curved Track
- Uncoupler Track
- 1 section 18" radius Terminal Curved Track
- Automatic Re-Railer Track
- 4-piece Smoke Set
- Illustrated Instructions

NEW No. 30425
C & O ALCO DIESEL FREIGHT **$52.50**

You'll never find another loco with more brute pulling power than this bear-for-work Alco 12-wheel ball-and-socket-drive DL-600 diesel. All 12 wheels pull the load on this new Chesapeake & Ohio beauty, which powers a Monon Cement car, New Haven box, Koppers Chemical, B & M Box and new illuminated C & O shanty. Both box cars have sliding doors. NMRA couplers throughout.

No. 30430 HUDSON FREIGHT **$59.50**

With Smoke and Choo-Choo Sounds

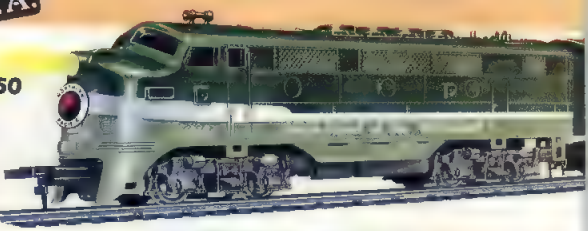
If you could scale down a real-life N. Y. Central Hudson "smoker" to HO size, it would come out looking like this Gilbert loco, with its puffing Smoke, Choo-Choo sound effects and load of tiny detail. Here it hauls 5 cars, all with NMRA couplers: Green Bay reefer, new New Haven lumber car, Mobilgas tank car, N & W gondola and N. Y. Central illuminated caboose.

GILBERT HO TRAIN SETS

Made in the U.S.A.

No. 30435
NORTHERN PACIFIC DIESEL PASSENGER **$64.50**

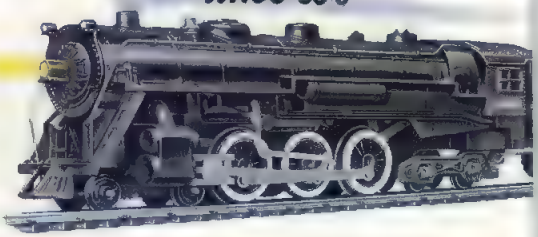
Three big GM Diesel locomotives—2 A's and a B—haul four of the smartest looking cars on any HO pike: illuminated Northern Pacific dreamliners with silhouetted passengers in the windows. Entire train is a scaled down model of the famous Northern Pacific "Main Street of the Northwest" luxury number. NMRA couplers throughout.



WHOO-OO-O

No. 30440 N. Y. CENTRAL HUDSON FREIGHT
With Smoke, Choo-Choo Sounds and Steam Whistle **$69.50**

This rugged coal-burning freight is in a class all by itself: 5 colorful and authentic cars, including a brand new Piggy Back, plus a minutely-detailed loco that puffs real Smoke, sounds off with Choo-Choos and blows a built-in steam whistle by remote control. Shanty on tail end is illuminated; all rolling stock and loco have NMRA couplers.



No. 30425 DIESEL FREIGHT INCLUDES:

- New C & O Alco Diesel Locomotive with Headlights Front and Rear
- Monon Cement Car
- New Haven Box Car
- Koppers Chemical Car
- B & M Box Car
- New Illuminated C & O Caboose
- Uncoupler Track
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30430 HUDSON FREIGHT INCLUDES:

- N. Y. Central Hudson Locomotive and Tender, with Smoke and Choo-Choo
- Green Bay & Western Reefer
- New N. H. Lumber Car
- Mobilgas Tank Car
- Norfolk & Western Gondola
- Illuminated N. Y. Central Caboose
- 4 piece Smoke Set
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Uncoupler Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30435 DIESEL PASSENGER INCLUDES:

- Northern Pacific Diesel Powered "A" Unit Locomotive
- Diesel "B" Unit Locomotive
- Diesel "A" Unit Locomotive
- Illuminated Baggage & Club Car
- Illuminated Coach
- Illuminated Vista Dome Car
- Illuminated Observation
- Uncoupler Track
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Automatic Re-Railer Track
- Illustrated Instructions

No. 30440 HUDSON FREIGHT INCLUDES:

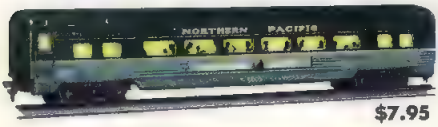
- N. Y. Central Hudson Locomotive and Tender with Smoke, Choo-Choo and built-in Whistle
- M-K-T Cattle Car
- New Piggy Back Car with Trailer
- 3-Dome Gulf Tank Car
- New Haven Depressed Center Transformer Car
- Illum. N. Y. Central Caboose
- 4 piece Smoke Set
- 11 sections 18" radius Curved Track
- 1 section 18" radius Terminal Curved Track
- 2 sections Straight Track
- Uncoupler Track
- Automatic Re-Railer Track
- Illustrated Instructions

$7.95

No. 33540 BAGGAGE & CLUB CAR — Long, sleek, detailed. Has interior lighting, NMRA couplers and die-cast trucks.

$8.95

No. 33542 VISTA DOME — A real beauty and a car you'll want for your passenger division. Northern Pacific markings; interior lighting, die-cast trucks. NMRA couplers.



$7.95

No. 33541 COACH — Minutely detailed with authentic Northern Pacific finish. Illuminated. NMRA couplers, die-cast trucks.

$8.95

No. 33543 OBSERVATION — Coolest car on HO rails is this dreamliner observation, with Northern Pacific finish and lettering. Illuminated inside. Has NMRA couplers, die-cast trucks, equalized wheel action.

GILBERT HO CARS

Made in the U.S.A.

Authentic Miniatures • Real Spring Trucks • N.M.R.A. Couplers

$3.95

NEW! **No. 33509 PIGGY BACK CAR** — If the HO'ers go for this number the way the big roads have, you'll see plenty of these piggy backs with trailer. This one sports the famous Riss name, one of the biggest in trucking. 7⅝" long.

$3.95

NEW! **No. 33527 LUMBER CAR** — Even if you're not an HO purist, carrying big timber aboard a gondola or ordinary flat is just not done. Get the right car for the right job, we say. This one is right for lumber. New Haven R.R. markings. 7⅝" long.

$3.95

NEW! **No. 33507 CONTAINER GONDOLA** — You can't have a hep pike without one of these newest of the new, a D. H. & W. Container Gondola that carries five giant chemical containers. 5¾" long.

$3.95

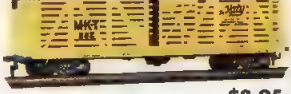
NEW! **No. 33508 PIPE CAR** — Carry your pipes in style aboard this car that's built for the job. C & O car complete as shown, including a load of pipes. 5⅞" long.

$3.50

No. 33500 TANK CAR — No freight drag is complete without an "old reliable" tanker . . . and this one is a beauty. 5" long.

$3.50

No 33501 HOPPER CAR — The backbone of your freight fleet is the dependable hopper, and here's one that carries a load of anthracite. Fully detailed. 4¼" long.



$3.95

No. 33502 CATTLE CAR — If you listen hard you can almost hear the steers bawling! Door slides open. Katy markings. 5⅞".

$3.95

No. 33503 DEPRESSED CENTER — When you have a heavyweight load to carry (like the transformer here) this is the car for the job. 5" long

$2.50

No. 33505 GONDOLA CAR — Has large loading capacity for pipes, machinery or anything else too big for a box car. 5⅞" long.

$3.95

No. 33511 TANK CAR — Brand new tanker with 3 domes and famous GULF emblem. Loaded with detail. 5" long

$3.95

No. 33513 BOX CAR — The drab freight train of yesteryear is fast disappearing . . . and this B & O job proves it. Doors slide open and shut. 5⅞" long

$3.50

No. 33510 CEMENT CAR — Complete with 8 simulated roof loading hatches, catwalk, rivets and other detail. 4¼" long.

$3.95

No. 33512 BOX CAR — Old trustworthy — all dressed up in the striking New Haven R.R. colors that are the talk of the railroad world. Sliding doors. 5⅝" long.

$3.95

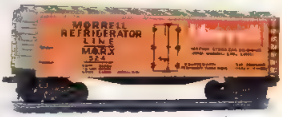
No. 33514 BOX CAR — This Seaboard "Silver Meteor" really gets around, as freight hauls throughout the country will testify. Has sliding doors. 5⅜" long.

$5.50

No. 33516 ILLUMINATED CABOOSE — A shanty to ride the tail ends of your freights in handsome style. Interior lighting. 4⅛" long.

$3.50

No. 33520 REFRIGERATOR CAR — Just as useful as it is handsome is this yellow-and-green reefer, seen from coast-to-coast. 5⅜" long.



$3.50

No. 33524 REFRIGERATOR CAR — With reefers making up as many as half of some hauls, you'll need plenty of variety on your road. This Morrell number is a real dinger. 5⅝" long.

$3.50

No. 33517 TANK CAR — Bright, colorful, authentic. That's the word for this Mobilgas tanker that deserves a home on any HO pike. 5" long.

$3.95

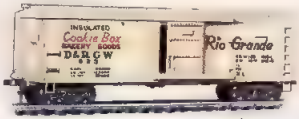
No. 33522 BOX CAR — Even seasoned railroadmen take a second look when this Boston & Maine beauty rolls by. Doors slide open. 5⅝" long.

$2.95

No. 33525 HOPPER — Big Baltimore & Ohio lettering plus minute detail make this car a perfect scale model of the McCoy. You'll want several. 4¼" long.

$3.50

No. 33518 CHEMICAL CAR — In this chemical age we live in, a Koppers car like this is a "must". Authentic from top to toe. 5" long.



$3.95

No. 33523 BOX CAR—A car especially for bakery goods is the latest wrinkle on the Rio Grande — and this HO job is a perfect scale copy. Doors slide open. 5⅜" long.

$3.50

No. 33526 REFRIGERATOR CAR — Spot a couple of these jazzy jobs in your drags and see how they give your freights new zip. Highly detailed; accurate 9/64" scale. 5⅝" long

No. 33504 REFRIGERATOR CAR

A reefer to add color and realism to your HO layout. Fully detailed. 5⅝" long.

$3.25

$3.25

No. 33521 REFRIGERATOR CAR

Get your perishables to market fast in this colorful Northern Pacific reefer with elaborate detail. 5⅝" long.

No. 31007 B & O DIESEL (Powered) This rugged growler holds the rails as though it were born to them and she's got power for those l-o-n-g hauls. Has headlight. 7" long. **$17.95**

No. 31009 B & O DIESEL (Non-Powered) — Same as above, except without motor. Couples on behind your powered "A" unit for added train realism. 7" long. (not illustrated) **$4.95**

No. 31008 B & O DIESEL "B" UNIT — One of these between a powered "A" unit and a non-powered "A" makes the sweetest looking triple unit drag anywhere. 7" long. **$4.95**

$17.95

No. 31014 SOUTHERN PACIFIC POWERED DIESEL "A"
Equally at home heading up a freight drag or passenger haul. 7" long.

No. 31010 NORTHERN PACIFIC DIESEL (Powered) — Husky GM diesel in colorful Northern Pacific finish. 7" long. **$17.95**

No. 31012 NORTHERN PACIFIC DIESEL (Non-Powered) — Same as above, except without motor. 7" long. (not illustrated) **$4.95**

No. 31011 NORTHERN PACIFIC "B" UNIT - Use behind a powered "A" or between two "A's"; one with and one without power, to create multi-unit locomotives. 7" long. **$4.95**

No. 31003 ALCO DIESEL — A handsome — and necessary — addition to any roundhouse! This slick Alco beauty is loaded with power and has new universal ball-and-socket drive: all 12 wheels pull the load! Includes multiple illuminated headlights (4 in front, 2 in rear) plus lighted number boards. An all-purpose loco to handle any freight or passenger assignment with ease. 8-7/16" long. **$27.50**

GILBERT HO LOCOMOTIVES

No. 31013 INDUSTRIAL SWITCHER— Don't let the size of this tiny hustler fool you — she's got more rugged power and get-up-and-go than locos twice her size. Couplers front and rear for pushing or pulling on sidings, off sidings — or a straight run down the alley 3⅛" long.

$16.50

$32.50

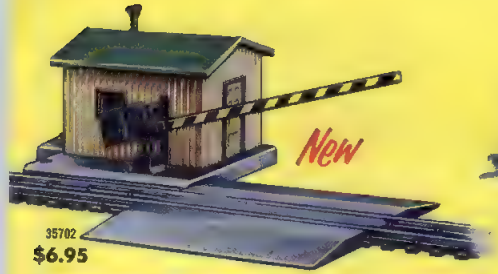
No. 31004 PENNSYLVANIA SWITCHER — Sweetest coal-burning yard goat anywhere, bar none. With her worm-drive motor she's a real workhorse, too, with plenty of class to take yard abuse. Watch her bustle about on her chores, puffing Smoke and sounding off with Choo-Choos and you'll agree there's nothing finer in "HO." 9" long.

$49.50

No. 31006 HUDSON LOCOMOTIVE — One of the classic locomotives in the "HO" field is this magnificent N. Y. Central "Hudson", with puffing Smoke and a built-in Electronic Steam Whistle. Has powerful worm-drive motor and the most elaborate and authentic detail possible. A thoroughbred through-and-through. 14" long. Gilbert "HO" Power Pack No. 32852 should be used to operate locomotive No. 31006.

No. 31005 HUDSON LOCOMOTIVE (Not illustrated) — Same as No. 31006 except without Whistle.

$39.95



New

35702
$6.95

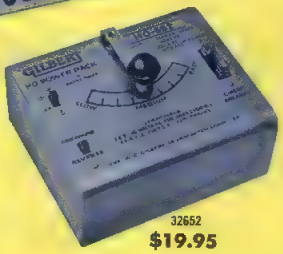
New 35705 $1.95

34632 $.60

35710
$3.95

35711
$3.95

23025
$1.00



32652
$19.95

32654
$7.95

32655
$13.95

GILBERT HO ACCESSORIES

No. 23025 SMOKE CAPSULES — For all Gilbert HO smoke-puffing locomotives. Package contains 12.

No. 32652 POWER PACK — Reduces 110-120 household current to 15 volts A.C. for accessories and converts low voltage A.C. to 12 volts D.C. for trains. Has 2½ amp output at 12 volts D.C. or 15 volts A.C. Line switch, forward-and-reverse switch, re-set circuit breaker. 7" long, 6" wide, 2⅞" high.

No. 32654 RECTIFIER — Changes A.C. current from transformer to low voltage D.C. for train operation. 3 amp. output. Has re-set type circuit breaker. 3⅞" high, 4¾" wide, 6¼" long.

No. 32655 POWER PACK—Reduces standard 110-120 volts A.C. to 18 volts A.C. (for accessories) and 12 volts D.C. (for trains). 1½ amps. output; self-setting thermal circuit breaker. 7" long, 5⅝" wide, 2⅝" high.

No. 34632 AUTOMATIC RE-RAILER — Greatest HO device ever! Push any HO car through Re-Railer and wheels are automatically put on track. Also re-rails dragging truck on running train. Includes track section.

NEW! **No. 35702 CROSSING GATE** — An HO layout without a crossing gate is almost as incomplete as a train without a locomotive. This grade crossing gate is a real singer: when train approaches, remote control button lowers gate. After last car passes, release button and gate rises. Ideal HO accessory.

NEW! **No. 35705 GIRDER BRIDGE** — Basic equipment for every HO railroad, used either singly or in multiple. Includes track section. Black, with molded detail. 7" long.

No. 35710 BLOCK SIGNAL — When red light goes on (by manual control) train halts; on green, train starts up. 2½" high. Includes control.

No. 35711 FLASHER SIGNAL — Red lights flash as train goes by, cease only after last car passes. Track included. 2¼" high.

GILBERT "HO" LAMPS
(Packed 3 per box.)

No 36790: 14 volt clear, for locos.	$.75
No. 36791: 16 volt red, for signals.	$.75
No. 36792: 16 volt green, for signals.	$.75

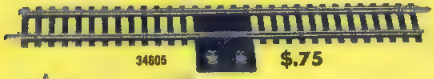
34800 $.25

34612 $.25

34602 $.25

34601 $.25

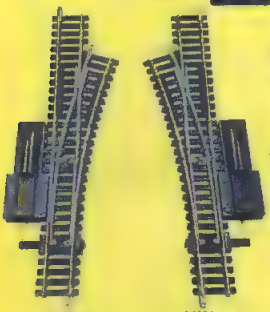
34610 $.25



34605 $.75

34607 $.75

34606 $.20



34620 $4.50

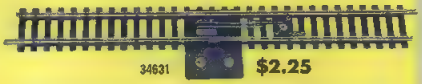
34621 $4.50

34625 $2.25

34618 $.20

34626 $.49

34629 $.75



34631 $2.25

GILBERT HO TRACKS

GILBERT "HO" STRAIGHT TRACK

Brass rails mounted on realistic insulated ties, spaced ⅛" apart. Comes in full, ½ and ½ lengths.

No. 34800 STRAIGHT TRACK
Full length, 9".

No. 34601 STRAIGHT TRACK
1/3rd length, 3".

No. 34602 STRAIGHT TRACK
2/3rd length, 6".

GILBERT "HO" CURVED TRACK

Available in either 15" or 18" radius sections, in both full 9" lengths or half 4½" lengths.

No. 34610 CURVED TRACK
15" radius, 9" long.

No. 34611 CURVED TRACK (Not Illustrated) $.25
15" radius, 4½" long

No. 34612 CURVED TRACK
18" radius, 9" long.

No. 34613 CURVED TRACK (Not Illustrated) $.25
18" radius, 4½" long.

No. 34605 STRAIGHT TERMINAL TRACK
Insulated terminal, with posts, to simplify wiring from Power Pack to track. 9" long.

No. 34607 CURVED TERMINAL TRACK
Same as above, except is curved section with 18" radius. 9" long.

GILBERT "HO" RUBBER ROADBED

Improves roadbed appearance, deadens train rumble, prevents slipping. Curved sections designed to accommodate either 18" or 15" radius track. Comes in 9" sections only; other sizes can be trimmed.

No. 34606 STRAIGHT RUBBER ROADBED
9" long

No. 34618 CURVED RUBBER ROADBED
9" long, 18" radius.

No. 34620 RIGHT REMOTE CONTROL SWITCH
For right hand turn-outs.

No. 34621 LEFT REMOTE CONTROL SWITCH
Where left hand turn-out is desired.

No. 34622 RIGHT HAND MANUAL SWITCH $2.95
For right hand turn-outs. **(Not Illustrated)**
Manual lever throws frog.

No. 34623 LEFT HAND MANUAL SWITCH (Not Illus.)
Same as above except left hand turn-out. **$2.95**

No. 34625 CROSSING
Permits interesting and realistic track systems. Each leg 6" long.

No. 34626 BUMPER TRACK
For your deadened sidings. 4" long.

No. 34629 AUTOMATIC UNCOUPLER TRACK
Uncouples cars by remote control. Foolproof operation. 9" long.

No. 34631 SIGNAL OPERATING TRACK
Makes such accessories as signals fully automatic. Has built-in trip. 9" long.

Prices, materials, compositions, etc., subject to change without notice PRINTED 1958 IN U.S.A. D4106

Playskool

Recommended Age Group 2 to 5 Years

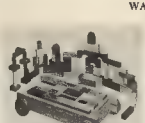
425

BLACKBOARD EXPRESS TRAIN

Is anything more practical in the child's imagination —than to draw with chalk the trainload the engine can pull? Chalk is housed in caboose—eraser is the top of the engine cab. Blackboard paint surface on the cars allows child to easily sketch.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906969-425	11 lbs.	$5.00	BL339D	CK317R
			CODE 2	3

WAGON OF BLOCKS



250

10 different shapes of ⅞" hard wood blocks finished in primary colors. 52 pieces contained in a sturdy 18" x 8½" pull wagon. Individually boxed.

Contents:
2 Doublongs
2 Roman Arches
2 Half Circles
2 Triangles
6 Columns
6 Posts
4 Half Columns
4 Half Posts
10 Oblongs
14 Squares

NO	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906931-250	23 lbs.	$5.00	SK333W	BA317W
			CODE 2	3

COLORED BLOCKS

FREE FORM BLOCKS

640 Block shapes, in harmless Playskool colors. 70 pieces (10 shapes) of ⅞" blocks. Contents: 2 Doublongs, 16 Oblongs, 26 Squares, 6 Pillars, 4 Half Pillars, 6 Columns, 4 Half Columns, 2 Arches, 2 Half Circles, 2 Triangles.

650 60 pieces ⅞" plain wood blocks (not illustrated).

Contents: 2 Doublongs, 2 Roman Arches, 2 Half Circles, 2 Triangles, 6 Columns, 6 Pillars, 4 Half Columns, 4 Half Pillars, 12 Oblongs, 20 Squares.

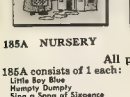
NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906937-640	25 lbs.	$3.00	BD200S	SD190B
			CODE 2	3
NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906930-650	43 lbs.	$2.00	DS133F	FD127S
			CODE 3	4

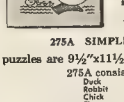
184

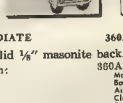
CAMERA BUG

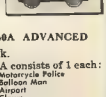
Colorful cord holds camera around child's neck in position to click trigger against bell "flash bulb". Film (really a blackboard) removes from camera and chalk is used to draw pictures. Lens comes off as eraser. Realistic, animated 7½"x2⅝"x4⅛" toy finished in non-toxic colors. Chalk included.

NO	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906988-184	7 lbs.	$2.50	1.66	1.58
			CODE 2	2









Recommended Age Group 2 to 6 Years

PUZZLE PLAQUE ASSORTMENTS

All puzzles are 9½"x11½", jig sawed from ¼" plywood with solid ⅛" masonite back.

185A NURSERY

185A consists of 1 each:
Little Boy Blue
Humpty Dumpty
Sing a Song of Sixpence
Mary Had a Little Lamb
Hickory Dickory Dock
Old Woman in the Shoe
Little Bo Peep
Ride a Cock Horse
Jack and Jill
Three Bears
Little Red Riding Hood
Jack and the Beanstalk
(8 pieces to 22 pieces)

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET	
906933-185A	15 lbs.	$1.75	Per Dozen	AN1330S
				CODE 2

275A SIMPLE

275A consists of 1 each:
Duck
Rabbit
Chick
Fireman
Jack in the Box
Turtle
Kitten
Deer
Auto
American Flag
Frog
Elephant
(6 pieces to 12 pieces)

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET	
906934-275A	15 lbs.	$1.75	Per Dozen	SP1330P
				CODE 2

330A INTERMEDIATE

330A consists of 1 each:
Rocking Horse
Locomotive
Panda
Tractor
Sailboat
Policeman
Airplane
Tugboat
Dog
Farm
Bus
Truck
(12 pieces to 17 pieces)

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET	
906935-330A	15 lbs.	$1.75	Per Dozen	AP1330P
				CODE 2
NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET	
906936-360A	15 lbs.	$1.75	Per Dozen	PD1330S
				CODE 2

360A ADVANCED

360A consists of 1 each:
Motorcycle Police
Balloon Man
Airport
Clown
Steam Shovel
Toy Rooster
Toy Horse
Ball Player
Fire Truck
Garage
Indian
Cowboy
(19 pieces to 27 pieces)

Playskool
EDUCATIONAL TOYS

Recommended Age Group 2 to 5 Years

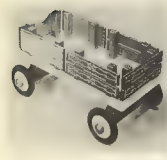
225

TIC-APART CLOCK

Learning to tell time is fun with the "gear men" to help. Old fashioned take-apart pocket watch comes off stand to be carried. Large screw driver on watch fob removes hands and face for "see inside" detail of silk-screened gears. Readable dial face and moving hands encourages use of this 6" x 2½" x 9½" teaching toy.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906986-225	7 lbs.	$2.50	1.66 CODE 2	1.58 3

FARM WAGON



350

Versatile stake wagon is as real as brother's big one—or the farmer's utility wagon. Stakes can contain the largest loads. One or all stakes can be removed and interchanged for flat bed or a variety of wagon styles. Smooth steering allows 18¼" x 10½" x 8½" wagon to be pulled or coasted. Beautiful farm wagon colors with authentic stencilled details.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906987-350	12 lbs.	$6.00	4.00 CODE 2	3.80 3

TOOL BOX

340

Wooden nails pound into the take apart box. Use ball pein hammer or claw hammer! Socket wrench, screwdriver and double-end wrench (or pliers) will disassemble the box. Safe wood saw, used on the crossbar, sings a pleasant sound. A working vise and rule completes the contents. Size 13⅜" long overall x 4½" high x 7¾" wide. Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906925-340	9 lbs.	$5.00	TB333X CODE 2	NR317F 3

POUNDING BENCH

1010

Two-sided unit with seven multi-colored peg ends to choose from on each side. *Each peg has controlled tension through the use of individual tightening screws.* This feature allows adjustment of pegs in accordance to the strength of the child — as well as to take up the tolerance between pegs and holes caused by usage. Size 11" long x 4¼" wide x 6" deep. Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906926-1010	14 lbs.	$2.50	WK166B CODE 2	NB158K 3

WORK BENCH

300

Bench comes apart by use of screwdriver on four large wooden screws. Bolts with nuts, and a plate to fasten on to the bench—or for use in the vise. Wrench gives assistance in this difficult coordination test. Nails are driven into bench with hammerhead, or removed by the claw of the hammerhead. 11½" by 5½" in size. Individually boxed.

NO	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906927-300	15 lbs.	$2.50	NH166K CODE 2	KN158H 3

COL-O-ROL WAGON

303

COL-O-ROL BLOCKS

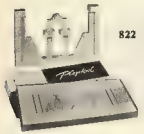
Wagon is complete with 6 rods, 9 cylinders, and 6 cubes in the six colors. Builds simple imaginative structures as bridges, towers, etc. Wagon 13" long, 9" wide, 3½" high. Rods 8½" long, ⅝" diameter. Cubes and cylinders 1¾" Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906928-303	24 lbs.	$3.00	CR200W CODE 3	CA190N 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 1 to 9 Years

PRIMARY KINDERGARTEN BLOCKS (SOFT WOOD)



822

Set of twenty, selected softwood, natural color, washable, blocks. Based on approved, standard 1⅛" thickness, each dimension is a multiple thereof. Made of top quality wood, edges slightly rounded for safety, each block is finely sanded.

Contents:
2 Doublongs, 6 Oblongs, 4 Squares, 2 Pillars, 2 Triangles, 2 Columns, 1 Roman Arch, 1 Half Circle

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 4
906953-822	23 lbs.	$3.00	BS200W	KN190S
			CODE 3	4

KINDERGARTEN BLOCKS

828

Display and storage box of Kindergarten Blocks packaged to assortment suggested by Dr. Francis Horwich. Same specifications as for the Nos. 822, 833 and 844 sets. Contents:
1 Quadlong, 8 Oblongs, 6 Squares, 6 Pillars, 6 Half Pillars, 1 Roman Arch, 1 Half Circle, 2 Diagonals, 2 Triangles, 2 Columns

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 2
906954-828	16 lbs.	$5.00	GB333K	NE317R
			CODE 3	4

SKANEATELES TRAIN, TRACK AND BLOCK SET

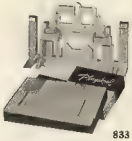
Combination of building blocks with train of cars and wooden track increases play possibilities. Bridges, stations, tunnels, platforms, car barns can all add to the realism of the track layout. Northern hard maple used in these toys are wax finished in natural color.

S900

Consists of:
12 Blocks, 2 Ramps, 1 Nine Inch Track, 2 Six Inch Tracks
Engine, Hopper Car, Flat Car, Freight Car

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906957-S900	27 lbs.	$3.00	RD200A	RA190E
			CODE 2	3

INTERMEDIATE KINDERGARTEN BLOCKS (SOFT WOOD)



833

Set of forty-four, selected soft wood, natural color, washable blocks Blocks are same as Set No. 822 with the addition of different shapes. Based on approved standard 1⅛" thickness-in multiple-unit system.

Contents
2 Quadlongs, 4 Doublongs, 12 Oblongs, 10 Squares, 4 Diagonals, 1 Roman Arch, 1 Half Circle, 4 Pillars, 2 Columns, 2 Triangles, 2 Ramps

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 2
906955-833	27 lbs.	$7.50	WT500S	BS475D
			CODE 3	4

ADVANCED KINDERGARTEN BLOCKS (SOFT WOOD)

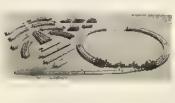
844

Master set of eighty-five softwood building blocks incorporates all the forms used in the No.'s 822 and 833 Block Sets plus more advanced shapes. All blocks of top quality wood in natural color, with edges slightly rounded for safety.

Contents: 14 Squares, 9 Doub., 2 But., 24 Obl., 2 Half Circ., 4 Quadlongs, 8 Diagonals, 4 Triangles, 8 Pillars, 2 Half Arches, 2 Roman Arches, 2 Ramps, 4 Columns

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 1
906956-844	27 lbs.	$15.00	LB1000R	SW950K
			CODE 3	4

SKANEATELES TRAIN AND TRACK SET



S910

Curved track opens many variations for track design. Ramp and switch allows sidings and spurs to be added for realistic play. Train of cars will push off the ramp and run smoothly over the floor. Northern hard maple assures durable and exacting machined play units.

Consists of:
1 Six Inch Track, 2 Nine Inch Tracks, 8 Pieces Curved Track, Engine and 4 Cars, 1 Ramp, 1 Switch

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906958-S910	20 lbs.	$6.00	KS400P	DS380R
			CODE 2	2

Playskool
EDUCATIONAL TOYS

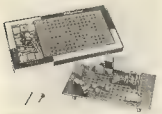
Recommended Age Group 3 to 8 Years

506

PEG-WRITER DESK WITH STOOL

Execute farm and city scenes with trees, flowers, automobiles and garages in peg form. Desk, with blackboard surfaced easel cover, has ample room for chalk, erasers, design sheets, pegs included. 18"x14"x19" high.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 1
906946-506	33 lbs.	$8.00	AB533H CODE 3	MB507D 4



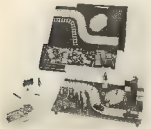
243

LITTLE PEGGY BOX

Ample assortment of material provides plenty of variety and play value which will develop intense concentration and coordination. The most basic peg parts are included to make this set an excellent one for beginners.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906949-243	13 lbs.	$1.25	RG83S CODE 2	ER79H 3

LANDSCAPE PEG SET



245

Peg board is stenciled with road, railroad and lake. There are lights and poles, telephone poles, fire hydrants, boats, trains, cars, trucks — as well as trees, bush forms, houses with garages. Size of the box 12" x 13".

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906950-245	24 lbs.	$2.00	AS133R CODE 2	BK127M 3

551

NAIL AND PEG DESKETTE

Sturdy saddle-seat desk will not tip—designed so child's feet rest on floor. Easel desk area has room for contents. Blackboard finish on cover has alphabet stenciled designs. 29"x23"x16".

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 1
906948-551	37 lbs.	$10.00	HP666K CODE 2	PN633D 3

PARQUETRY BLOCKS

306

Blocks are large enough to be handled easily and are finished in the 6 Playskool colors. Considered essential in most kindergartens and nursery schools throughout the country. Unlimited patterns can be made and different design suggestions are on box.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906942-306	17 lbs.	$1.50	PR100B CODE 2	RB95S 3

STANDARD HAMMER-NAIL SET

511

Set contains 1 composition pounding board, 12" square, and ample supply of the standard Hammer-Nail parts. It will develop number and reading readiness—for figures and letters can be made with the sticks. Creating designs, plus coordination through placement and pounding, makes this set of material a most valuable educational toy. Design folder included.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906951-511	23 lbs.	$1.50	TE100F CODE 2	RF95S 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 3 to 6 Years

LACING BOOT

440

Putting children to bed in the shoe-house means lacing shoe and placing old woman into house through special entrance. 6 children have different openings. Bases of figures are triangular, square and round to match the openings. Size 6" x 3" base — 8 inches overall height. Individually boxed.

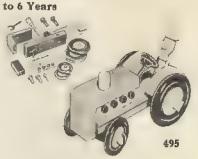
NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET II
906944-440	10 lbs.	$3.00	SB200D CODE 2	DS190B 2

TAKE APART AIRPLANE

455

Propellers attach to motors—motors attach to wing with large wood screws. The body is in 2 parts—which fit over and lock wings — easily assembled by wood screws. Wheels and tail assembly are similarly attached. Screwdriver fits into the fuselage and has a pilot's face. Wingspan 19", overall length 15½", height 6". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906943-455	7 lbs.	$6.00	HT400M CODE 2	TM380H 3



495

TAKE APART TRACTOR

The boy or girl mechanics—will thrill to the largeness of this "fordson" type tractor. Screwdriver (in shape of farmer driver) and a wrench are simple tools to take down -put together this all wood toy. Steering wheel and steering post connects to a turning front axle.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906973-495	11 lbs.	$6.00	TR400T CODE 2	PA380K 3

500

PEG AND NAIL DESKETTE

The play value and practical uses of the peg table unit has been established over many years. Playskool held the first patents on such toys. All wood, green lacquered —with blackboard flip lid to protect desk area and contents. Pegs, hammer, nails, eraser and chalk, pounding board with laving sticks included.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 1
906974-500	9 lbs.	$7.00	KR466V CODE 3	NS443Y 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 3 to 6 Years

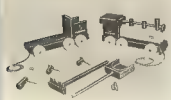
SPEEDBOAT, TRAILER & SPORTS CAR

198

Accurately detailed "T" type trailer hitches to classy one piece sports car. Driver comes out for use in boat. Outboard motor boat has cruiser hull of three parts. Searchlight, flag and staff and outboard motor detach from boat. All pieces fit easily and ride securely on 9¼" trailer. Car measures 4½" x 7", boat 3½" x 9¼", total hitch 15½". Beautiful non-toxic finishes.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906993-198	8 lbs.	$3.00	2.00 CODE 2	1.90 2

TAKE APART LOCOMOTIVE

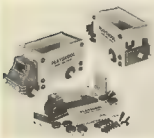


711

Cowcatcher is actually a rake —the handle runs the length of the engine. Boiler consists of 3 huge hollow turnings, each of which is a sand scoop. The roof of the cab is really a shovel 13" long. A child can sit on it, too. Length overall 14½", width 5½", height 6¼". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906938-711	9 lbs.	$4.00	2.67 CODE 2	2.53 3

TAKE APART CARRYALL TRUCK



475

Large enough (11" x 6" x 6½" bed size) and strong enough to carry the biggest loads. Rack at rear holds spare wheel and tools. Complete take apart from bumper to sides and back. Screwdriver and wrench included. Pull cord attached. 18" and 8½" Individually boxed

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906939-475	21 lbs.	$9.00	AK600T CODE 2	RA570Y 3

DELUXE TAKE APART TRAIN

418

Train designed to precede the mechanical train age. It measures forty inches long. Every car is a challenge toward a different potential of loading and unloading. Sturdy couplings encourage interchange of the six cars. Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906940-418	12 lbs.	$6.00	DT400A CODE 2	PA380T 3

JUMBO BEADS

702

Storage container holds generous assortment of 1⅛" diameter beads in 5 different shapes and 6 Playskool colors. For added safety and easy handling these beads are considerably larger than ordinary beads. Two long, strong laces with 2" plastic tip.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906941-702	14 lbs.	$1.25	BO83J CODE 2	MB79B 3

WAGON OF KINDERGARTEN BLOCKS

890

Accepted school standard size of 1⅛" blocks. Attractive rolling wagon designed to store and move the blocks. Size of wagon overall is 23½". x 6" x 12½", pull cord attached. Individually boxed.

Contents:

8 Doublongs	2 Triangles	1 Roman Arch
12 Oblongs	4 Ramps	1 Half Circle
10 Squares	2 Pillars	4 Diagonals
	2 Columns	

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 1
906915-890	22 lbs.	$12.50	KB833W CODE 3	SB792W 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 1 to 2½ Years

COLOR STACKING DISKS

170

An advanced version of a more concentrated fitting together pattern. Eleven loose disks vary only slightly in diameter and stack to a cone. Each smooth hardwood piece has different non-toxic color finish and all stack in sequence to the spectrum. Top and base unscrew from 8½" post. Height of toy is 9".

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906980-170	9 lbs.	$2.00	1.33 CODE 2	1.27 CODE 3

BABY PYRAMID

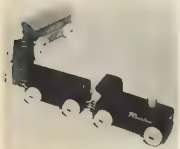
Recommended Age Group 1 to 2½ Years

160

Dandy training in size and shape relationship. Consists of base, four round blocks of graduated size and cap. Peg has screw threads at either end and can be separated from the base and cap. Brightly colored in red, yellow, blue, green, orange and purple. All edges rounded for complete safety. Height 5", diameter of base 4½". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906906-160	16 lbs.	$1.50	BP100B CODE 2	PB95A 3

JUNIOR PLAY TRAIN



413

Simplified design satisfies every desire for realism—yet allows full play privilege to the most imaginative. Sturdy one piece construction of cars includes quality hardware, contour wheels. Easily coupled and uncoupled, cars interchange or can be sidetracked. Non-toxic finish. Overall length 17⅜".

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906981-413	8 lbs.	$2.00	1.33 CODE 2	1.27 2

PUSH DOLLY DANCER

165

Doll rotates gracefully as toy is pushed by safe, shaped handle end. Tinkling bells tumble in twin cages to accompany the dancing doll made of hardwood turnings. Nothing mechanical in this toy to break — the doll will always perform for the toddler. Width overall 6½", length 25".

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906908-165	13 lbs.	$2.00	1.33 CODE 2	1.27 2

CATERPILLAR PULL TOY

428

This loose-jointed pull toy is always right side up, no matter how quickly the child changes his mind about the direction he's traveling. Nothing to break regardless of rough usage. Climbs over other objects like a caterpillar and will buckle back and crawl over itself. Length 15". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906909-428	15 lbs.	$1.25	CP83T CODE 2	TP79C 3

PEGGY BALL PULL

128

Color matching, muscular coordination and eye-hand control, takes effect as child takes the pegs out of their holes in the wagon—matches the right ball to the right peg—and fits them all together again. Eight 1" diameter pegs, and eight red wheels. Length of wagon 13", width 7". Individually boxed

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906910-128	20 lbs.	$3.50	PP233B CODE 5	BP222P 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 3 to 18 Months

CRIB EXERCISER

60

A basic need for the infant. Attracts and retains his attention—and in reaching, grasping, kicking and swinging, his muscle and mental development is enhanced. Safe and strong. Non toxic lacquers in beautiful Playskool colors.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
90965-60	10 lbs.	$1.50	CD100B CODE 2	AK95R 2

ROLY COLOR STACK

102

A variation to stacking is added by the extra large, 4 inch diameter, rocking and spinning base. Brightly colored, hardwood disks fit to rainbow sequence. Placement of 6 graduated shapes encourages eye-hand coordination. Permanently affixed center peg establishes. overall height 5⅝ inches Nontoxic finish.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906979-102	9 lbs.	$1.00	66 CODE 2	63 2

ROUND BLOCK STACK

150

Four colorful blocks for the child to grasp and handle. Every block is beautifully lacquered and well-rounded. There are four round blocks —and the peg is fastened in the base. Absorbs the child and introduces him to a simple fitting-together pattern. Overall height 5". Width of Base 4." Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906901-150	13 lbs.	$1.25	RB83S CODE 2	RS79B 2

BIG BIG BEADS

110

Extra large 1⅜" diameter beads in three easy-to-handle shapes encourage finger manipulation. Smooth hard wood turnings have a durable non-toxic finish that will not chip — in 6 bright Playskool colors. Strong laces with 2" plastic tip for the first stringing experience. Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906904-110	10 lbs.	$1.25	BB83B CODE 2	PA79T 3

RATTLE PUSH

404

Holding the safe, shaped handle end in one hand and balancing himself with the other aids the baby in his first great accomplishment in life. Colorful balls in cage make merry tinkling sounds. Child will safely play act with rattlepush as a carpet sweeper or lawnmower. Width overall 7", length 25"

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906902-404	12 lbs.	$1.50	100 CODE 2	95 3

BANG-A-BALL

135

Baby develops muscular control as he pounds away. Blue ball jumps to the top, disappears and then drops down ricochet fashion to the bottom. Excellent coordination of eye and hand in the repeated action. Hole in top of toy stores mallet. Boldly colored in yellow, red and green. Height 10". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906905-135	14 lbs.	$1.50	RP100A CODE 2	BB95A 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 1 ½ to 3 ½ Years

DINKY DAIRY

Child pulls milk truck for hauling load wherever desired. Picks up truck carrier with its bottles—for door to door delivery. Six beautiful 3⅛" hardwood bottles finished gleaming white. Sturdy carrier-truck has realistic silk-screen details, contour wheels. Large size overall 7⅞"x6"x6½". Pull cord attached.

341

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906983-341	18 lbs.	$2.50	1.66 CODE 2	1.58 3

PLAY TELEPHONE

0200

Resembles the pay telephone — in appearance as well as in use. Hangs on a door knob at a convenient height. Bell rings when the strong wood dial is turned. The hidden mechanism is fool proof. Match the vari-diameter wood blocks into their own 5c, 10c, 25c die stamped slots. Receiver rests in cradle, which also serves to open an interior trap door for the "coin" return. Blue and white non-toxic finish. Size 12½" height overall x 6½" x 4¾". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906918-0200	9 lbs.	$4.00	PT267E CODE 2	FT253P 3

DOLLY PULL

145

All dolls are removable and both the hat and head are separate pieces which fit into each other. The dollies are graded in size, from 3¾" to 5¼" high, and are beautifully lacquered in orange, green, yellow, blue and red. The dolls are 1⅜" in diameter. Length of wagon 14", overall width 4½". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906919-145	16 lbs.	$3.50	BP233P CODE 2	YS222B 3

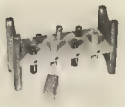
POSTAL STATION

460

The newer red and blue mailbox that teaches shape discrimination, concentration, and eye-hand coordination! Fit the various shaped blocks into their respective slots. Door at bottom opens for removing blocks and provides a storage space. 12 blocks in 4 different shapes and assorted colors have holes through the center. Stringer is supplied for beading. Height 11", width 6"; blocks 1½". Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906920-460	17 lbs.	$3.50	PS233T CODE 2	TS222P 3

POUNDING BENCH



125

Two-sided unit with seven multi-colored peg ends to choose from on each side. *Each peg has controlled tension through the use of individual tightening screws.* This feature allows adjustment of pegs in accordance to the strength of the child — as well as to take up the tolerance between pegs and holes caused by usage. Size 11" long x 4¼" wide x 6" deep. Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906921-125	15 lbs.	$2.50	PB166P CODE 2	EB158P 3

ROTARY MOWER

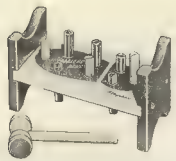
149

Vari-colored balls are contained in strong "see through" dome—flash and tumble as mower is pushed. Rotary blade runs off back axle with trouble-free pulley mechanism. Realistic spark plug removes from dome, allows piston pieces to be moved along cord without becoming lost. Double bar handle 21" long. Overall body size 9½" x 6½" x 7¼".

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906984-149	8 lbs.	$4.00	2.67 CODE 2	2.53 3

Playskool
EDUCATIONAL TOYS

Recommended Age Group 1½ to 3½ Years



100

COBBLER'S BENCH

Vocational training toward the shoe-maker's skill is a natural with this toy. Indestructible bench will be turned for selectivity of pegs to be pounded. The best outlet to contain energies of the active child. Cultivates coordination in many ways. Clever shoe design is silk screened on pounding surface.

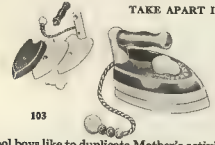
NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 12
906912-100	13 lbs.	$1.50	SC100U CODE 2	KS95E 3

101

STICK HORSE

An invitation to run off excess energy for any normal youngster—and as pretty a mount as you'd find. Finished in Playskool lacquers with two color silk screen details. Strong, rope rein with self-centering ball grip—as well as "stick-through-head" handle for safe balance.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906967-101	15 lbs.	$3.00	NP200B CODE 2	NP190T 3



103

TAKE APART IRON

Preschool boys like to duplicate Mother's activities, too. However this stacking iron is one of the few "girl-like" toys Playskool would suggest. Pieces match in correct and easy sequence. More attractive than Mommy's—and 10" cord with beads adds to the realism.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906966-103	6 lbs.	$2.00	PR133N CODE 2	TK127E 2

470

RURAL MAIL BOX

Wide base and stand solidly supports replica of suburban and farm type "U.S. Approved" mailbox. Signal flag activates door which opens to retrieve mail and packages. Varied dimensions of gaily silk-screened stencilled blocks fit only matching slots—die cut at top of box. Non-toxic bright colors enhance 9¼"x4¾"x9¾" coordination toy.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906985-470	15 lbs.	$3.50	2.33 CODE 2	2.22 3

OTTO JACK

202

Animated toy with realistic auto jack action. Pumping arm raises body—actually lifts loads—until end of cycle is reached. Body springs down (like "Jack-in-box" reversed) in quick surprise action, for repeat and repeat of activity. Our most clever novelty toy. Strong hidden mechanism. Durable lasting play value. Overall size 6"x4"x10¼" high.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906982-202	10 lbs.	$3.00	2.00 CODE 2	1.90 2

SPECIAL FREIGHT TRAIN

415

Open gondola cars allow for loading and unloading. Locomotive, two gondola cars and caboose are separated by sturdy steel couplings that any child can easily handle. Lacquered in five colors. Length of train 28", wheels ⅝" thick, 3¾" wide overall. Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906916-415	14 lbs.	$3.00	SF200T CODE 2	FT190S 3

Playskool
EDUCATIONAL TOYS

The 70 series (3 pieces to 6 pieces), called the Juvenile group of Puzzle Plaques, is of the utmost simplicity for the beginning youngster.

These are hand jigged from Plywood with Masonite back. Smaller in size than the regular puzzles, but silk screen stenciled in colorful detail. Puzzle subjects are random packed from an assortment of 24 titles. Each group comprises 12 subject titles.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET		NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET	
906971-70A	6 lbs.	$1.25	Per Dozen	JV950V CODE 2	906972-71A	6 lbs.	$1.25	Per Dozen	DZ950N CODE 2

Approximate Age Group 3 to 6 Years

SAFETY TRUCK

Timely load of educational sign posts in modern, take apart truck. Signs are accepted, correct basic shapes and colors to assemble and place in road positions. Signs silk screened proportionate size of standard signals, each 6" to 7" high. Bases, posts and signs interchange. All load to truck 12⅜" x 5¾" x 4¼" in size. Cab of truck is stacking unit.

465

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 3
906989-465	11 lbs.	$4.00	2.66 CODE 2	2.53 3

COLOR PHONE

As modern in design, style and color—as accurate in dimension and detail as the newest adult telephone. Durable play value in "genie", which pops up to visit when receiver is lifted. True letter-numeral circle is silk screened around rotating dial. All wood, take apart, non-toxic finish. Size 7½" x 7½" x 4¼". Cord permanently attached to cradle and receiver. "Jack in Box" mechanism safely enclosed.

132

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906990-132	12 lbs.	$3.00	2.00 CODE 2	1.90 3

HOT ROD PUSH

Action push toy with child's every movement. No detail of auto animation omitted from 4 cylinder, open hood, stripped for action hot rod. Adjustable fan assures constant movement of crankshaft, hence to moving pistons and spark plugs. All gaily lacquered, all exposed to view, all parts assembled except for handle. Steering wheel to front wheels measure 24".

167

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 1
906991-167	4 lbs.	$5.00	3.33 CODE 2	3.17 3

TURNABOUT BLACKBOARD

This item is highly recommended for Mother, too. Ideal blackboard for dealing with dates—a monthly calendar of the child's events and hers. Silk screened 2 sides in 2 colors with necessary headings and permanent calendar and clock detail. Clock teaches time and acts as reminder of happenings. Ledge holds chalk (included) and eraser is attached to hanging cord. Overall size 16½" x 1¼" x 12½" high.

240

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 6
906992-240	13 lbs.	$2.50	1.66 CODE 2	1.58 3

UNITED STATES MAP PUZZLE PLAQUE

Recommended Age Group 2 to 6 Years

770

A coordination puzzle of state shapes. But look inside! Matching state shapes in proper placement teaches state capitols and resources of the area. States lift out from the territory to which they belonged before statehood. Jig-sawed from ¼" plywood — each piece is cut on state lines. Backed with Masonite —on which details are silk screened in 3 colors to make a tray that holds the completed puzzle. Size 11¾" x 19½" Individually boxed.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 4
906996-770	12 lbs.	$4.00	2.67 CODE 2	2.53 3

WORLD MAP PUZZLE PLAQUE

780

Continents (land masses) and oceans (water masses) accurately jig-sawed from ¼" plywood in 19¼" x 11¼" ½" size "see inside" puzzle. Under each continent on the masonite tray is silk screened the countries by number. Names of countries are referenced in separate boxes. Under each ocean are the major islands indicated by code number and referred to by name in boxes. Note the real compass, which removes for positioning. Gives meaning to directions as applied to map reading. Puzzle has 28 pieces.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET OPEN	NET 4
906997-780	12 lbs.	$4.00	2.67 CODE 2	2.53 3

GOLDEN BOOK PUZZLES
No. 80A ASSORTED TRAY PUZZLES

80-1 Animal Babies
80-2 Ways To Travel
80-3 Horses And Colts
80-4 Fairy Tales
80-5 Life Of A Cowboy
80-6 Indian Pals
80-7 Farms And Farming
80-8 Children In Religion
80-9 Funny Animals
80-10 Workers We Know
80-11 Dogs and Puppies
80-12 Children In Action

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET
906994-80A	19 lbs.	$1.00 ea. Per Dozen	7.60 CODE 2

Each GOLDEN BOOK* picture subject is permanently bonded to durable paper board—then a similar heavy stock is mounted to form a permanent tray for the scroll cut pieces.

The package consists of a set of 4 puzzles—each different in number of pieces—each different as to the selected art subject. Cutting patterns and count of pieces have been tested and accurately determined. More difficult individual puzzles will not be worked by the majority of pre-school children.

Each box contains 1 puzzle of 12 pieces, 1 puzzle of 14 pieces, 1 puzzle of 16 pieces, 1 puzzle of 18 pieces. Each puzzle is a different GOLDEN BOOK* art selection although all four are of a related subject. Size of each 8" x 10". Produced from 80 point board with 4 color process art, printed on enamel stock and varnished. Laminated for die cutting. Backed with tray of 80 point board.

GOLDEN BOOK PUZZLES
No. 90A ASSORTED JIG SAW

90-1 Party Time
At The Zoo
90-2 Heidi And Her Goats
Pretty Kitty
90-3 Sick Dr. Squash
Mister Dog
90-4 Grandmother's Kitchen
The New Dress
90-5 Two Little Miners
Woodchoppers
90-6 Three Little Kittens
Little Black Sambo
90-7 Let's Play House
Little Trapper
90-8 The New Baby
Little Brother
90-9 Sleepy Heads
Welcome Visitor
90-10 Going Shopping
Little Helper
90-11 Here Comes The Parade
Funny Animal Circus
90-12 Knitting Time
Make Believe Wedding

Each box contains two puzzles size 8½" x 9¼". Random jig sawed in different pattern of 6 large interlocking pieces. Each is a different selected GOLDEN BOOK* are subject. Four color process printing on heavy enamel stock paper is varnished, laminated to ⅛" Masonite hardboard for sawing.

NO.	WEIGHT PER CARTON	RETAIL LIST EACH	NET
906995-90A	14 lbs.	$1.00 ea. Per Dozen	7.60 CODE 2

WOOLSEY PAINT

C. A. Woolsey Paint & Color Co. Inc. is offering boatowners 70 Nauticolors in its Cawlux marine finish line. This wide color selection is made possible by addition of special marine tube colorants to factory-mixed Cawlux colors. In liquid form, they mix instantly and evenly.

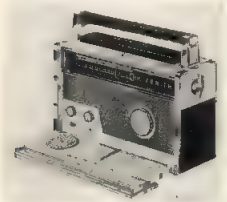
Woolsey also introduces four new products. These include a new color—mahogany—of Ti-Tall liquid rubber seam compound, in a squeeze-type container. Also, Woolsey is introducing a Flat Black Finish for use as an undercoater or finish coat; Under Water Seam Compound for use with Woolsey's Vinelast finishes that will eliminate the need for seam shellacking; as well as a fast-drying Plastic Vinyl Surfacing Compound for scratches and dents on wood hulls.

Wide range of marine paint products include Vinelast and other vinyl coatings, Cawspar and other clear finishes, and such specialty products as Caw-Kleen Bilge Cleaner, Anti-Corrosive Barrier Coat, Bare Metal Prime-coat for aluminum craft, etc.

The new aluminum primer overcomes one of the most troublesome problems in aluminum boat painting; namely, that of proper adhesion for subsequent applications of paints and finishes.

Easy to apply, the new primer is excellent for bottoms, hulls, keels, centerboards and fixtures. It can be applied also to other bare metal surfaces.

ZENITH RADIO



The Zenith Trans-Oceanic model, Royal 1000, is powered by flashlight batteries.

The Zenith Radio Corporation's new all-transistor Trans-Oceanic portable, the first such set with band-spread shortwave tuning, is designed to provide greater safety. Its eight wave bands provide excellent reception from thousands of foreign stations, besides ship-to-shore communications, weather reports and standard broadcast stations.

Weighing only 13 pounds, including batteries, it is the size of a small portable and is claimed to be the smallest and lightest band-spread shortwave portable ever produced. The new Trans-Oceanic is powered by flashlight batteries.

Zenith Radio Corporation is located at 6001 W. Dickens, Chicago, Ill.

JERSEY COAST BOAT SHOW

Planned to interest yachtsmen as well as those thinking of buying their first boat, the Fifth Annual Jersey Coast Boat Show, Feb. 15-23, is expected to attract thousands to Asbury Park's Convention Hall. Last year 70,000 attended.

All manner of boats will be shown from the tiny outboard to the large family cruiser built for living aboard. A wide variety of the newest marine engines, both gasoline and diesel, will be exhibited. There will be an eye-catching display of all kinds of accessories.

Entertainment will feature exhibitions of skin-diving and snorkel swimming. Latest equipment used in these sports will be demonstrated.

NOMAR TANK HOLDER

Whitman & Robinson, Weedsport, New York, introduces an improved Nomar Tank Holder.

Six evenly-spaced holes decrease the weight of the tank holder while permitting better ventilation around the tank. It is constructed of welded metal and coated with thick vinyl plastic. The cushioning effect of the plastic minimizes vibration noises and prevents boat damage.

Models are available for the following tanks: E-J-4—Evinrude and Johnson 4 gal. tanks; E-J-6—Evinrude and Johnson 6 gal. tanks; M-6—Mercury 6 gal. tank; SA-46—Scott Atwater 4 and 6 gal. tanks. The E-J-6 also fits 6 gal. tanks used with Gale products.

You Get More *with*
Arkansas Traveler

Arkansas Traveler *performance* is a revelation—you literally ride on air! You ride in *beauty*, too. The Marquise, shown above features a delicate blending of lustrous Fiber Glass and aluminum—the graceful compound curves of a one-piece, die-formed hull. Ask your Dealer about Arkansas Traveler *quality* and *dependability*—the new GUARANTEE—the 19 models for '58. See him, or write us for free catalog

ARKANSAS TRAVELER BOATS, 2024 E. 14th St., Little Rock, Arkansas

A Division of Standard Railway Equipment Manufacturing Company

AT arkansas— traveler

IDEAL DOLLS

HONEYSUCKLE DOLL 15" TALL

An all-washable doll made of soft, life-like vinyl with a beautifully molded vinyl head with sleeping eyes. Crying voice. Dressed in deluxe organdy outfit with bonnet, slip, undies, socks and vinyl shoes. Packed each in box.

Doll		S.R.	Each
K806-103	w/molded hair (Mfr. No. 1440)	$4.98	$6.66
K806-204	w/rooted Saran Wig (Mfr. No. 1445)	$5.98	8.00

BETSY WETSY 11½"–13½" TALL WITH ROOTED HAIR

She drinks...she wets...she cries real tears. Betsy's separate baby fingers and toes are just like a real baby's and her baby pink vinyl body can be bathed. She has rooted Saran hair that can be shampooed. With sleepy eyes, Betsy is dressed in a shirt and diaper and is packed in colorful gift box with complete layette including dress, petticoat, bonnet, diaper and pins, booties, three powder puffs, washcloth, soap, tissues and bottle.

Doll		S.R.	Each
K806-406	11½ tall (Mfr. No. 1095)	$6.95	$9.34
K806-457	13½" tall (Mfr. No. 1096)	$8.95	$12.00

BETSY WETSY IN SUITCASE 11½" TALL WITH ROOTED HAIR

All vinyl, jointed Betsy drinks from her own little bottle and wets and cries real tears. With sleeping eyes and lustrous rooted Saran hair that can be washed, waved and shampooed. Dressed in twopiece sunsuit and diaper, Betsy comes in sturdy suitcase with a complete layette consisting of dress, bonnet, petticoat, booties, rubber pants, diapers and pins, washcloth, soap, three powder puffs, tissues, clothespins and bottle.

S.R. $8.95

		Each
K806-608	Doll.....$12.00 (Mfr. No. 1110)	

BETSY WETSY 11½" TALL WITH MOLDED HAIR

She drinks...she wets...she cries real tears. Fully jointed, Betsy has an all vinyl body that can be cleaned with a damp cloth, bathed, powdered and lotioned. Dressed in her own little diaper, Betsy is packed in her own little gift box with a layette consisting of gown, bottle, diaper and pins, three powder puffs and soap. Each boxed, wt. 2 lbs.

S.R. $5.98

		Each
K806-385	Doll.....$8.00 (Mfr. No. 1103)	

TWINKLE EYES DOLL 17" TALL

The only vinyl head doll with rolling, flirting, sleeping eyes. All-washable life-like vinyl body with beautiful molded head. Attractive rooted pony tail Saran wig that can be washed and waved. Dressed in attractive deluxe pinafore outfit and bonnet, with undies, socks and vinyl shoes. Indiv. boxed.

S. R. $7.98

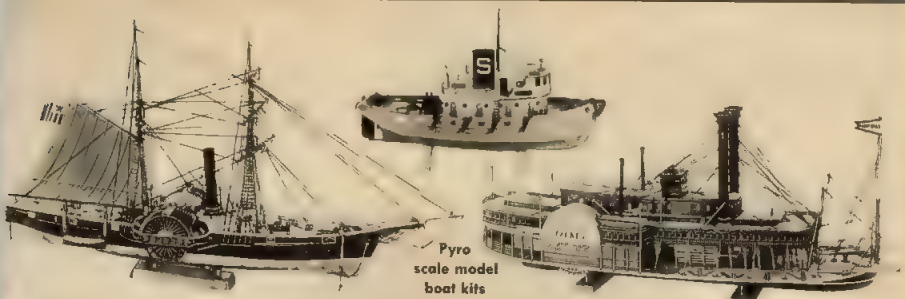
		Each
K806-508	Doll.....$10.66 (Mfr. No. 1459)	

SHIRLEY TEMPLE DOLL 15" TALL

She's as beautiful as Shirley herself when she was America's favorite little girl. With blonde curly rooted Saran hair, dimpled cheek and dressed in an assortment of beautiful dresses with slip, shoes and socks. Each boxed, wt. 2 lbs.

S.R. $8.95

		Each
K806-709	Doll.....$12.00 (Mfr. No. 1400)	



"HARRIET LANE" PADDLEBOAT KIT. Big 19″ scale model of the famous U.S. steam and sail powered cutter that saw action under both Union and Confederate flags in the Civil War. Easy to build! Over 200 precision-made plastic parts in kit . . . including black hull, "copper" bottom, 6 crewmen, rudder chain, anchor and bracing, and display stand.
89-4014 B335 Paddleboat Kit. **$4.98**

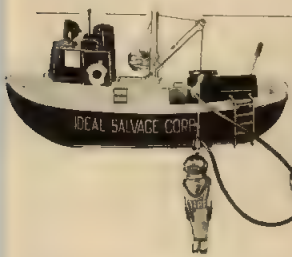
MOTORIZED TUG KIT. Makes a 14″ scale model of the sea-going diesel tugs that operate around The Golden Gate. Comes with completely assembled power-unit (ready to install), including ball-bearing motor that has Forward, Reverse and Neutral controls. Accurate plastic parts, chain and painted hull can easily be assembled. Instructions incl.
89-4055 B400 Motorized Tug Kit. . . . **$5.98**

"THE NATCHEZ" MISSISSIPPI STEAMBOAT. Full 22″ model of one of the fastest, best-known Mississippi River packets—in exact scale. One of the finest plastic boat-model kits made, yet it can be assembled in just a few hours. Over 365 precision-made parts can be easily fitted together to make a fully detailed display model. Complete instructions.
89-2653 B665 Natchez Kit. **$9.95**

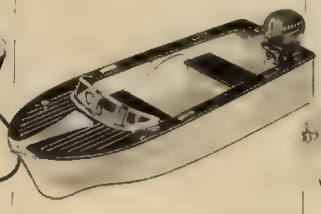
SUPERSONIC JET AIRCRAFT KITS. Not just one, but 3 of the latest, headline-making jets . . . the F-100 Super Sabre Jet, the Douglas X-3 Stiletto, and the Grumman F11F-1. All are exceptionally detailed scale models. Each kit contains all necessary parts, modern swivel display-stand, and complete instructions. Over 180 plastic parts in all.
89-4063 B199 Jet Plane Trio **$2.98**

4 FAMOUS SHIPS KIT. Quick and easy to construct the famed "U.S.S. Constitution", "Santa Maria", "Barbary Pirate" and "Mayflower". So authentically detailed and colorful, they make fine ornamental displays! Kit comes with all necessary plastic parts, brush, paints, cement. Brightly painted sails, pennants, nameplates. Instructions included
89-4048 B175 Famous Ships Kit **$2.59**

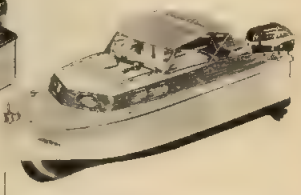
3 RUBBER-POWERED PLANES REALLY FLY. They're Strombecker scale models of well-known planes, beautifully detailed. There's the Spirit of St. Louis, with 18″ wingspan . . . and the Ryan Trainer and Piper Pacer with 15″ wingspans. All 3 plane kits come complete with rubber bands for flying; colorful decals, all needed molded plastic parts
89-6910 B301 Three Plane Kits. . . . **$4.49**



SALVAGE BOAT WITH DIVER. Air pump and crane with windlass will lower the diver, keep him below water, and raise him . . . as young "Captains" operate the selector valve. Realistic bubbles escape from diver as he goes down. Crane swings out over ship's side to lower and raise "cargo" as well as diver. Swivel searchlight, 2 removable life preservers.
89-6480 B335 Salvage Boat, 14¾″ . . . **$4.98**



16″ OUTBOARD MOTOR ELECTRIC BOAT . . . runs on 4 standard flashlight batteries (not included). Authentic, complete, fully built . . . ready to go! Painted, non-sinkable styrene hull. Mahogany finish wood deck and floor boards. Removable seats, shiny nickel-plated fittings. Motor is electric replica of famous Johnson outboard. Fully guaranteed.
89-5748 B730 Outboard Motor Boat. **$10.95**



16″ MARLIN OUTBOARD CABIN CRUISER. Powered by famous-make outboard motor, works on 4 flashlight batteries (not included). Features mahogany-finish wood cabin with canvas canopy . . . unsinkable styrene hull with non-peel white and green paint. Nickel-plated windshield and fittings. Realistically detailed—down to the instrument panel inside.
89-6472 B1000 Cruiser with Motor. **$14.95**

DOLLS

25" TALL

Vinyl head. Rooted "poodle" hair-do. Moving eyes, lashes, Latex body, arms and legs. Voice. Dressed in taffeta cocktail frock. Lace bodice with metallic halter. Metallic bending trim on skirt. Knit panties. Vinyl shoes and socks. Each boxed, wt. 3½ lbs.

	S.R. $5.98	Each
K804-102	Doll (Mfr. No. 321R)	$8.00

21½" TALL

All vinyl doll with moving eyes, rooted bobbed hair. Cotton stuffed, wire in legs for bending action. Dressed in panties, red chromespun dress with printed embossed nylon yoke; vinyl shoes and socks. Each boxed, wt. 3½ lbs.

	S.R. $6.95	Each
K804-304	Doll (Mfr. No. 938G)	$9.34

24" TALL

All vinyl doll with wired arms and legs, rooted hair and moving eyes. Dressed in net bridal gown with tiers of silver lace on skirt. Silver lace shawl around shoulders with bontonniere trim. Taffeta and silver lace bridal hat veil, pearl earrings, wrist corsage, high heel shoes and panties. Each boxed, wt. 4 lbs.

	S.R. $9.95	Each
K804-506	Doll (Mfr. No. 524A).	$13.34

25" TALL

Vinyl head. Rooted poodle style hair-do. Moving eyes, lashes. Semi-rigidsol vinyl one piece body. Earrings. Dressed in fancy taffeta cocktail frock. Metallic lace overlay on skirt. Metallic lace trim on top of bodice. Ribbon halter neckline style. Plush jacket with flower corsage. Matching plush hat. Knit panties. High heeled shoes. Each boxed, wt. 3 lbs.

	S.R. $5.98	Each
K804-203	Doll (Mfr. No. 526R)	$8.00

25" TALL

Indestructible vinyl, 5 piece fully jointed body, movable arms, legs, head; will sit or stand. Lovely rooted ponytail hairdo can be washed, combed. Vinyl shoes, stockings, panties. Each boxed.

	S.R. $7.95	Each
K804-405	Doll (Mfr. No. 523P)	$10.66

FAMILY GROUP

All vinyl mother and daughter dolls, 20" and 10" tall with rooted hair, moving eyes and jointed arms. Matching taffeta outfits. All vinyl, 8" baby doll with molded hair, painted eyes; dressed in flannel bunting. Plush poodle dog. Display boxed, wt. 5 lbs.

	S.R. $13.95	Each
K804-607	Family Dolls. ..... (Mfr. No. 1020A)	$18.66

DOLLS

10'' TALL WITH SCHOOL BAG

All vinyl toddler with rooted hair and moving eyes. Dressed in felt circular skirt, knit shirt, panties, shoes, and socks, and bow in hair. Packed in clear plastic school bag with miniature blackboard, coloring book, crayons, chalk. Wt. 3 lbs.

S.R. $5.95

		Each
K803-112	Doll (Mfr. No. 1610).....	$8.00

13'' TALL-POOR PEARL

All vinyl doll with moving eyes; legs and body wired so she can sit, stand, kneel or bend.

Pearl is comely, forlorn, pathetic creature that crys out for adoption; her long, golden tresses (the longest and fullest saran wig that was ever used) her tattered clothes cry out for attention and care. All the necessary things to make her beautiful are provided—new shoes, socks, beautiful party dress, new crinoline—all in a highly designed carrying case.

S.R. $5.98

		Each
K803-223	Doll (Mfr. No. 113).....	$8.00

17'' TALL

Kindergarden Kid. All vinyl fully jointed toddler with moving eyes and rooted straight buster brown hair comb. Dressed in white broadcloth school dress with red rick rack around skirt and collar. Red embroidered hearts appliques on bodice. Red socks and vinyl shoes. Each in window box carrying case.

S.R. $5.95

		Each
K803-334	Doll.....	$8.00
	(Mfr. No. 1917)	

17'' TALL

Pure vinyl 5 piece (unstuffed) jointed construcion. Movable arms, head, legs. Will sit or stand. New ponytail rooted washable hair. Panties, shoes and stockings. Lovely tailored cotton printed dress with detachable pinafore. Each boxed, wt. 2¼ lbs.

S.R. $5.95

		Each
K803-445	Doll.....	$8.00
	(Mfr. No. 513)	

18'' TALL OFFICIAL MISS AMERICA

All vinyl 1 piece doll with wired arms and legs, moving eyes, head with rooted bob. Official coronation gown of embossed white taffeta, red velvet robe, buckram slip, panties, high heel shoes, earrings, crown and "Miss America speaks record. Each boxed, wt. 2 lbs.

S.R. $5.95

		Each
K803-556	Doll.....	$8.00
	(Mfr. No. 18A)	

18'' TALL

Hard vinyl doll with moving eyes, rooted ringlet bobbed hair, jointed waist and limbs. Dressed in panties, embossed nylon dress with cowl collar, high heel shoes, earrings. Each in window box, wt. 3 lbs.

S.R. $5.95

		Each
K803-667	Doll.....	$8.00
	(Mfr. No. 1815)	

20'' TALL

All vinyl doll with moving eyes and rooted bobbed hair. Cotton stuffed; wire in legs for bending action. Dressed in panties, flocked chromespun dress trimmed with nylon, velvet ribbon and flower, vinyl shoes and socks. Each boxed, wt. 3 lbs.

S.R. $5.95

		Each
K803-778	Doll.....	$8.00
	(Mfr. No. 8476)	

20'' TALL

All vinyl doll with wired arms and legs, rooted hair, moving eyes, painted fingernails. Dressed in net bridal gown with silver lace panel down front of skirt and silver lace bodice with puff sleeves. Taffeta and lace underskirt, bridal veil, earrings, wrist corsage, panties, and high heel shoes. Each boxed, wt. 2 lbs.

S.R. $5.95

		Each
K803-889	Doll.....	$8.00
	(Mfr. No. 1120A)	

6-volt "hot shot" battery mounted under the deck. Flashlight cells are sometimes used but they produce a weak, short-lived light. A strong spotlight is a great help when working up a channel, looking for a mooring buoy, etc. However, don't overload your battery!

DISMASTED IN THE "ROARING FORTIES"

(Continued from page 97)

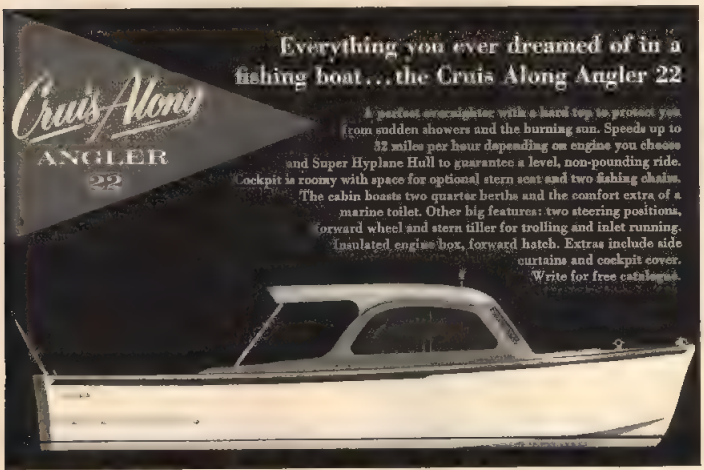
if we were going to make progress like this, for *Tzu Hang*, reeling and staggering through the darkness, was making a good three knots, and next morning at noon we had 75 miles on the log, the best run to date under jury rig.

On March 7 we were half way to Talcahuano and were beginning to feel the influence of the big South East Pacific high, centered about 30° south and 100° west. The wind seemed to come more steadily from the south, and we were no longer harried by constant depressions raging across the Southern Ocean. The ocean current also had a trend to the north. The spar was finished, and we crammed as many shavings as we could into empty tins to use as fuel for the stove. In the afternoon we set up the new mast, using the main halyard of our 15-foot mast to hoist it while Beryl guided the foot into its step, and John steadied its initial progress and set up the shrouds as it came upright. After a short struggle we had it in place.

Next morning we moved the smaller mast back to its place as a mizzen and were ketch-rigged once more. We hoisted the new sail after bending it on to the spar, and felt an immediate difference as *Tzu Hang* steadied under the bigger sail area. The wind was freshening slightly and we reefed the sail, but the center of effort was too far forward and we could not point any higher than with our first sail. We hoisted the jib topsail upside down as a mizzen, and the moment *Tzu Hang* felt its effect, she turned into the wind, and started pitching into the swell. At the same time John called to me to come and look at the bend in the mast. As I got up to him there was a report and the mast broke clean in two, just above the lower shrouds. We took the remains of the mast down, retrieved the top and unbent our sail again. It looked as if the mast needed stiffening and that we should only be able to use the big sail in light weather.

The mast was repaired and set up by the following afternoon. As the log streamed out astern again, and *Tzu Hang* once more turned her head to the northeast and Talcahuano, everyone's spirits rose, and the cat, sensing our relief, scampered along the deck and even contemplated trying to climb the new mast. That night we switched on the radio. The voice of the B.B.C., polished and assured, came clearly across the leagues to our remote corner of the ocean. "The talk tonight," it said, "is on the tendency of modern travel, which insists on speed, reliability and comfort."

For the last time a depression passed swiftly over us, and we reefed both the mizzen and the main. We did not want to break any more spars. *Tzu Hang* made 77 miles on the log, for a 23-hour day which remained our best run since the smash. The weather was now much warmer and we were able to dry clothes on deck and spruce ourselves up in general. I put on goggles and went over the side to have a look at the rudder fittings on the stern post. The rudder had broken off where it entered the hull. The water was not unduly cold although I had no desire to remain in it. All kinds of signs of land began to appear, and how exciting they seemed. First of all came the bottle-nosed porpoises, which we took to mean that we were approaching the continental shelf and its teeming fish life. Then came masses of sea weed, then gulls of shorter range than the familiar wheeling albatross, and on Feb. 19 I saw a small bird flying north with an ir-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Cruis Along
ANGLER
22
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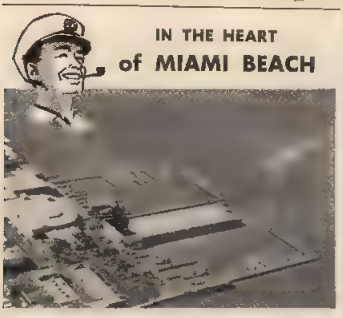

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regular swooping flight, and chirping as it went. It was a phalarope. On the same day also, and for the last time, the cruel, predatory antarctic skua flew round the boat.

Next morning Beryl called us on deck to see our landfall—the northeastern edge of Mocha Island showing dimly through low cloud. All day the mainland remained concealed in fog. Sometimes a point would show, but before it could be identified it would hide itself again. The weather chart of the South Pacific is no chart for a landfall. From the descriptions in the American "Pilot Book for South America" and the weather chart, we made an enlargement, hoping that it would give us a reasonable picture of the coast. We held on as long as we dared, until it was almost dark.

For a moment a dark point showed on our port bow and it looked as if we were getting into the wide bay south of Morguilla Point, where a heavy surf extends two miles offshore. We went about and for a moment again the point appeared. It looked as if it might be Morguilla Point. As a basis for calculation, we took it to be so. The lights of the coal mine on Point Tucapel can be seen 20 miles from seaward, says the "Pilot." It was long after dark and they should now have been right abeam. There was a faint glow in the sky, but was it filtering through thick fog, or were we still well offshore? Two lights showed much lower down and dimly for a moment only. It seemed to check up with our estimated position, and it looked as if we were close off Lebu, 60 miles south of Arauco Bay. We decided that this should now be our objective, as it had a wide and easy entrance and gave access to two or three possible ports from where we could arrange a tow to Talcahuano. The entrance to Talcahuano was narrow and a southerly wind would blow right out of the bay. If we missed the entrance in a fog, there was no other suitable port until Valparaiso.

We had no worries that night, standing offshore on the port tack, but next morning it was still thick. We got a reasonable sight for our longitude, but by noon visibility was very limited and we had no sure way of telling how far north we had come. We allowed 15 miles for the current and reckoned that we were 20 miles south of Santa Maria Island Light, the southern point of the entrance to Arauco Bay. We handed sail and lay waiting for the fog to clear, but there was no improvement. If we were going to make our port by daylight next day we would have to be moving. For another 11 miles we sailed northwards through the fog, and then, judging that the current would take us the rest of the way until we were opposite the entrance to the bay, we handed sail again.

At 0200 hrs. we went on the starboard tack and headed in. The shore was about 11 miles away, and we should be either in the entrance of the bay or very close to the rocks on one side or the other. With the steering oar it took us at least a quarter of a mile to go about, and even after daylight the visibility was less than this. Beryl and John must have more confidence in my navigation than I do or considerably better nerves, but it was too much of a strain for me, and in spite of reproachful looks we stopped for breakfast. Feeling much braver after porridge and powdered eggs, we started in again. The patch of sky over our heads began to turn blue and to widen, and the visibility steadily improved. It was Beryl again who first saw land—the Farallones and Santa Maria Island, both simply enormous after looking at the tiny marks on the chart for so long. We were heading right into the entrance to Arauco Bay.

As we came into the lee of the island the sea fell smooth for the first time in 87 days. Across the bay lay Coronel and we found that we could point up to it nicely. We lay on deck in the sunshine and idled slowly across the bay. Long before dark we were safely moored close to shore. We had sailed 1495 miles and made good 1350 since Feb. 14, when it had looked for a short time as if *Tzu Hang* would sail no more.

ISLAND CIRCUIT

(Continued from page 110)

Since the wind seldom blows from the west in this area, it is a good overnight anchorage.

Our motor had become temperamental the night before while working our way over the banks to find a good anchorage, and even Fred Adams, who is an expert at repairing engines, was unable to get it going. As a consequence, we were forced to enter the shallow water under sail, a practice I never enjoy as it is not possible to back off quickly when the man on the bow with the sounding pole suddenly finds you are approaching thin water.

The area available for setting an anchor at Meyers Anchorage consists of a narrow shelf extending out but a few hundred yards from shore. The bottom then drops abruptly to great depth. The problem, therefore, is one of getting close enough to shore to set your anchor without having a short drag drop it into deep water, but at the same time be out far enough to keep from going aground if your boat should swing shoreward.

As we had an off-shore breeze it was possible to work in very slowly under sail. With the aid of our sounding pole we soon set our anchor in 2½ fathoms in a spot where there was both adequate swinging depth toward shore and sufficient ledge to the westward to provide good holding. The sunset was beautiful, the water was smooth, and although we were wide open to the west, little surge came in to bother us. We had been blessed with so much fine weather for so many days that we were now taking it for granted.

The following day saw us off on our final leg along the south coast of Cuba. By noon, with the trades blowing fresh abaft the beam, we had sailed across Bahia de Corrientes past Punta del Holandes and had Cape San Antonio Light bearing north. We then sharpened up, sailing five miles north of the light to be sure to have ample water to permit us to sail onto the banks off our starboard beam. We then tacked to the eastward over the banks, holding on until we could fetch Cavo de Lena to the south. By sundown we had this protective cay, bearing west by north, about a half-mile to windward. We set our anchor in a fine sandy bottom with a fathom and a half under us.

While eating dinner below we were remarking how interesting it was to sail in such remote waters with no sign of habitation anywhere, when we were startled to hear an engine and voices. By the time we got on deck a large crash boat was alongside, and we were boarded by Cuban sailors, all trying to talk to us at once. After things had calmed down somewhat, one sailor who knew a little pidgeon English told us that they were a part of the Cuban Navy, that patrolled these waters, they were delighted to see us, and would like to give us some fish they had caught that afternoon. We were relieved to find their intentions were friendly and enjoyed the visit immensely in spite of the fact that we had great difficulty in understanding each other. We learned they based at La Fe, and promised to see them there.

We had a fine sail to the eastward over the banks of the Golfo de Guanacabibe the next morning, but when we entered Bahia Guadiana we found, as is so often the case in Cuban waters, that the buoys shown on the chart to guide us through the narrow channel into La Fe were missing. To complicate the problem still further the wind was smack on the nose, forcing us to short-tack through the channel without going aground on either side. Fred Adams again tried to revive our motor without success, so we turned on our Fathometer and, by immediately tacking each time the water started to shoal, managed to get into the bay without going aground.

On approaching La Fe, we sighted our Cuban Navy crash boat tied up to a large dock at the center of the town. By the time we rounded up to the dock, which was in a terrible state of disrepair, our sailor friends whom we had

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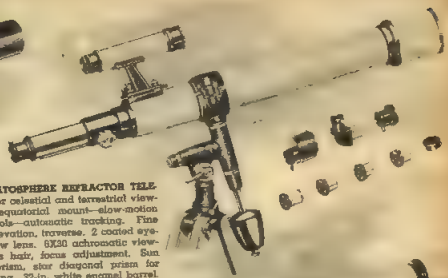

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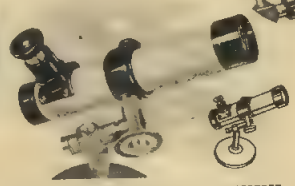

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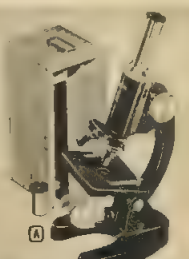

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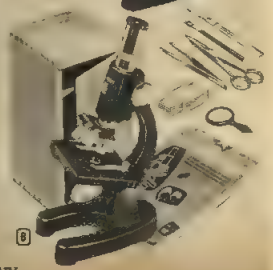

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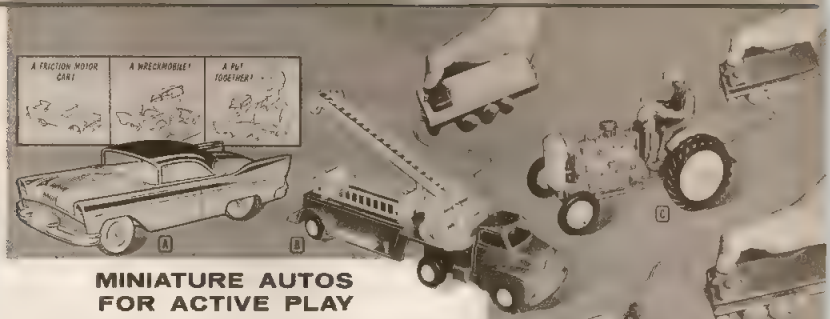

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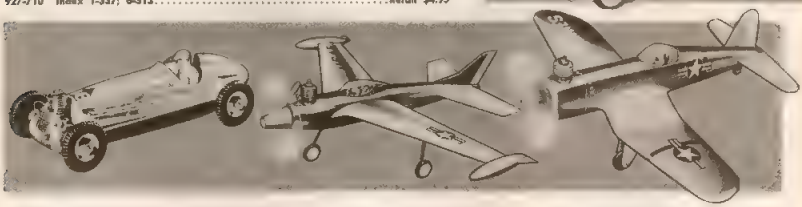
(F) CHEVROLET REMOTE CONTROL CAR—(As above). Exact 1/25th scale model of famous Chevrolet model, remote control drive. Ship. wt. 2 lbs
927-710 Index 1-337; 6-313 ..... Retail $4.95



WEN-MAC AUTOMITE RACER A real speedway thriller that goes 40 mph, speeding in circles or straight line while chrome plated driver sits in cockpit. Automatic recoil starter means instant starts! Rubber tires, chrome exhaust stacks and decals. Speedway wire bridle, pivot post and high est quality polished linen racing lines.
930-201 Ship. wt. 6 lbs.
Index 1-933; 6-840. Retail $13.95

WEN-MAC TURBOJET — New jet-stream wing tanks beautiful swept-wings for speed, stability thrills. New, low, ground-hugging landing gear of tri-cycle, super cushion design Chrome plated pilot sits under plastic canopy New, automatic recoil cable starter, 3-bladed propeller. Official USAF decals. Flight control handle and flight lines included
930-165 Ship wt. 7 lbs.
Index 1-867; 6-780 Retail $12.95

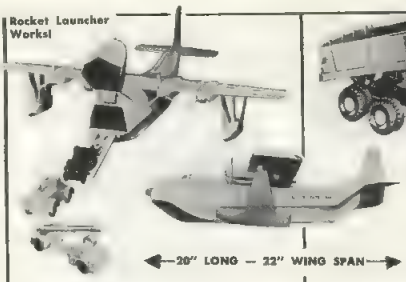
WEN-MAC CORSAIR Thrilling new reproduction of the Chance Vought World War II gull-wing fighter plane that won the war in the Pacific. 3-bladed prop. Ma rine decals. All assembled, ready to fly. Full dimensions, authentic details. Easy starting, beautiful flying With flight contro. handle and flight lines included. Provides plenty of action and thrills.
930-225 Ship wt 7 lbs.
Index 1-600; 6-540 . . . Retail $8.95

ACCESSORY KIT—(Not illustr.) Contains one half pint of "V-73" fuel designed especially for Wen-Mac planes racecars, boats Newly designed, single-unit battery wire-clip All wires firmly attached for perfect electronic contact. Engine wrench pouring spout and fueling tube. Fuel contains N. Y Fire Dept certificate of approva. Please order with Wen-Mac items.
930-600 Ship. wt. 1 lb.
Index 1-100; 6-90 Retail $1 50

1957 Ford Suburban Fleet Models with Friction Motors

1957 FORD SUBURBAN FLEET SET—Three 12" Scale Model Friction Cars. Contains one Ford Station Wagon with rear door action, one Ford Pick-up Ranchero Truck with rear door action and one Ford Convertible with action baggage compartment and front seats. These cars are made of steel and beautifully finished in baked enamel. Sh. wt. 4 lbs.
2T90X485 Set of 3. .... List $7.50

Rocket Launcher Works!



Raises . . . Lowers Automatically!

←20" LONG — 22" WING SPAN→

"Working" Toys For Playing Boys

"BIG POLY" CARGO PLANE WITH 3 ARMORED VEHICLES—It rolls . . . it floats! Made of flexible, unbreakable polyethylene. Comes complete with jeep with machine gun, armored car, *rocket launcher with rocket that works* and loading ramp. 20" long with 22" wing span.
2T73X199 (Sh. wt. 3 lbs.) . . **List $2.98**

STRUCTO DUMP TRUCK — Ruggedly constructed of heavy gauge steel for rugged play. Body automatically raises and lowers. Imitation flasher light on cab 10 rubber tires with bright chrome-plated hub caps. Blue cab, Orange body. Size: 20" long, 6¾" wide, 6¼" high.
2T14X265 (Sh. wt. 5½ lbs.) **List $3.98**

Exciting Sea, Naval Action Toys For Young Sailors

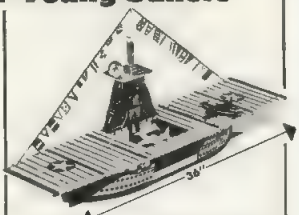
Pumps Water! Siren Screams!

IDEAL'S WATER SHOOTING MECHANICAL FIRE BOAT—Two rotating fire guns pump out water in a steady long-range stream, and realistic siren adds to the fun! Life boat in rear can be lowered into water. Windlass raises and lowers anchor. Made of high impact plastic. Size: 15" long Complete with metallized deck accessories. Sh. wt. 1½ lbs.
2T47X332 **List $4.98**

←21"→

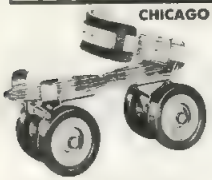
Boom Raises and Lowers Cargo

"BIG POLY" CARGO SHIP—BIG . . . 21" long! Made of flexible, unbreakable polyethylene. It rolls . . . it floats! Comes fully equipped with 2 life boats, 3 wooden barrels, 3 wooden crates and 2 deck hatches that open. Has a workable mast and boom that raises and lowers cargo. Ideal for hours of play value.
2T93X199 (Sh. wt. 3 lbs.) **List $2.98**



36" STEEL AIRCRAFT CARRIER WITH 3 JET-ACTION PLANES—Built for action! 3 jet planes provide complete protection for fighting force! One fires rocket, one fires shells and one drops bombs. Tower has rotating radar screen and signal flags. Elevator lowers planes below deck. Overall height of carrier 14".
2T41X330 (Sh. wt. 6 lbs.) ..... **List $5.00**

CHICAGO ROLLER SKATES



CHICAGO ROLLER "SILENT-FLASH" SKATES WITH RUBBER TIRES — These special tires outlast steel, are quiet, fast and skate with magic ease The most successful rubber tire ever developed. Ball-bearing wheels. Extends to 11". Sh. wt. 5 lbs.
4021X463 ..... **List $6.95**

CHICAGO "FLYING SCOUT" ROLLER SKATES—Features famous double-tread steel wheels for extra miles! Wheels spin faster because heavier weight at rim gives flywheel action. Skates extend to 11". Sh. wt. 4½ lbs.
4043X330 .... . . **List $4.95**

ZIPEES . . . IN BEAUTIFUL COLORS!

SIZES 8 - 12

ZIPEES ROLLER SKATES — For beginners. All nylon self-lubricating wheels. Non-breakable . . . made of miracle material to withstand wear. *Will not mar floors* Rustproof. Weigh less than 12 ozs. Sh. wt. 1 lb.
4039X199 **List $2.98**

ZIPEES GOLDEN RUNNER ICE SKATES — Beginners double runners with 24 karat electro gold plated runners. Rust-proof, nonbreakable — made of new miracle materials to withstand the roughest use. Sh. wt. 1 lb.
4055X199 **List $2.98**

WE WILL NOT BE UNDERSOLD

STRUCTO PUMPER FIRE TRUCK WITH FLASHING LIGHT — Real fire fighting action! New pumper sprays water! Real hose attaches to hydrant, hydrant connects to garden hose Wrench (included) controls water pressure through hydrant. Red flashing light (battery not included). Fire Engine Red with chrome trim. Heavy duty rubber wheels, chrome plated hub caps. 22¾"x7½"x7" high.
2T20X663 (Sh. wt. 7 lbs.) **List $9.95**
2R34X13 **Battery for above** **List .20**

STRUCTO HYDRAULIC HOOK & LADDER TRUCK —To the rescue! Hydraulic cylinder automatically raises ladder 61" high! Swivels completely around. Non-toxic cylinder Lquid will not stain. Auxiliary ladder included. Hand wheel siren. Red flashing light (battery not included). Movable tiller seat, rubber tires, die cast metal wheels. Bright Red with chrome trim. 33¼"x6¾"x7" high.
2T25X1063 (Sh. wt. 10¼ lbs.) **List $15.95**
2R34X13 **Battery for above** **List .20**

Sends And Receives Real Code Messages!

STRUCTO MOBILE COMMUNICATIONS CENTER —Two 3-way sending receiving stations, mobile and portable! 3-position control switch on each set sends or receives by flashing lights, buzzer or Morse Code key (signals and alphabet decal on truck). Red, White, Blue steel truck. Rubber tires. Wire drum, 25-ft. communication wire, plug. Uses 4 batteries (not incl.) 20x6½x6⅛" high.
2T21X530 (Sh. wt. 5¼ lbs.) **List $7.95**
2R34X13 **Battery for above** **List .20**

Structo Live-Action Toys

(A) STRUCTO CATTLE TRANSPORT—We're off to market! Big cross country trailer to haul livestock to market. Detachable Green cab, Orange trailer. Heavy gauge steel construction. 8 floating tandem dual rubber tires. Chrome plated hub caps. 2 retractable dolly wheels. 9 vinyl animals. 21⅛x5½x7⅝" high. Sh. wt. 5½ lbs.
2T22X332 **List $4.98**

(B) STRUCTO READY-MIX CONCRETE TRUCK — Real life action! Mixer rotates as truck moves, makes mixing noise! Crank raises mixer to unload cement! Openings for loading, discharging. Lifelike water storage tank. Diesel motor. 10 rubber wheels, chrome plated hub caps. 21⅝x7⅞x9½" high. Sh. wt 9 lbs.
2T60X530 **List $7.95**

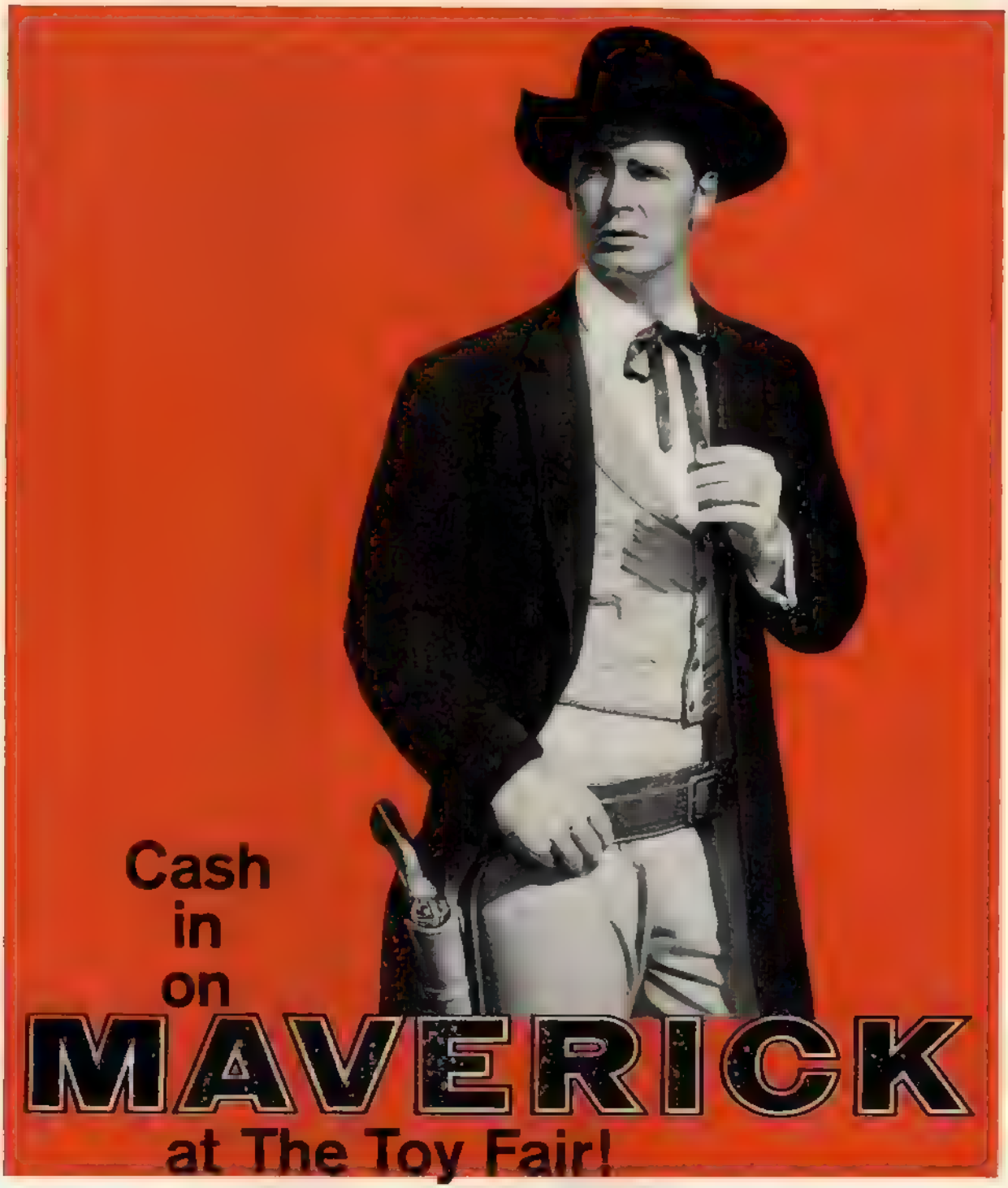
(C) STRUCTO DELUXE AUTO TRANSPORT—Like real cross-country hauler! Rear ramp extends for loading, unloading. Yellow heavy gauge steel trailer, chrome plated aluminum cab, die cast metal chassis, wheels. 10 rubber tires. Includes 2 die cast metal cars, 1 truck. 27"x6" x6¾" high. 7 lbs
[illegible] **List $3.95**

(D) STRUCTO HYDRAULIC LIFT DUMP TRUCK — Real-life action favorite! Hydraulic cylinder automatically raises body, dumps load. Non-toxic hydraulic cylinder liquid will not stain. 10 rubber wheels, chrome plated hub caps. Orange cab, tailgate; Green body. 20⅞"x7⅞"x6⅞" high. Sh. wt. 7 lbs.
2T13X463 **List $6.95**

STRUCTO "BIG JOB" 37-PC. TRANSCONTINENTAL FLEET—Deluxe fleet for young truckers with big trucking jobs! Includes 2 cabs, 4 trailers, 18 animals, 2 cars, 6 play cartons, 5 highway signs. Steel construction, floating tandem wheels, rubber tires, chrome plated hub caps, bumpers. 1 Yellow, 1 Blue cab. Yellow Auto Transport: rear ramp extends for loading, unloading; 2 die cast metal cars, Blue and Green; 27x6x6¾" high. Green Cattle Transport: 2 retractable dolly wheels; rear doors open, 21⅛x5⅛x7⅝" high. Orange Freight Hauler, 17¾x4⅝x4-11/16" high. Red Freight Semi-Trailer, 30-3. 16x5⅜x5-5/16" high. Sh wt. 19 lbs.
2T1AX1107 **List $17.95**

STRUCTO U. S. HIGHWAY 12-PC. SET—For building, maintaining America's highways! Includes 3 Orange trucks, Road Grader, 6 highway signs, 2 road barriers. Steel construction, rubber tires, chrome plated hub caps. Hydraulic Lift Dump Truck: hydraulic cylinder automatically raises body, dumps load. Non-toxic cylinder liquid will not stain. 20⅞x7⅞x6⅞" high. Deluxe Road Grader: front wheels steer; scraper blade rotates, raises, lowers, tilts. 18-13/16x7¼x7⅝" high. Maintenance Service Truck extension platform raises to 13½". 12x4½x7" high. Pickup Truck tailgate lowers. 19¼x6⅜x6" high. Sh. wt. 20 lbs
2T23X1330 **List $19.95**

COMPLETELY REALISTIC . . . FULLY OPERATIVE



The nation's TV audience has "bought" **MAVERICK** in a big way—making **MAVERICK** merchandise the smart buy at THE TOY FAIR! Pistols or playsuits, knapsacks or coloring books—you're buying a pre-sold item if it carries the **MAVERICK** brand! Note to toy and novelty manufacturers: For franchise information on **MAVERICK** and other top ABC shows, contact:

John Convery, ABC Merchandising, Inc., 1501 Broadway, New York • Tel. LOngacre 3-1100

Now Meet GIGI's Big Sister

Miss Gigi

the 'teen doll
with beauty queen
figure and features

You'll love her SALES figures in December as you'll love her 'teen figure in March! Never before such radiant beauty . . . such an exquisite high-fashion wardrobe! She's the newest member of America's most famous family of dolls . . . all-vinyl, a big 10½" tall, with rooted hair and swivel body . . . the 'teen doll of the year! And best of all, MISS GIGI is just ONE of the many new A&H dolls you'll see . . . with some surprises so startling, we promise you they'll be the hits of the TOY FAIR!

MEET MISS GIGI AT THE TOY FAIR
McAlpin Hotel Suite 567-9

MISS GIGI • GIGI • GIGI JUNIOR
GIGI's LIL SISTER
COSTUME PARTY DOLL MASKS
CAROUSEL WARDROBES

A & H DOLL MFG. CORP.

Showroom: Room 207, 200 Fifth Avenue, New York 10, N. Y. ALgonquin 5-5917
Plant: 43-12 50th Street, Woodside 77, N. Y.

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Showroom: Room 207, 200 Fifth Avenue, New York 10, N. Y. ALgonquin 5-5917
Plant: 43-12 50th Street, Woodside 77, N. Y

Coast Yacht Works' 26' Challenger Day Cruiser

SEVEN BOATS BY COAST YACHT WORKS

► Two new models of sea skiff types boats have been added to the output of the Coast Yacht Works for 1958. Both designated as Seacoasters, they are a 28-footer in sport fishing and trunk cabin versions, and a 23-footer Standard power in both models is a 225-hp. Gray. Prices start at $7900 for the 28-footer and $4800 for the smaller Seacoaster.

Other Coast boats are three 26' cruisers in sport, day and sport fisherman models and two 18-footers, one inboard and the other outboard powered. These latter two are of the speed skiff design, with "barn door" bottoms, capable of high speeds in both versions. Their hard chine construction gives them "bite" on turns for safe control at full speed. Lapstrake construction on all models is of traditional Jersey Coast riveted solid planking.

COAST YACHT WORKS, Red Bank, N.J.

The new 16' E-Z Cruiser, by Zuber

A NEW 26-FT. E-Z CRUISER

► A new boat this year in the E-Z Cruiser fleet is a 26-footer with 10' beam and 2'6" draft, said to have much the same characteristics as this builder's 29', 36' and 38' models. She is available in double or single engine installations for speeds up to 40 m.p.h. The bottom is double planked with cedar or mahogany, sides batten-seam construction, decks fiberglassed. Prices on the single-engine model start at under $6,000, without interior equipment.

ZUBER'S SEACOAST BASIN, Brielle, N.J.

The Pleasant Waters Cruiser-Houseboat is 35' long, 11' beam, with a steel hull and marine plywood upperworks, said to make up to 15 m.p.h. Various arrangements provide for sleeping up to eight, with a main saloon 10' X 13', and all conveniences including shower PLEASANT WATERS CO., 1445 No. Fifth St., Milwaukee 12, Wis.

The 19'6" o.a. Minuet (foreground), a keel sloop sleeping three, is a new companion model to the 23'6' Duet (astern), a keel centerboarder sleeping four, designed by HARRISON FARRELL, NA, 24 Carman St., Nassau Shores, Massapequa, N.Y. Both available complete, in kits, or as plans

AIRBOY BOATS ARE AIR-PROPELLED

► A new Air Drive outboard motor, producing between five and six hp., is being introduced by Airboats, Inc. Airboy outboards rated at 2 and 4 hp. and incorporating many mechanical improvements will be continued in the line.

Airboy hulls for air-drive motors will be plywood and fiberglass. Skimmer, a 15-footer, and the 15' Sportsman with 65-hp. motor and the 19' Traveler, with 190 hp., are offered

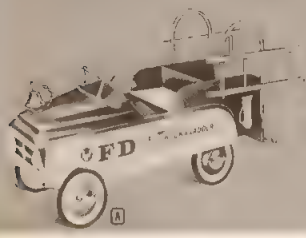
The two-seater Ice Sled continues as a popular feature

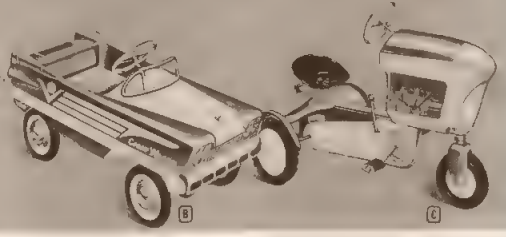
AIRBOATS, INC., 3323 N. Florissant Ave., St. Louis 7, Mo

Airboy ice sled for single or twin engine power

A new Hydro-glider with twin 9' fiberglass floats for gentle landings on rough water, designed to be towed by outboards with as little as 30 hp. is available for $895 complete, $395 kit or $15 for plans from BENSEN AIRCRAFT CORP., P.O. Box 2725, Raleigh, N.C.

Give Your Youngster Some Fun On Wheels





REALISTIC LITTLE CARS FOR KIDS

(A) AMF HOOK AND LADDER TRUCK—Designed to hold two little firemen safely, this brilliantly colored hook and ladder truck will be the sensation of the neighborhood with the small fry. It has the modern styling of a real engine. Loud, clanging bell is chrome plated. Fast moving ball bearing pedal drive for smooth riding. Pedal drive has three position pull straps to fit every little smoke-eater's legs. Cold rolled steel construction finished in two tone Red and White baked enamel with Blue trim, Yellow ladders. Disc wheels with 7½x1¾ in. solid rubber tires. White seat pad. Silver painted bumpers and headlights. 43-in. long 18-in. wide. Shipping weight 34 lbs.
910-A718 Index 1-1575, 3-1498 . . . **Retail $23.95**

(B) AMF CAMP WAGON—This racy-looking little wagon has "years ahead" styling from bumper to bumper. Rear luggage compartment has a hinged lid with plenty of storage room. Sturdily constructed of cold rolled steel finished in Green and White baked enamel with Cream trim. Silver painted bumpers and dual headlights. Ball bearing pedal drive is adjustable for three positions. Wheels are Red and White welded disc-type with 7½x2⅛-in. solid rubber tires and plated hub caps. White seat pad. 40x18-in. wide. Shipping weight 37 lbs.
910-A734 Index 1-1703, 3-1622 . . . . . **Retail $25.95**

(C) AMF DELUXE CHAIN DRIVE TRACTOR—The noise maker on the simulated gear shift of this chain driven tractor becomes music to the ears of any little agriculturist. Tractor is driven by a bicycle type chain drive with smooth ball bearing construction. The massive front fork has AMF's exclusive "Knee Action" to take out the jars on the roughest fields. Authentically styled tractor seat is spring mounted and adjustable for all sizes. Deluxe details include simulated motor block with realistic spark plugs. Heavy gauge steel construction with step pad form for second rider. 8x1¾-in. front tire and heavy duty, tractor type, semi-pneumatic 10x1¾-in. rear tires. Finished in Gray baked enamel with Red, Black and White trim. Plated hub caps and trailer hitch. 41-in. long, 21-in. wide. Shipping weight 41 lbs.
910-1720 Index 1-1900; 3-1810. . . . . . **Retail $28.95**

(D) AMF POLICE CAR WITH FLASHER LIGHT. The junior lawman can really live his dream with this authentically scaled car. Has a real flashing light and a loud siren. Made of cold rolled steel with an official Jet Black body with White trim fenders and steering wheel. Pedal drive with pull straps is adjustable for three positions. Ball bearing construction. Plated siren and hub caps. Realistic, but safe, radio antenna. Chrome hood ornament. Disc wheels with 7½x2⅛-in. solid rubber tires. Silver painted grille. Ship. wt. 28 lbs.
910-A712 Index 1-1575, 3-1498 . . . . . **Retail $23.95**

(E) AMF PACESETTER CONVERTIBLE. What little playboy wouldn't like to own a bright Yellow convertible? Here's the sidewalk car for the little hot-shot in your family. Has ball bearing pedal drive with pull straps for 3 position adjustability. Chrome hood ornament. Sturdy, cold rolled steel construction finished in Golden Yellow baked enamel with Persian Blue trim. White windshield. Red steering wheel, silver painted grille. 7¼x2⅛-in. disc wheels with solid rubber tires. Plated hub caps. 36 x 18-in. wide. Ship. wt. 28 lbs.
910-A711 Index 1-1038, 3-988 . . . . . **Retail $15.95**

(F) HAMILTON AIR FORCE JEEP—Bears real Air Force markings. Deluxe features include ball bearing pedal drive, adjustable for three positions and 8x1¼-in. wheels with semi-pneumatic tires. Two seat levels. Sturdy welded steel construction finished in Air Force Blue with Red and White trim. Easy to assemble. Press-on hub caps. 15½x20½x41¼ in. Shipping weight 36 lbs.
906-800 Index 1-1315, 3-1250. . . . . . **Retail $19.95**

(G) HAMILTON HIGHWAY PATROL. Has electronic speaker and microphone to help young patrolmen unsnarl traffic at the candy store. Welded steel construction finished in bright Yellow baked enamel with Black trim. Ball bearing pedal drive with 3 position adjustment. 8x1¼-in. wheels with semi-pneumatic tires and press-on hub caps. Fold down windshield. Has two seat levels. Speaker and mike included. 16½x10½x40-in. long. Shipping weight 38 lbs.
906-802 Index 1-1570, 3-1495 . . . . . **Retail $23.95**

Sumner Boat's 33-foot cruiser, El Presidente, is powered with twin 130-hp Nordbergs for speed up to 25 miles per hour. Her main dimensions are 33' x 11' 2" x 2' 6".

SUMNER BOAT CO.

The Sumner Boat Company, Inc., of Amityville, L. I., builders of skiffs and cruisers with Compoglas hull, will feature seven models in their 1958 fleet. All will be equipped with Styrofoam-filled flotation compartments.

Adventurer, 23' x 8' x 2', sleeps two in bunks forward. Galley and head are seperate from, and aft of, the bunks. She has full-length keel and bronze skeg for propeller protection.

The Sumnerskiff 23 features full headroom shelter cabin, two berths, toilet, fish wells, mahogany trim cabin sides, and mahogany cockpit deck. This is a Navy top model, with 85 hp Norseman engine. A Sumnercraft 23, with permanent top, has similar dimensions and, like other craft in the line, the Compoglas hull of fiberglass and wood lamination. The 23 is also built in a cruiser model which offers a full headroom cabin and enclosed toilet.

A 26' cruiser model, with cooking facilities and sleeping accommodations for four, has a 95 hp Norseman engine, full headroom cabin, dinette, galley, ice box, enclosed toilet, and foam rubber berths.

On a 28' hull there is a choice of the Commando II model (sleeps four) or a Crusader II express cruiser, which also sleeps four, in which there are berths for two forward and a convertible dinette.

El Presidente, 33' x 11' 2" x 2' 6", sleeps six, is powered for 25 mph with twin 130 hp Norseman engines.

GLASS MAGIC

The Seamaster, a new 19' outboard cruiser by Glass Magic of Fort Worth, Texas, is one of nine Glass Magic models for 1958.

The Glass Magic Seamaster has a large, roomy open cockpit with upholstered forward and aft seats. "Inboard look" is achieved through a fiberglass engine cowl that also serves as a sound baffle to all but eliminate motor noise. The Seamaster can be powered up to 140 hp in twin or single mounts according to factory recommendations. A hatch provides accessibility to the forward deck.

For weekend cruises, the forward seats of the Seamaster convert to twin 6-foot bunks.

A toilet, convertible fabric top and fiberglass hardtop are available as optional equipment.

The Seamaster has a 19' length with an 8' beam and a depth of 48". Approximate weight is 1,050 pounds.

For more information address H. L. Cain, Sales Manager, Glass Magic, Inc., 2759 Ludelle St., Fort Worth, Texas.

ANCARROW MARINE

Ancarrow Marine, Inc., Richmond, Virginia, manufacturers of the 60 mph Aquilifer, will introduce a new line of popular boats in '58, featuring futuristic styling.

The 20' Gladiator is a versatile open-decked utility available in either a fishing or passenger model. Some optional extras to tickle a fisherman's fancy will be a bolted-down swivel chair; a fish tank and a water-supplied live bait tank. Extra seats, obtainable at additional cost, convert the fishing model to a passenger runabout. Despite her rugged build the Gladiator upholds the Ancarrow reputation for speed. Available with a choice of three engine installations, with top power she attains speeds of 47 mph.

The Patrician, a 19' runabout, has two seats that carry six comfortably. She is also available with a choice of three engines, and reaches top speeds of 50 mph.

The Praetorian, 19 feet of sports speedster, is a sports-car type single-cockpit model equipped with 300 hp engine. Listed speeds are given as 55 mph but she has been clocked at 60 mph plus over a measured course.

The restyled Aquilifer, lengthened to 25 feet, will still carry two 300 hp engines, guaranteeing 60 mph, clocked at 65. She will still be equipped with every safety and luxury feature available.

The entire line, from Gladiator to Aquilifer, feature fine materials and high class construction. Macoba Marine African mahogany, imported from Germany, is used throughout. Props are of Federal Nik-O-Lite and shafts of Monel. All hardware is specially cast. Floorboards are covered in soft-stepping, easily washed Dexolium matting and seats are upholstered with U.S. Naugahyde over fire- and mildew-resistant synthetic foam. Instrumentation includes a Stewart Warner tachometer, electric temperature gauge for each cylinder bank, a fuel level gauge and an Arguide water speedometer. (The Aquilifer also has a White Echo depthometer, and individual ignition switches.

Top: Besides its 60-mph Aquilifer, Ancarrow Marine builds three other models.

Top right: Ancarrow's 19' Praetorian is sports-car type craft, equipped with 300 hp engine; reaches speeds of 50 mph.

Right: The Aquilifer has been restyled, lengthened to 25'. Craft carries two 300-hp engines guaranteeing 60 mph speed.

A triumph in optical design!

Ingenious improvements in optical design give the new Zeiss Binoculars unrivaled brilliance to the very edge of their wide field of view. Smaller in size than other binoculars. Coated optics.

Moisture-proof construction resists climatic conditions.

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Imp III, Dr. Robert H. Hermann of Cincinnati, Ohio, whisked around a five mile-run at the 30th annual Palm Beach regatta at a record 58.747 mph. A few days later on the Lakeland Yacht and Country Club he upped this record to 59.172 mph.

The warm weather at Lakeland was bringing out a rash of record-breaking. In addition Dick Neal broke the five-mile competitive record for Class X at 53.129 mph. He covered the same distance in Class B at 48.309 mph. And in Class F Louis Geraci covered five miles at a record 54.184 mph.

One hundred and fourteen boats—the largest number ever—converged on the Hudson River starting line at Albany for the annual 130-mile marathon to New York City. Marshall Eldredge, who was making his seventh try, was the first to finish. He led the 1936 winner, Clayton Bishop of Onset, Mass by only three minutes and 22 seconds.

Boating involves thrills and relaxation. But in 1937 it also meant the saving of many lives. That was the year when the forest-loosed waters piled up on the Ohio River and rampaged over many towns and farms. There was a desperate need for boats to rescue stranded persons and to carry food and medical supplies.

The mayor of Louisville appealed by radio for outboard motors with which available boats could be equipped. When the Bendix Marine Products Corporation in northern Indiana heard this, they rushed 50 motors by truck. When more boats became available there was a great need for persons who knew how to operate them. So volunteers from northern Indiana and southern Michigan hurried to the flood-stricken areas.

George Meyer, a boat dealer in upper Indiana, had a 26 foot cruiser placed on a truck and shipped to the disaster area. On the same trailer he also put two 14-foot metal boats.

"This load was so rear-heavy," Ted Patterson, the truck operator said, "that we had to weigh down the front end with heavy stones to keep the truck from up-ending."

(To Be Continued)

NEW BASIN AT SAYBROOK, CONN.

Terra Mar Yacht Basin at the mouth of the Connecticut River will be ready in the spring. It will accommodate 125 boats of all sizes. Resort hotel facilities will also be available

The million-dollar Terra Mar Yacht Basin and Hotel at Old Saybrook, Conn., will be completed by May 1, according to Charles R. Blickle, president of the Terra Mar Corporation.

Located at the mouth of the Connecticut River, the harbor will accommodate 125 craft of all sizes. The harbor is being dredged to a depth deep enough for safe maneuvering and anchorage by the largest boats.

The five-acre development will include a newly built, modern resort hotel with large studio-type rooms, all with bath, television, and air conditioning. There will be three swimming pools with a large recreation building and lounge built around the main pool.

The Terra Mar Cabana club will provide 120 permanent cabanas at poolside for rental on a seasonal basis. The luxurious cabanas will have individual showers, dressing rooms and private patios.

NOW IT'S EASY TO—

STAY ON COURSE
WITH A NEW Airguide
COURSE MONITOR

. changes course-keeping from work to fun by eliminating the mental strain of constant compass readings. A casual glance at the index and target line-up tells the tale. Here's another new Airguide instrument that will add a lot to your fun afloat.

NO. 92 COURSE MONITOR

An entirely new and highly useful navigational instrument. Boat is headed on desired course with regular [illegible] compass, then Monitor index is aligned with arrow. Variations from this alignment are seen at a glance and indicate steering correction necessary to keep on course. If a matching compass is desired the Airguide No. 10 is your buy. Sturdy die-cast case heavily chrome plated. Adjustable hood. Base diam. 4½". $20

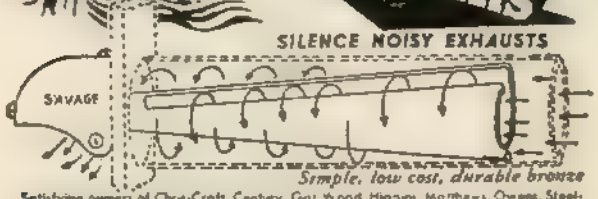
SEE IT AT YOUR MARINE DEALER

Made and Guaranteed by
AIRGUIDE INSTRUMENT COMPANY, CHICAGO 47, ILLINOIS

SALLY SEAGULL says!

SAVAGE MARINE MUFFLERS

SILENCE NOISY EXHAUSTS



Simple, low cost, durable bronze

Satisfying owners of Chris-Craft Century, Gar Wood, Higgins Matthews, Owens, Steelcraft, Truscott, and Gray Chrysler, Kermath, Packard, and Sterling engines. Easy to install — just insert into exhaust pipe at transom end. Satisfaction guaranteed.

With your boat in the water or out, it's a cinch to install.

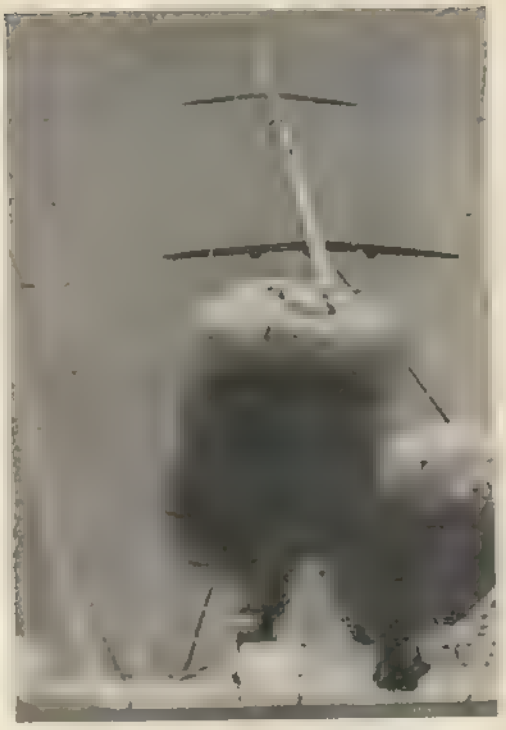
SAVAGE MARINE COMPANY BOX 772, BOSTON, MASS.

KNOW THE PLEASURE OF BOATING
In trouble free style—it costs less to buy the best.
No caulking—sanding—painting in this hull. No seams—No-Leak-O
SOLID FIBREGLAS MOLDED HULL

The Chesapeake Weekender "The Boat of to-morrow"!
FAST—ROOMY—SEAWORTHY—Sleeps 2 or 4. Large cockpit
THE BALCO YACHT CO. P.O. BOX 4065, DUNDALK 22, MD
master builders of fine craft for generations

★ AIKANE ★

(Continued from page 85)



Rigging runs from chain plates inside of hulls (inboard) for better sheeting and setting of jib. Note the strong nylon netting between hulls.

asymmetric hulls. The hull is shaped somewhat like an airplane wing—flat outside and curved inside. When the boat heels the leeward hull buries and some lift to windward is obtained due to the hydrofoil effect, according to Rudy. He also feels that the flat plate and hard chine contribute to holding the boat to weather. Whatever the reason, the fact is that only the biggest (70-80 feet) and best windward boats can hope to beat Aikane to windward under their best conditions. Under any other conditions either Aikane beats them on the windward leg also, or it is anybody's windward race. Of course, Aikane can beat any boat her size under any conditions in any direction.

This last statement has been amply proved in shorter races around Southern California, and the reason is not hard to find. On the wind Aikane carries about 1200 square feet in main and genoa and weighs, with crew and gear in a short race, about 8000 pounds. This gives her a weight-to-sail-area ratio of less than seven pounds per square foot. Conventional boats her size are lucky if they carry only twenty pounds per square foot of sail. In the Honlulu race Aikane weighed about 9000 pounds with crew and gear and carried almost 3000 square feet in her spinnaker, staysail, and main—a weight-to-sail-area ratio of three pounds per square foot! Any questions?

Aikane is a lucky boat. She represents the right combination of design experience from Rudy, excellent construction from Hisso and encouragement and enthusiasm from Ken. The masthead genoa gives her superior windward ability, and she carries her oversize spinnaker with supreme grace downwind, because of her stability. These are precisely the two points of sail on which catamarans have been criticized. Reaching? Although some who have raced her swear they were going faster, her speedometer has never exceeded 26 mph to date.

There is one point about the rigging that should be mentioned. The chain plates are on the inboard side of the hulls,

ACKERMAN

Newporter

Step aboard.
This 40 foot Newporter
is handsome outside
and big inside.
What's more,
you can stand up straight
and swing your arms.

It sleeps six or seven
in full length berths
and has more stowage room
than you believed possible.

Look at the construction.
It's solid and it's dry.
You can see
the Newporter's comfort
and its safety.

But you can only begin
to sense its performance
when you take it out
where it belongs,
on the open sea.

Try the engine.
The Newporter will cruise
at seven knots
for a thousand miles
without raising a sail.

But try the sails.
Feel your Newporter
take hold of the wind.
This is what a boat
was meant to be.

The broad horizon
is your home
and you're limited
by your imagination,
not by your boat.

Sloop or ketch rigged - - -

$25,500.00 complete with
Dacron sails,
stainless steel rigging,
and bronze fittings.

Write for information to:

NEWPORTER, INC.
225 21st Street
Newport Beach, Calif.

IN CHICAGO
Your NEWPORTER dealer is
YACHTS, INC
1127 N. Halsted, Chicago 22, Ill.
SUperior 7-8353
see the Newporter sloop KING'S RANSOM

ACME Instruments for Band and Orchestra

Made by the York Band Instrument Company

Instruments made to our exacting specifications, under our own trade name, by the world-renowned York Band Instrument Co. of Grand Rapids. Acme trumpets, trombones and cornets are famous for superb quality of tone, flexibility of scale and ease of response. They are preferred by accomplished artists . . . the choice of beginners too.

Every Acme instrument is hand tempered of finest brass, polished, engraved and perma-lacquered. Precision machined valves are leakproof and hand-honed for smooth operation. Each instrument is fully guaranteed against defects due to faulty material or workmanship for twenty years from the date of purchase. Shipped from Michigan.

ACME MASTER . . . CORNET, TRUMPET, TROMBONE. Unquestionably the finest in the world! Deluxe, custom-built instruments . . . superb in tone and intonation, from softest pianissimo to loudest fortissimo. Flexible of scale, absolute in response, and always under the control of the performer . . . they are preferred by the greatest artists of our time . . . an excellent choice for beginners too.

Capable of executing every effect a modern arranger can devise . . . the Acme Master cornet, trumpet and trombone are equipped with a patented device for micromatic tuning . . . leakproof, precision-fitted, hand-honed valves that are feather-light, fully responsive and exceptionally easy in action. Made of polished solid brass, richly engraved and finished with a protective lacquer coating. Top and bottom caps, finger rings and buttons, braces, mouthpiece receiver, slides, slide rings and pulls are made of pure nickel silver.

All necessary accessories are included with each instrument. Cases are sold separately. (See description and prices below at right).

76-1015	**D11950**	Master Cornet and accessories	**$225.00**
76-1023	**D11950**	Master Trumpet and accessories	**225.00**
76-1031	**D11450**	Master Trombone and accessories	**210.00**

ACME ARTIST . . . CORNET, TRUMPET and TROMBONE. Superb instruments with easy, responsive tone, perfect intonation and sensational action . . . cornet, trumpet and trombone are all capable of every effect an arranger can devise, a fine musician can execute.

Patented tuning device permits micromatic tuning; enables player to pull to A and return in the same tuning position. Trombone slides are hand-lapped to smooth perfection . . . give the Acme just about the slickest slide action made. Hand tempered bell with integral self-folded rim. All necessary accessories included. Cases listed at right.

76-1049	**D7950**	Artist Cornet and accessories	**$150.00**
76-1056	**D7950**	Artist Trumpet and accessories	**150.00**
76-1064	**D7450**	Artist Trombone and accessories	**137.00**

ACME STANDARD . . . CORNET, TRUMPET, TROMBONE. Constructed with all the care and perfection of the masters, by the makers of America's finest medium priced band instruments. Recommended for and used extensively by the music student in high school and college who wants a moderately priced instrument. Acme Standard cornets, trumpets and trombones look, feel and perform like those of much higher price because of their light, easy action and smooth tonal quality. Finest materials and workmanship make them top-notch performers. Made of golden brass . . . polished and lacquered to a fine lustre.

Both the Acme Standard trumpet and cornet have fine box-spring valves that are precision ground and fitted to micrometric precision. Inset top caps, modernistic bell and mouthpiece bracing.

Slides of the Acme Standard Trombone are perfect. Made of finest nickel silver that is tempered, drawn, lapped and fitted to perfection equal to any high grade trombone made. Accessories are included with each instrument. Cases sold separately; see description below.

76-1072	**D5950**	Standard Cornet and accessories	**$110.00**
76-1080	**D5950**	Standard Trumpet and accessories	**110.00**
76-1098	**D5650**	Standard Trombone and accessories	**104.50**

CASES FOR CORNETS, TRUMPETS, TROMBONES. Choice of regular Gladstone cases with fabricoid coverings and plush linings or deluxe Gladstone cases covered with finest quality fabricoid, lined with silk plush and leather bound. All have convenient fitted compartments for the necessary accessories. These handsome cases protect the instrument . . . let you store and carry it safely

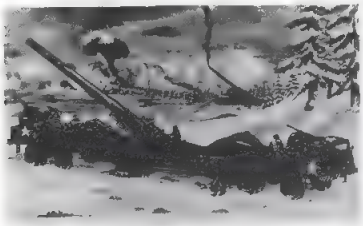
76-1106	**D2195**	Cornet Deluxe Gladstone Case	**$40.00**
76-1114	**D1095**	Cornet Regular Gladstone Case	**20.00**
76-1122	**D2195**	Trumpet Deluxe Gladstone Case	**40.00**
76-1130	**D1095**	Trumpet Regular Gladstone Case	**20.00**
76-1148	**D3195**	Trombone Deluxe Gladstone Case	**54.50**
76-1155	**D2195**	Trombone Regular Gladstone Case	**40.00**

HOBBIES & CRAFTS

ADAMS ACTION MODEL

Adams Action Model Kits

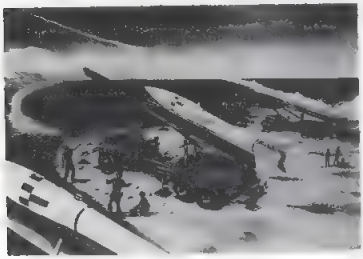
All models to the same scale, all with operating features. All are authentic in detail and coloration. Instruction manual with each.



280 MM Atomic Cannon Kit

266 piece kit assembles into 2 gun transporters, the gun carriage and gun. Overall length 26 inches. Gun actually shoots provided shells, gears elevate and traverse the barrel, carriage swivels 360 degrees. 7 man action posed crew. Manual.

No.	List Each	Packed	L.P.L.	P.L.
M68-K-153	$3.98	6 each, 10 lbs.	02X67	02X40



"Honest John" Atomic Rocket Kit

139 parts. 12¼ inches long. Army atomic artillery rocket, self-propelled launcher, 5 man action posed crew, official decals. Launching boom elevates and swivels, jacks are detachable.

No.	List Each	Packed	L.P.L.	P.L.
M68-K-150	$1.98	12 each, 9 lbs.	01X34	00X20

ADAMS ACTION MODEL

155 MM Self-Propelled Gun Kit

10¾ inches long. 142 easy-to-assemble parts. Features recoiling and swiveling action, 2 movable hatch covers, bogie wheels and silver track, hinging spade, rear platform with extension ramp. 4 lifelike crewmen. Army Ordnance decals, instruction manual.

No.	List Each	Packed	L.P.L.	P.L.
M68-K-151	$1.69	12 each, 8 lbs.	01X13	01X02

155 MM Howitzer Gun Emplacement Kit

6 inch model of the most widely used field piece in World War II and Korea. 56 piece kit. 5 man crew, sand bags, shells and crates, realistic platform. Gun recoils and elevates, has movable wheels and gun trails. Army decals and instruction manual.

No.	List Each	Packed	L.P.L.	P.L.
M68-K-152	$1.00	24 each, 8 lbs.	00X67	00X60

"Operation Missile Support" Gift Set

Three kits in one. "Honest John" Atomic Rocket with Launching Platform, 155 MM Self-Propelled Gun, Gun Emplacement Set. 14 action-posed figures. Cement, paints, brush and instructions.

No.	List Each	Packed	L.P.L.	P.L.
M68-G-155	$4.98	6 each, 13 lbs.	03X34	03X00

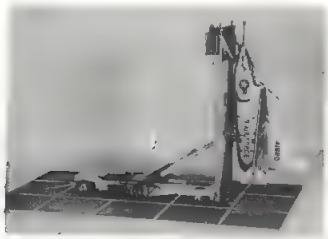
HOBBIES & CRAFTS

AURORA PLASTICS

Schooner "Blue Nose" Kit

Detailed realism in a scale model of the famous sailing vessel. Assembles to 15¾ inch length. Molded in 3 colors, complete with stand. In a striking gift box.

No.	List Each	Packed	L.P.L.	P.L.
M67-431	$2.49	12 each, 14 lbs.	01X67	01X50

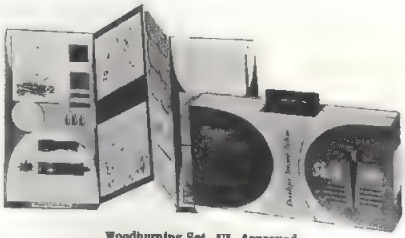


Vertijet Kit

150 plastic parts assemble to make a large detailed scale model of the Ryan X-13 Vertijet and the mobile trailer which actually elevates it to vertical take off position. Operator, pilot and Air-force decals included. In a colorful box.

No.	List Each	Packed	L.P.L.	P.L.
M67-376	$1.98	12 each, 10 lbs.	01X34	01X20

UNGAR ELECTRIC



Woodburning Set, UL Approved

Improved electric pencil, integrated for easier handling. Extra thread-on tip for foil writing. 4 wood plaques, 4 cork coasters, cork hot pad, colorful metallic foil, 5 paints, brush, mixing pan, emery paper. Carrying case type box.

No.	List Each	Packed	L.P.L.	P.L.
M67-403	$2.98	12 each, 14 lbs.	02X00	01X80

Woodburning Set, UL Approved

Integrated electric pencil for easier handling, 3 additional thread-on tips for wood and cork burning, foil writing. 9 projects in wood and cork. Carry case type box; complete with colored metallic foils, paints, brush, pan etc.

No.	List Each	Packed	L.P.L.	P.L.
M67-405	$4.98	6 each, 12 lbs.	03X34	03X00

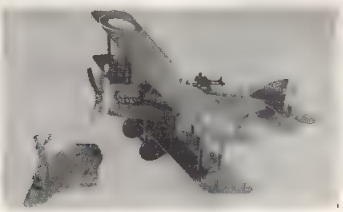
UNGAR ELECTRIC

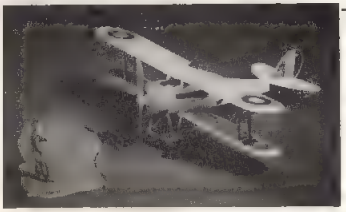
Electric Hot Rod Assembly Kit

It really goes. Easy to assemble, fun to run. Real electric motor, headlights that light. All authentic hot rod details. Runs on 2 flashlight batteries (not included). Attractive box.

No.	List Each	Packed	L.P.L.	P.L.
M67-302	$2.98	6 each, 12 lbs.	02X00	01X80

Two W. W. 1 Planes in Aurora Line





Models of two famous fighter planes of World War I are prominent in the 1958 line of Aurora Plastics, 44 Cherry Valley Road, W. Hempstead, N. Y.

One of the two kits yields a replica of the F28 Brisfit, an Allied plane. The model (#113) is molded in two colors with 47 precision parts and comes complete with a pilot and mechanic. Retail on the item packaged in a full-color box, is 98¢

The second kit (#108) offers a model of the French fighter plane, the Nieuport 28 faithfully reproducing the World War I combat airship, the two color model is made up from 34 pieces contained in the kit. A pilot and mechanic are on hand with this model, too. Retail on this number is 69¢; immediate delivery is promised

WORLD TOY HOUSE INCREASES AD BUDGET BY 50 PER CENT

World Toy House, Inc., St. Paul, Minn announces it is stepping up its advertising expenditures by 50 per cent in 1958. The firm is self described as the largest marketer of toys sold on self-service fixtures in the country, with more than 30,000 outlets serviced by 85 franchised distributors. Toy House distributors now reportedly serve a total population area of 120 million persons in all 48 states, Hawaii, Alaska and Puerto Rico.

For the third successive year World Toy House will spearhead its consumer advertising with dominant color space in Life. This year its plans call for at least three color insertions spaced throughout the year, according to Victor R. Burtch, vice-president in charge of advertising.

In addition to the Life promotion, the company is running monthly ads in Parents' Magazine.

Point-of-sale promotion, which has always figured largely in the firm's merchandising strategy, will also be stepped up this year, according to Mr. Burtch. "World Toy House has lifted its sales just about 50 per cent each year for the past five years," he said. "Our distributors sell more toys, we believe, than all other toy rack jobbers combined. We are stepping up advertising expenditures because we believe we can produce a sales increase in 1958 which will warrant it.

"We have invested heavily and will continue to invest to create a firm brand image for Toy House-labeled products. This is particularly important in both toys and in self service markets where name prestige is often a determinant factor in the impulse purchase."

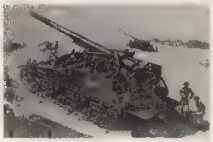
NEW ILLUSTRATED CATALOG RELEASED BY TESTOR CORP.

A bright new full-color 20-page dealer catalog and price list has been completed by The Testor Corporation, Rockford, Ill., and is available free of charge to all interested dealers.

Testor, a leading supplier of hobby craft merchandise and craft materials, has in its catalog full descriptions and graphic illustrations of its various adhesive products, including plastic cement and Butyrate dope. The catalog also gives list prices, packing and dozen-costs on Testor's paint-by-number Oil Painting Kits, engines, ready to fly airplanes, and so forth.

SELF-PROPELLED 155 MM. JOINS ROCKET MISSILE IN ADAMS LINE

Authenticity combined with fully-operating parts for added realism distinguishes the new M-40 155 MM self-propelled gun introduced by Adams Action Models, Hawthorne, Calif.



The plastic hobby kit, an exact replica of the M-40 used by the U. S. Army, incorporates many highlights of its famous prototype including such features as flexible tracks and bogie wheels, hatch covers, a work platform with sliding extension ramp and a rear spade.

In addition, the kit offers many other notable features. The gun itself elevates and swivels in the same manner as the original. Official U. S. Army design decals are used so that the details of the gun are complete down to the most minute detail. Four action posed figures, which can be placed at various points on and alongside the gun, complete the kit.

The Army is said to have cooperated with Adams Action Models by offering them complete blueprints of the famous gun, which was considered an essential weapon during World War II. Jim Adams, president of the firm, in commenting about the gun tells the story of the German officer who was asked after the war for his opinion of the various armaments used by the U. S. Army.

According to Adams, the officer replied: "Without a doubt, artillery impressed me the most because of its great mobility. However, of all the various types of guns used by the Americans, I would have to say that the self-propelled 155 MM. gun, the M 40, was the most devastating to my troops."

Marketing of the M-40 155 MM. self-propelled gun, as well as all of the Adams Action line, is handled by Milt Grey Associates, of New York, Chicago and Beverly Hills.

Comments Mr. Grey: "There is no substitute for the dramatic sales power of a fully-decorated made-up display model right at the point of sale. To make it possible for dealers to avail themselves of this action sales tool, we have prepared an introductory deal, in which we have priced the display model at a fraction of its true value. Dealers can order Deal #D 151 and get 12 kits plus the Display Model and a handsome counter display unit for only $15.17."

The Adams' self-propelled gun is handsomely gift-packaged in a full-color action-scene box. Priced to retail at $1.69, it is described as a fitting mate for the "Honest John" Rocket Missile recently launched.

HARMONIC REED NAMES AGENCY

Thomas K. Liversidge, president of Harmonic Reed Corporation, Rosemont, Pa., manufacturers of harmonicas, musical toys and scientific toys, has announced the appointment of Lavenson Bureau of Advertising, Inc., Philadelphia, to handle all advertising, merchandising, sales promotion and public relations. Gould B. Donahue has been named account executive.

MAGIC WORKERS

Toymakers of the 16th century enjoyed a reputation as magicians.

NOT HOW FAST WE PRODUCE THEM...

BUT HOW FAST YOU SELL THEM!

The careful scribing of the fine precision detail... adding the extra *action features* of Adams Action kits...naturally takes longer. But these extra months Adams craftsmen spend at the drawing board, modeling table, moldmaker's bench, *shorten* the hours Adams kits stay on your shelf! Surveys indicate that dealers are selling *six* Adams Action kits in the time required to move *four and a half* non-action kits. This means 25% faster turnover for you.

ATOMIC CANNON with "FIRING" ACTION

The Army's largest mobile field piece! 266 piece model includes such operational features as gun that **actually fires**, real gears that **elevate** and **traverse** gun barrel, a gun carriage that **swivels** 360°, a **hinged** breech and **spring-loaded** firing rod. A 7-man **action-posed** crew and 2 atomic shells complete this dramatic 25 inch modern warfare scene. Plus full assembly manual

$3.98

K-153 288 mm Atomic Cannon

On the Counter — On the Display Shelf — At the Cash Register

ADAMS MEANS ACTION!

ADAMS ACTION MODELS — 12519 Cerise Ave., Hawthorne, Calif. • Nat'l Sales MILT GREY ASSOCIATES — 8693 Wilshire Blvd., Beverly Hills, Calif.

Trade turns out for H.I.A.A. show

Top to bottom:

Discussing Comet's new freight-prepaid policy are (l-r): Howard Lazarus of Comet Model Hobbycraft; Gene Robertson of Southern Toy & Hobby, Atlanta; Lou Cohen, president of Comet, and Al Cohen, in from Comet's home office in Chicago.

U. S. Army satellite train which has received a great amount of national publicity recently is explained by Phil E. Hickman (l) of Kusan to S. L. Tenberg of Kramer Brothers, Baltimore.

Craft Master Black Magic Decor Series is focal point of attention. Intrigued group consists of (l-r): Jerry Tobin, Palmer-Pann; Edward Kapitanoff, Western Model Distributors, Los Angeles; K. G. MacDonald and R. M. McCloud, Palmer-Pann.

Top to bottom:

Checking highlights of packagings and display for new Revell HO trains and accessories are: (l-r) Phil Ewing of Revell and Len Cohn from Bronco-Modelcraft, New York.

In a huddle over Tyco HO train set are (l-r): Frank Westbrook, Mantua Metal Products; Ab. Schwartz and Milt Grey of Milt Grey Associates, Beverly Hills, Calif.; and Gene Robertson of Southern Toy and Hobby, Atlanta.

Eye-appealing features of package for "5 Space Ships of Future" are indicated to Stanley J. Seaison (l) of Progressive Cycle & Auto Supply by Ken Rathke of Lindberg Products.

Fleet Line battery-powered cabin cruiser is being talked up by Lowell H. Oberly (l) of K & O Models. Interested listener is Bernie Paul of General Hobbies, Philadelphia.

my heartiest congratulations to you:

HENRY, MERRILL and HAROLD HASSENFELD of

HASBRO INC

Hassenfeld Bros.

INCORPORATED
CENTRAL FALLS, R. I.

ON THE OPENING OF YOUR

New Showrooms

IN SUITE 805
AT 200 FIFTH AVE, NEW YORK

I cordially invite my many friends to visit me during the TOY FAIR in Hassenfeld's new showroom, to see what's new in toys for '58.

SAM G. SHULMAN

815 PARK AVENUE BUILDING
DETROIT 26, MICHIGAN

PARA-JET

HEADING UPWARD TOWARD RECORD SALES IN 1958

SEE WHY
IN ROOM 1547
Hotel New Yorker

Admiral's Para-Jet Plane, the fastest moving toy line on the market, has a trigger release that opens canopy, ejects pilot and seat high into the air . . parachute opens and pilot drifts slowly down to the ground. Streamlined sensational and exciting, Para-Jet is in demand by both boys and girls from coast to coast. Order Para-Jet now and keep your spring and summer profits sky high. Available with attractive counter display

SALES REPRESENTATIVES:

Marwin Smith
200 Fifth Ave.
New York City

Allan Wells
158 Social Hall Ave.
Salt Lake City, Utah

Richard S. Wagoner & Co
3247 Gillham Plaza
Kansas City 9, Mo.

Al Burgin
2457 Peterson
Chicago, Ill

Hall M. Simons & Assoc.
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ADMIRAL

Toy Corporation
3316 W. Devon Ave., Chicago 45, Ill.

Only ADMIRATION Offers This Great Potential!

Miss Francie 10½" ALL VINYL DOLL

- Fashionably Dressed
- MARGON'S Patented MOVING EYES
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Can be retailed IN COMBINATION FOR 98¢ EACH

SEE THE COMPLETE ADMIRATION LINE at the HOTEL McALPIN ROOM 1052

12 different dresses in a separate eye-catching box — designed for the Miss Francie Doll

10½" All Vinyl Miss Francie Doll — Individually Window-Boxed

ADMIRATION TOY Co., Inc. 514 W. 147th St. New York 31, N. Y.

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KEEPING TRACK OF THE WEATHER WITH THE "WEATHERMASTER"

A. PROPELLER STYLED BAROMETER — Case of blended dark and light stripped maple. Dependable finely engineered movement. Polished brass bezel. Gold dial with Black and Red details. Size 22" long
905 (59FA — 1167) $17.50

B. DEPENDABLE WALL BAROMETER — Mahogany finished case. Open faced White enamel dial with Black and Red details. Highly polished brass bezel diameter 5"
900 (59FB — 397) $5.95

C. COMBINATION DESK OR WALL BAROMETER — All brass finished case and spokes. Complete with removable stand. Gilt dial with Black and Red details. Size 7½" diameter
902 (59FC — 930) $13.95

D. SHIP WHEEL BAROMETER — Low priced and dependable. White enamel dial with Black and Red details. Highly polished brass bezel and spokes. Mahogany finished case 5½" diameter
901 (59FD — 397) $5.95

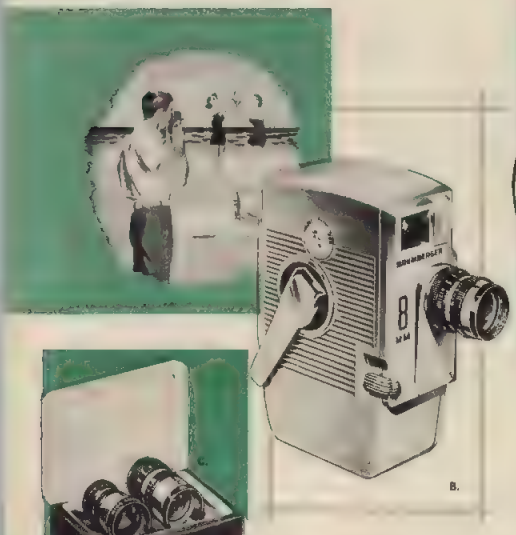
E. COMBINATION WALL PLAQUE-BAROMETER THERMOMETER — Embossed plastic material case with metal trim. Open faced ivory metal dial with Black and Red details. Polished brass bezel. Choice of Ivory or Gold cases. Size 6¾" x 4"
903 (59FE — 663) $9.95

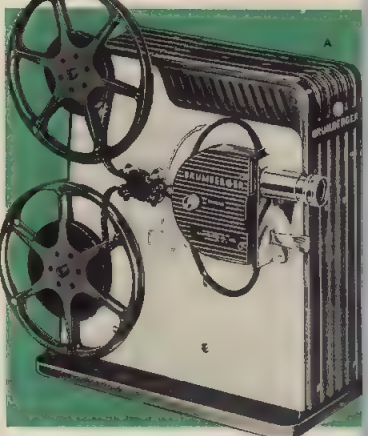
F. AUTHENTICALLY STYLED BAROMETER-THERMOMETER HYDROMETER — Moderately priced. Mahogany finished case. Polished brass bezel and spindle. Gold dial with Black and Red details. Precision made movement. Size 20" long
906 (59FF — 1330) $19.95

G. AUTHENTIC MODEL, GRACEFUL BAROMETER-THERMOMETER — Mahogany finished case. Polished brass bezel and ornamental spindle. Gold finished dial with Black and Red details. High quality movement. 20" long
904 (59FG — 1033) $15.50

H. MINIATURE AUTHENTIC STYLED WALL BAROMETER-THERMOMETER — Mahogany finished case. Polished brass bezel and ornamental spindle. Gold coloured dial with Black and Red details. Size 12½" long
907 (59FH — 863) $12.95

Brumberger





A. BRUMBERGER 8mm MOVIE PROJECTOR. 300-watt blower-cooled machine at an amazing low price! Coated and color-corrected ¾" f/1.6 lens for best projection in color or black and white. Easy threading . . . simple rewind. Vertical tilt device; manual framer. 200 ft. film capacity. All-metal.
1503 (59FA — 3750) — With 300-watt lamp. Retail **$49.95**
C15 (59PA — 750) — Carrying Case. Retail **$ 9.95**

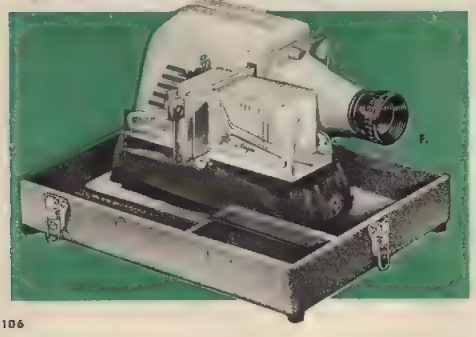
B. BRUMBERGER 8mm MOVIE CAMERA. Low cost. Easy to operate. For color or black and white. Built in exposure guide. Uses inexpensive roll film. Takes standard telephoto and wide angle lenses (as "C" below). Speed-controlled motor. Cast aluminum body. Cable release socket, built-in footage indicator. Color-corrected lenses.
1625 (59FB — 3195) — f/2.5 lens. Retail **$39.95**
1619 (59FB — 3995) — f/1.9 lens. Retail **$49.95**
C16 (59FB — 550) — Leather Carrying Case. Retail **$ 6.95**
COMPLETE 8mm MOVIE KIT, including camera, projector, f/2.5 lens, etc. Combination of A and B.
MK (59FAB — 7995) . . . . . Retail **$99.95**

C. 8mm TWIN MATCHED F/1.9 MOVIE LENS SET. Consists of 1½" telephoto lens focusing mount, 6.5mm wide angle focusing mount and jewel case. Coated, color-corrected fine optical lenses. Black and chrome finish. For all movie cameras with standard "D" thread (including Brumberger 8mm models B, above)
4195 (59FC — 3960) . . . . . Retail **$49.50**

D. REEL CHESTS. Automatic finger release. Index cards. Steel Reels and cans.
1008 (59FD — 670) — 12.8mm, 200-ft. . . . . Retail **$ 8.95**
1009 (59FD — 795) — 12.8mm, 300-ft. . . . . Retail **$10.50**
1010 (59FD — 820) — 12.8mm, 400 ft. . . . . Retail **$10.95**
1016 (59FD — 795) — 9-16mm, 400-ft. . . . . Retail **$10.50**

E. SET OF 6 REELS AND CANS. Finest quality. Tempered steel
61018 (59FE — 675) — 8mm, 200-ft. . . . . Retail **$ 9.00**
61019 (59FE — 810) — 8mm, 300-ft. . . . . Retail **$10.80**
61020 (59FE — 810) — 8mm, 400-ft. . . . . Retail **$10.80**
61026 (59FE — 810) — 16mm, 400 ft. . . . . Retail **$10.80**

F. AUTOMATIC 2¼" x 2¼" BLOWER-COOLED 500-WATT SLIDE PROJECTOR. Also versatile for 2" x 2". Automatically projects 2¼" sq. transparencies mounted in metal, glass or cardboard. NO MAGAZINE EVER NEEDED! Fast sharp 3-element 5" f/3.5 lens is fully color-corrected. Oversize heat-absorbing filter holds back more heat, passes more light. Venturi air funneling system and powerful blower actually keep projector and slides cool. Vertical-horizontal tilt correction.
1406 (59FF — 7495) . . . . . Retail **$99.50**
C14 (59FF — 1595) — Carrying Case with built in screen. For 1406 and 1367 . . . . . Retail **$19.95**
133 (59FF — 495) 35mm Manual Carrier for 2" x 2" slides . . . . . Retail **$ 5.75**



Treasure Mates

ALLERTON

GENUINE

DIAMOND

CASES FITTED WITH GENUINE

BULOVA

MOVEMENTS

★ Beautifully Styled, Exquisitely Crafted ALLERTON TREASURE MATE Cases
★ Dependable, Accurate, 17 Jewel Tiny BULOVA Movements
★ Exceptionally Fine, Beautifully Matched Sparkling Genuine Diamonds
★ Each Watch Completely Guaranteed. An Unsurpassed Value!

TREASURE MATE, the brilliantly crafted, enchantingly beautiful case. BULOVA the superbly accurate movement. Truly, masterworks of the watchmaker's art. The perfectly matched diamonds are painstakingly selected for superiority of color, cut and brilliance.

[A] Lovely value packed TREASURE MATE case, 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17-Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify
32W630-4195 Retail **$93.50**

[B] Grace personifies this TREASURE MATE case. 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17-Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow. Please specify
32W651-4450 Retail **$99.00**

[C] Specially designed TREASURE MATE case. 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17 Jewel BULOVA movement, domed crystal. Expansion bracelet. Available in White or Yellow. Please specify
32W652-4600 Retail **$104.50**

[D] Unusually feminine TREASURE MATE case. 10K rolled gold plate steel back. **4** fine Genuine diamonds. 17 Jewel BULOVA movement, domed crystal. Expansion bracelet. Available in White or Yellow. Please specify
32W653-4975 Retail **$110.00**

[E] Graced with TREASURE MATE case set with 4 radiant matching Genuine diamonds. 10K rolled gold plate steel back. 17-Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow. Please specify
32W654-4975 Retail **$110.00**

[F] **6** exciting Genuine matched diamonds. Graced by TREASURE MATE case in 10K rolled gold plate with steel back. 17 Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify
32W655-5250 Retail **$120.00**

[G] Exquisite TREASURE MATE case with 6 flashing Genuine matched diamonds. 10K rolled gold plate with steel back. 17 Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify
32W656-5500 Retail **$135.00**

[H] TREASURE MATE Exclusive. **10** Genuine beautifully matched diamonds set in 10K rolled gold plate steel back TREASURE MATE case. High crystal. 17 Jewel BULOVA movement. Expansion bracelet. White only.
32W657-6975 Retail **$155.00**

[I] Cherished favorite TREASURE MATE case in 10K rolled gold plate steel back. **12** fine Genuine matching diamonds. High crystal. 17 Jewel BULOVA movements. Expansion bracelet. Available in White only.
32W658-7500 Retail **$165.00**

[K] **20** radiant matching Genuine diamonds are set in this TREASURE MATE beauty. 10K rolled gold plate steel back, high crystal. 17 Jewel BULOVA movement. Expansion bracelet. Available in White only.
[illegible] Retail **$215.00**

All prices subject to change without notice.
Retail prices include Federal Excise Tax.

Guarantee—Diamonds carefully selected for color, cut, brilliance and quality. These beautiful TREASURE MATE cases are fitted by ALLERTON with genuine 17 Jewel BULOVA movements. Diamonds, cases, movements and the completed product have been subject to rigid tests and are fully guaranteed as to material, workmanship and operation.

THE ALLERTON COMPANY CHICAGO ILLINOIS

BEAUTIFULLY GIFT BOXED

Treasure Mates

ALLERTON GENUINE DIAMOND CASES FITTED WITH GENUINE ELGIN MOVEMENTS

★ **Beautiful Exclusive, Solid 14K Gold ALLERTON TREASURE MATE Cases**
★ **New, Tiny, Dependable Accurate, 17 Jewel ELGIN Movements**
★ **Beautifully Matched, Exceptionally Fine Genuine Diamonds**
★ **Each Watch Completely Guaranteed An Unsurpassed Value!**

A fabulously beautiful TREASURE MATE case combined with the accurate time keeping, tiny new ELGIN movement and the superior quality Diamonds is assurance of a watch that will be an ever cherished possession. Cases are of the latest designs and finest quality.

L Solid 14K Gold TREASURE MATE case with **2** matching fine Genuine diamonds, 17-Jewel ELGIN movement, domed crystal. Sleek wrist hugging expansion bracelet. Available in White or Yellow Gold, please specify.
32W660-3650 Retail **$104.50**

M Specially designed solid 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. **2** beautiful matched Genuine diamonds, domed crystal. Expansion bracelet. Available in White or Yellow Gold, please specify.
32W661-4250 Retail **$120.00**

N Solid 14K Gold TREASURE MATE case. 17 Jewel ELGIN movement. **4** radiant matched Genuine diamonds, domed crystal. Wrist hugging expansion bracelet. Available in White or Yellow Gold, please specify.
32W662-4250 Retail **$120.00**

O Lovely 14K Gold TREASURE MATE case with **4** gleaming, matching Genuine diamonds. Domed crystal. 17-Jewel ELGIN movement. Matching expansion bracelet. Available in White or Yellow Gold, please specify.
32W663-7060 Retail **$187.50**

P Unusually beautiful solid 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. **6** beautiful matching fine Genuine diamonds. Domed crystal. Slender expansion bracelet. Available in White or Yellow Gold, please specify.
32W664-7800 Retail **$165.00**

Q The classic favorite. Captivating solid 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. **10** flashing beautifully matched Genuine diamonds. Domed crystal. Expansion bracelet. White Gold only.
32W665-8750 Retail **$195.00**

R Gloriously fashioned solid 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. **16** blazing matched Genuine diamonds. Domed crystal. Black silk cord, adjustable catch. Available in White Gold only.
32W666-12000 Retail **$247.50**

U **20** radiant flashing genuine diamonds set in an exquisite 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. Domed crystal. Black silk cord with adjustable catch. Available in White Gold only.
32W667-14000 Retail **$300.00**

W Glamorous 14K Gold TREASURE MATE case set with **30** bright blazing Genuine diamonds. 17-Jewel ELGIN movement. Domed crystal. Black silk cord with adjustable catch. Available in White Gold only.
32W668-18000 Retail **$385.00**

X Fabulous TREASURE MATE solid 14K case and magnificent solid 14K Gold flexible bracelet fashioned as part of the watch. 17-Jewel ELGIN movement. **30** fine beautifully matched Genuine diamonds in case and bracelet. Domed crystal. An everlasting beauty. White Gold only.
32W669-24000 Retail **$580.00**

All prices subject to change without notice
Retail prices include Federal Excise Tax

Guarantee—Diamonds carefully selected for color, cut, brilliance and quality. These beautiful TREASURE MATE cases are fitted by ALLERTON with genuine 17 Jewel ELGIN movements. Diamonds, cases, movements and the completed product have been subject to rigid tests and are fully guaranteed as to material, workmanship and operation.

THE ALLERTON COMPANY, CHICAGO, ILLINOIS

BEAUTIFULLY GIFT BOXED

We're Celebrating

OUR 40TH YEAR

with the largest line of

POPULAR-PRICED DOLLS

In Our History

featuring

Top Values — Vinyl & Latex High Heel and Baby Dolls

You Are Cordially Invited
To Visit Our
PERMANENT SHOWROOM
ROOM 463
FIFTH AVENUE BLDG.
Ready to Greet You

H. E. CHIET — HERB CHIET — E. GLOWA
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During Toy Fair
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Hotel New Yorker
Rooms 701 & 702

ALLIED-GRAND DOLL MFG. CO., INC.

Factory Phone	**Factory:**	*Showroom Phone*
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CHASED TEA—"CHATEAU ROSE" PATTERN—FIVE PIECES STERLING
It will be a rare family treasure to be cherished for generations. Truly a mark of distinction. The coffee pot capacity is 3½ pints, and measures 11¾" high. Tea pot capacity is 2½ pints, and the cream pitcher capacity is ⅜ of a pint. The sterling waiter is 22¼" long, and the well measures 17¾". The whole set is hand chased

S191/1A40000—	Five Pieces (without tray)	Retail $666.70
S191/1A13500—	Coffee Pot	Retail 225.00
S192/1A12000—	Tea Pot	Retail 200.00
S193/1A8000 —	Sugar Bowl	Retail 100.00
S194/1A4500 —	Cream Pitcher	Retail 75.00
S195/1A4000 —	Waste Bowl	Retail 66.70
S197/1A22500	Waiter	Retail 375.00

SALT AND PEPPER SET

Sterling silver salt and pepper shakers that will add that touch of gracious hospitality to your table. Attractive gift box covered with beautiful gold rail paper. Bright Butler Finish. Height 4½ inches.

S208A725 ..... **Retail $12.10**

CONSOLE CANDLESTICK SET

Few of the old-world traditions have brought so much charm to the American table and enjoyment to the Hostess and her friends as the silver setting on a table. No single item can add more charm to the

SINGLE SNACK OR HORS D'OEUVRE SET

This attractive sterling silver set makes an excellent gift and can be used for soft spreads, cheese canapes, or hors d'oeuvres. The sterling silver plate has a diameter of 6 inches, while the spreader has a sterling silver handle with mirror finish stainless steel blade

E49/647A740 **Retail $12.35**

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.
Showing beautifully designed back of handles with name impressed in each piece.
Luncheon Knife, Modern Blade
Illustrations Actual Size

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish

*Trade Marks

Open Stock Prices

	Retail
400A354—Luncheon Knives	$6.50
401A368—Luncheon Forks	6.75
402A327—Cream Soup Spoons	6.00
403A245—Teaspoons	4.50
404A341—Salad Forks	6.25
405A273—Butter Spreaders, Flat Handle	5.00
406A423—Dinner Knives	7.75
407A518—Dinner Forks	9.50
408A327—Iced-Tea Spoons	6.00
409A245—Oyster or Cocktail Forks	4.50
410A150—After Dinner Coffee Spoons	2.75
424A273—Butter Spreaders, Hollow Handle, Individual	5.00
425A382—Dessert Spoons	7.00

Single Pieces Per Piece

	Retail
411A641—Table Spoon	$11.75
412A491—Butter Knife	9.00
413A382—Sugar Spoon	7.00
414A655—Cold Meat Fork	12.00
415A750—Gravy Ladle	13.75
416A1227—Steak Carving Set—Two Pieces	22.50
417A3478—Roast Carving Set—Three Pieces	63.75
418A641—Pie Server	11.75
419A314—Butter Pick or Olive Fork	5.75
420A409—Cream or Sauce Ladle	7.50
421A409—Jelly Server	7.50
422A1023—Large Salad Fork	18.75
423A1023—Large Salad Spoon	18.75
426A327—Bon Bon Spoon	6.00
427A382—Cheese Server	7.00
428A259—Lemon Fork	4.75
429A491—Sugar Tongs	9.00

Spring Bud

A New Flower Is Born

IN SOLID STERLING SILVER

To Enrich All Of Your Tomorrows

The classic simplicity of this lovely pattern in modern design by THE ALVIN SILVERSMITHS dramatizes the spirit of youth as portrayed by nature, the master designer, in the evolution of a single flower.

Perfect form and contour, gracefulness and poise, all contribute to make "SPRING BUD" a pattern certain to remain in everlasting good taste. Soft lustrous butler finish.

Open Stock Prices

	Retail
200A354—Luncheon Knives	$6.50
201A368—Luncheon Forks	6.75
202A327—Cream Soup Spoons	6.00
203A245—Teaspoons	4.50
204A341—Salad Forks	6.25
205A273—Butter Spreaders, Flat Handle	5.00
206A423—Dinner Knives	7.75
207A518—Dinner Forks	9.50
208A327 Iced-Tea Spoons	6.00
209A245—Oyster or Cocktail Forks	4.50
210A150—After-Dinner Coffee Spoons	2.75
224A273—Butter Spreaders, Hollow Handle, Individual	5.00
225A382—Dessert Spoons	7.00

Single Pieces Per Piece

	Retail
211A641—Table Spoon	$11.75
212A491—Butter Knife	9.00
213A382—Sugar Spoon	7.00
214A655—Cold Meat Fork	12.00
215A750—Gravy Ladle	13.75
216A1227—Steak Carving Set—Two Pieces	22.50
217A3478—Roast Carving Set—Three Pieces	63.75
218A641—Pie Server	11.75
219A314—Butter Pick or Olive Fork	5.75
220A409—Cream or Sauce Ladle	7.50
221A409—Jelly Server	7.50
222A1023—Large Salad Fork	18.75
223A1023—Large Salad Spoon	18.75
226A327 Bon Bon Spoon	6.00
227A382—Cheese Server	7.00
228A259—Lemon Fork	4.75
229A491 Sugar Tongs	9.00

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.
Showing beautifully designed back of teaspoon with name embossed in each
Luncheon Knife, Moderne Blade
Illustrations Actual Size
Prince Eugene*
SOLID STERLING SILVER
An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty.
PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender and his successes gained for him the everlasting gratitude of the people
PRINCE EUGENE is a heavy-weight, complete open stock pattern . . . furnished in beautiful soft Butler finish. All Blades are Mirror-Finish, Stainless Steel. Illustrated . . . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.
*Trade Marks

Open Stock Prices	Retail
600A409—Luncheon Knives, Hollow Handle	$ 7.50
601A505—Luncheon Forks	9.25
602A382—Cream Soup Spoons	7.00
603A314—Teaspoons, Regular	5.75
604A409—Salad Forks	7.50
605A300—Butter Spreaders, Flat Handle	5.50
606A477—Dinner Knives, Hollow Handle	8.75
607A641—Dinner Forks	11.75
608A382—Iced-Tea Spoons	7.00
609A273—Oyster or Cocktail Forks	5.00
610A164—After-Dinner Coffee Spoons	3.00
624A300—Butter Spreaders, Hollow Handle, Individual	5.50
625A450—Dessert Spoons	8.25

Single Pieces Per Piece	Retail
611A818—Tablespoon	$15.00
612A546—Butter Knife	10.00
613A477—Sugar Spoon	8.75
614A900—Cold Meat Fork	16.50
615A845—Gravy Ladle	15.50
616A1364—Steak Carving Set—Two Pieces	25.00
617A3682—Roast Carving Set—Three Pieces	67.50
618A696—Pie Server	12.75
619A368—Butter Pick or Olive Fork	6.75
620A505—Cream or Sauce Ladle	9.25
621A477—Jelly Server	8.75
622A1227—Large Salad Fork	22.50
623A1227—Large Salad Spoon	22.50
626A382—Bon Bon Spoon	7.00
627A409—Cheese Server	7.50
628A314—Lemon Fork	5.75
629A546—Sugar Tongs	10.00

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.
Back of handles are beautifully modeled with delicate protective tapered border. Pattern name embossed in all teaspoon handles.
Luncheon Knife, Modernes Blade
Illustrations Actual Size
Rosecrest*
SOLID STERLING SILVER
Love and Roses belong to the young in heart . . . and here in this fresh, new ALVIN creation we find one of today's most fashionable patterns that expresses the lovely sentiment of love and roses in beautiful sterling silver.
Slender, graceful, beautifully balanced handles assure hand comfort in use, and make this one of those precious services that becomes more and more cherished as the years pass by. Its beautiful reflections and highlights are softened by its smooth butler finish that lends charm to the table ensemble. All blades are Mirror-Finish, Stainless Steel.
*Trade Marks

Open Stock Prices

	Retail
300A354—Luncheon Knives	$6.50
301A368—Luncheon Forks	6.75
302A327 Cream Soup Spoons	6.00
303A245—Teaspoons	4.50
304A341—Salad Forks	6.25
305A273—Butter Spreaders Flat Handle	5.00
306A423—Dinner Knives	7.75
307A518—Dinner Forks	9.50
308A327 Iced Tea Spoons	6.00
309A245—Oyster or Cocktail Forks	4.50
310A150 After Dinner Coffee Spoons	2.75
324A273—Butter Spreaders Hollow Handle, Individual	5.00
325A382—Dessert Spoons	7.00

Single Pieces Per Piece

	Retail
311A641 Table Spoon	$11.75
312A491 —Butter Knife	9.00
313A382 Sugar Spoon	7.00
314A655 —Cold Meat Fork	12.00
315A750 Gravy Ladle	13.75
316A1227 Steak Carving Set Two Pieces	22.50
317A3478 Roast Carving Set Three Pieces	63.75
318A641 —Pie Server	11.75
319A314 —Butter Pick or Olive Fork	5.75
320A409 Cream or Sauce Ladle	7.50
321A409 —Jelly Server	7.50
322A1023—Large Salad Fork	18.75
323A1023 Large Salad Spoon	18.75
326A327 Bon Bon Spoon	6.00
327A382 —Cheese Server	7.00
328A258 Lemon Fork	4.75
329A491 Sugar Tongs	9.00

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.
Showing beautifully designed back of handle with name embossed in each
Luncheon Knife
Modern Blade
Illustrations Actual Size
French Scroll*
SOLID STERLING SILVER
A flourishing prelude to the styles of tomorrow
The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods . . . richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating high-lights created by its soft undulating surfaces . . . gives life to this lovely pattern.
Here, in ALVIN'S newest pattern in sterling . . . FRENCH SCROLL . . . is a style developed in keeping with the present day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.
* Trade Marks

Open Stock Prices	Retail
500A354—Luncheon Knives	$6.50
501A368—Luncheon Forks	6.75
502A327 Cream Soup Spoons	6.00
503A245—Teaspoons	4.50
504A341—Salad Forks	6.25
505A273—Butter Spreaders, Flat Handle	5.00
506A423—Dinner Knives	7.75
507A518 Dinner Forks	9.50
508A327—Iced Tea Spoons	6.00
509A245—Oyster or Cocktail Forks	4.50
510A150—After Dinner Coffee Spoons	2.75
524A273—Butter Spreaders, Hollow Handle Individual	5.00
525A382—Dessert Spoons	7.00

Single Pieces Per Piece	Retail
511A641 —Table Spoon	$11.75
512A491 —Butter Knife	9.00
513A382 Sugar Spoon	7.00
514A655 —Cold Meat Fork	12.00
515A750 —Gravy Ladle	13.75
516A1227 Steak Carving Set—Two Pieces	22.50
517A3478—Roast Carving Set—Three Pieces	63.75
518A641 —Pie Server	11.75
519A314 —Butter Pick or Olive Fork	5.75
520A409 Cream or Sauce Ladle	7.50
521A409 —Jelly Server	7.50
522A1023—Large Salad Fork	18.75
523A1023—Large Salad Spoon	18.75
526A327 —Bon Bon Spoon	6.00
527A382 —Cheese Server	7.00
528A259 Lemon Fork	4.75
529A491 —Sugar Tongs	9.00

WILSON BASEBALL GLOVES

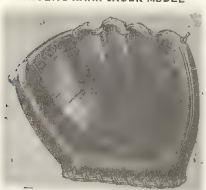
"PETE RUNNELS" MODEL

A2980 – A new five finger Ball Hawk model made of tan glove cowhide, this glove features streamlined fingers, and finger tip lacing. Glove has leather lined palm, felt pad with stuffed heel, welted palm and thumb, Grip-Tite pocket and flat binding. Wilson's quality workmanship helps make this fielder's glove an excellent value.

(F35-308) A2980 Regular WX297B 4.95 ea.

(F35-338) A2982 Left Handed UN297K 4.95 ea.

No. 2195 HANK SAUER MODEL



A2195–Skillfully designed of good quality cowhide with many fine construction details. Greased, Grip-Tite pocket. Full welted, streamlined fingers. Continuous leather lacing through finger tips. Button-type wrist strap. Flat leather binding. Fully leather lined. Contour-fitted felt padding and hand-formed heel. Full oiled.

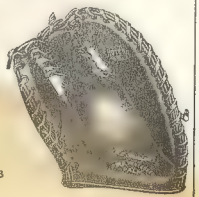
F35-366) A2195 TT660T 10.95 ea.

LITTLE LEAGUE GLOVES

HUTCH

No. 165

"WHITEY LOCKMAN"



- Full size Trapper Model
- Good grade oil treated cowhide
- Cowhide leather lined
- Rolled vinyl binding
- Leather laced
- Patent No. 2,281,315

(662-046) 165 HD570B 9.50 ea.

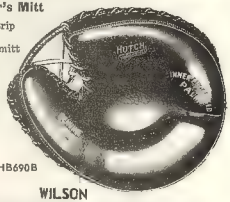
HUTCH Little League Glove

No. 140—MITT, FULL SIZE

- Youth's model
- Good quality oil treated cowhide
- Leather lined
- Jute felt pad
- Vinyl-bound
- Leather laced
- Padded wrist strap
- Deep pocket "T" trap

(662-047) 140 ND396N 6.65 ea.

No. 250—WES WESTRUM Model Catcher's Mitt

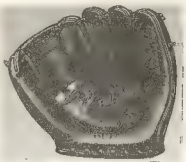


- Large size edge strip model
- Good grade heavy mitt leather
- Leather bound
- Laced break
- Leather laced
- Padded shearling wrist strap
- Deep pocket
- Jute pad

(662-108) 250 HB690B 11.50 ea.

WILSON

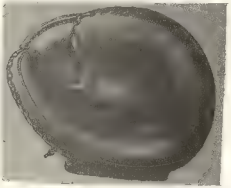
MODEL No. A2201 AL KALINE GLOVE



A 2396 Autograph Model Ansonia Leather large size full welted streamline backfingers, full leather lined, skip style palm lacing, crotch laced, "Grop Tite" pocket, fingertip lacing, two piece web. Flat leather binding laced wrist fully oiled five fingers.

(F35-409) A2201 UN900M 15.00 ea.

No. A2572 MODEL



A2572–Specially designed for the junior, Major League hopefuls. Constructed from good grade cowhide and carefully made with the same attention given to more expensive models. Greased Grip-Tite pocket. One-piece palm and Snap-Action lacing for lightening–fast maneuverability. Shearling-padded leather wrist strap with end lacing. Thumb and finger loops. Leather laced web area protected by a tygon tube. Welted crotch area and flat style binding.

(F35-368) A2572 NN660P 10.95 ea.

WILSON GLOVES

No. A2830 MODEL

A2830—Check the price . . . then check the top quality construction details that make it a real value leader. Extended palm pocket. Shearling padded, roll leather wrist strap. Snap-action design for maximum flexibility with less break-in time. Palm crotch lacing and adjustable leather thumb and finger loops. Made of good grade, glove cowhide with leather lined palm, felt padding and greased pocket. Full oiled.

(F35-420) A2830 GG660P 10.95 ea.

MODEL A2184 FRANK THOMAS GLOVE

NEW FOR '58 . . . . cut in a new, large size pattern from good grade, tan glove cowhide. Grip-Tite, grease-set pocket and one piece fold over web combine to form a deep well. Streamlined back fingers. Five loop, leather laced crotch and finger tips. Flat style binding. Contour felt padding and hand-formed heel. Leather lined. Full oiled.

(F35-421) A2184 Regular RR597R 9.95 ea.

(F35-422) A2186 Left Handed GV597H 9.95 ea.

MODEL A2914 HARVEY KUENN PROFESSIONAL GLOVE

Among moderate priced fielder's gloves, this popular Harvey Kuenn model is top's. It features streamlined fingers, two-piece double laced web and leather finger tip lacing. Made of good quality tan cowhide, this five finger glove is large size, with greased Grip-Tite pocket and new narrow contour wool felt pad, with hand formed heel. It has full welted seams, leather laced crotch, and is bound with tan rolled leather and lined with cowhide. New style narrow wrist has Hold-Tite adjustable strap and palm has adjustable lacing. Not oiled.

(F35-423) A2914 DC1280K 20.00 ea.

HUTCH

FLOOR STAND STRIKING BAG SET

Wood platform 3/4" x 12" x 30" is attached to a tempered 1/4" steel rod with cast iron base. Producing swivel action. Easy to set up. Striking bag is attached over rubber cone protecting bag and bladder.

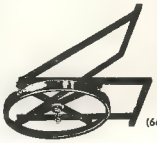
(662-032) FS700 AW399R 6.65 set

VALVE TYPE SPEED BAG

Good quality tan grain leather. Reinforced with strong canvas. Stitched with heavy thread. Guaranteed valve type bladder. Well made and very good value. Packed in individual box.

(662-083) P600 SE465R 7.75 ea.

HUTCH



STRIKING BAG PLATFORM

Steel rebound ring, 22" in diameter, lacquer finish. Hardwood braces, finished in dark blue, fastened to ring through rubber-cushioned buffers. Equipped with ball socket swivel and steel hook. Packed in shipping carton.

(662-034) 510 SR570U 9.50 ea.

HUTCH
PLATFORM SET

Includes Platform and Bag.

(662-033) 503 SY555U 9.25 set

Built Fiberglas Boats in Our History!

BRING YOU WORLD'S WIDEST SELECTION OF FINE YACHTS

VITESSE!

This fabulous new all fiberglas yawl is aptly named. From the boards of William H. Tripp, Jr., she is designed and constructed to outsail them all. Exhaustively tank tested at famed Stevens Institute for speed of hull; rigorously checked for structural strength and toughness by American Cyanamid Corporation scientists, the fiberglas Vitesse represents the "finest yet" for ocean racing and cruising.

The response to this sensational boat has been tremendous . . . six are scheduled to be entered in the 1958 Bermuda Race . . . many more have been ordered and are under construction. We predict Vitesse will be the most talked about boat of the year.

Photograph courtesy Tom Brecme International Corporation

GALAXY

Another Bill Tripp design for American Boatbuilding Corporation. This distinctive design will combine exceptional roominess with outstanding speed. Sleeps four to six. L.O.A. 31'7". Aluminum spars. Stainless steel rigging. For particulars send for Brochure "C".

SEA SPRITE

Also under construction. A graceful, comfortable 23 footer designed by Carl Alberg. Combines exceptionally keen lines with stable, "seakindly" hull. Sleeps two to four. Ideal for family day sailing and short cruises. Is trailerable. For particulars write for brochure "D".

***SEE OUR NEW NAME BELOW**

THESE THREE SAILING AUXILIARIES are all under construction at our Greenwich Bay Shipyard Division, East Greenwich, Rhode Island.

You are cordially invited to visit us, see these boats . . . and discuss delivery for 1958.

ABOCO

AMERICAN BOATBUILDING CORPORATION

EAST GREENWICH, RHODE ISLAND, Tel. TUrner 1-3620 Cables ABOCO

BE SURE AND VISIT US AT THE NATIONAL MOTOR BOAT SHOW NEW YORK • 1-10

The most Exciting Line of Quality Built Fiberglas Boats in Our History!

***BEETLE BOAT COMPANY AND MARSCOT PLASTICS, INC. JOIN TO BRING YOU WORLD'S WIDEST SELECTION OF FINE YACHTS**

FOUNDED OVER 100 YEARS AGO, the original Beetle Boat Company started by making whaleboats for the New England whaling industry. Today, joined with Marscot Plastics, Inc. and operating as the American Boatbuilding Corporation, factories and shipyards are located in Massachusetts, North Carolina and Rhode Island. Ships up to 110 feet have been built for private and government construction.

The first to bring the tremendous advantages of fiberglas construction to the general public over twelve years ago, American Boatbuilding Corporation today is producing every type of fine yacht — from 8 foot dinghies to 40 foot auxiliaries. Row boat, powerboat or sailboat, you'll find *your* boat, here

POWER BOATS

A complete line of fiberglas inboard and outboard motor boats from 12 to 26 feet comprises our line.

Pictured above is the all new 26 Sea King Sleek in appearance, luxuriously appointed, four to six can cruise her comfortably and effortlessly

SAIL BOATS

Beetle and Marscot Sailboats are also fiberglas constructed Designed for safe as well as fast sailing, they cannot sink. Thousands are in use in colleges, camps, yacht clubs, here and abroad

BEETLE GULL

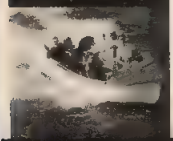
A fine, safe design for the beginner. Length 12'3 , yet will support six adults. Aluminum spars.

BEETLE PRIVATEER

You've never seen such generous accommodations in a 21 foot power boat Takes roughest weather in stride Skims through waters at speeds up to 30 m.p.h. L.O.A. 21

MARSCOT SEA SCOUT

Ideal for heavy going, out where he brgoanes b le Available as cru ser and can be aboard or outboard powered



BEETLE BAITCASTER

A rugged, beamy and excep t pedly stable outboard run about des gned for comfortable fish ng Speeds up to 35 m.p.h with 40 h.p. outboard. Priced for modest budgets Unsinkable.

MARSCOT WOODPUSSY

A favorite for camps, schools, or where a comfortable easy to handle boat for youngsters is wanted Thousands in use L.O.A. 13'7

BEETLE FALCON

A new design Perfect for safe, interesting day sailing Cuddy cabin for sleeping bags and stowage A fast growing class L.O.A. 16'

BEETLE TECH

Designed by M.I.T engineers thousands of these class racers are in use. Leading universities prefer this above all others Fast, will outsail many bigger sailboats

MARSCOT PUFFIN

Another camp and yacht club favorite Perfect for training youngsters in more advanced sailing techniques L.O.A. 14

*SEE OUR NEW NAME BELOW

Complete Literature Available.

The above are only some of our current boat line. For complete details, prices etc. write for following literature,

Dinghies and Sailboats Beetlecat
Powerboats, inboard and outboard
Dubuoy Sloop
Sea Sprite Sloop

ABOCO

AMERICAN BOATBUILDING CORPORATION

BEETLE

MARSCOT

EAST GREENWICH, RHODE ISLAND, Tel. TUrner 4-3429 Cables ABOCO

BE SURE AND VISIT US AT THE NATIONAL MOTOR BOAT SHOW IN NEW YORK

Top Secrets Revealed by Woodruff

in this all new SUN VISOR* convertible . . . the top with the breeze-through ventilation feature that tilts forward for snug, windshield-hugging protection against rain or spray . . . in a jiffy!

Years of boating know how and top-building experience have gone into the design of this extremely versatile top. You'll marvel at its simplicity—You'll like its smart good looks, and superior construction. Best of all you'll find, at last, a stock top to fit your boat, that conforms to your windshield like a made-to-order job. Pre shrunk mildew resistant, water repellent army duck. Vinyl covered tubular frame. See it at your boatyard or write us for detailed literature.

* Patent applied for

ABOVE. Top in normal position. Note the breeze-through space above wind shield for ventilation while under way or anchored. Cut-away view shows how handy wrap around flap provides dry stowage place for cigarettes, lunch, flashlight or other small, light articles.

BAYHEAD PILOT SEAT

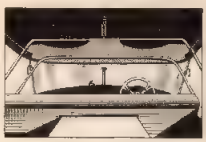
Filled with

SOFT FOAM

the New
BONDED PLASTIC
Cushioning

A modern design chair that combines light weight, strength and comfort; heavy brass hinged; filled with light, airy SOFTFOAM. Covered in heavy backed vinyl plastic, it comes in Red, Blue, Green and Egg shell. 3 sizes, 16", 20", 28".

Woodruff Pilot Seats are now factory installed by builders of America's Finest Boats. Literature available



TILTED FORWARD See how the Sun Visor drops down; how the storage flap conforms to the shape of the windshield for snug protection without the use of snaps or fasteners. No need to buy special boats windshield or top. The new Woodruff SUN VISOR convertible fits 'em all. Made in various widths and lengths.

R. S. WOODRUFF & CO.
POINT PLEASANT, N. J.

The most Exciting Line of Quality Built Fiberglas Boats in Our History!

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BEETLE PRIVATEER
You've never seen such generous accommodations in a 21 foot power boat. Takes roughest weather in stride. Skims through waters at speeds up to 30 m.p.h. L.O.A. 21'

MARSCOT SEA SCOUT
Ideal for heavy going, "out where the big ones bite." Available as cruiser and can be inboard or outboard powered

BEETLE BAITCASTER
A rugged, beamy and exceptionally stable outboard run about designed for comfortable fishing. Speeds up to 35 m.p.h. with 40 h.p. outboard. Priced for modest budgets. Unsinkable

BEETLE GULL
A fine, safe design for the beginner. Length 10'3", yet will support six adults. Aluminum spars

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A favorite for camps, schools, or where a comfortable easy to handle boat for youngsters is wanted. Thousands in use. L.O.A. 13'7

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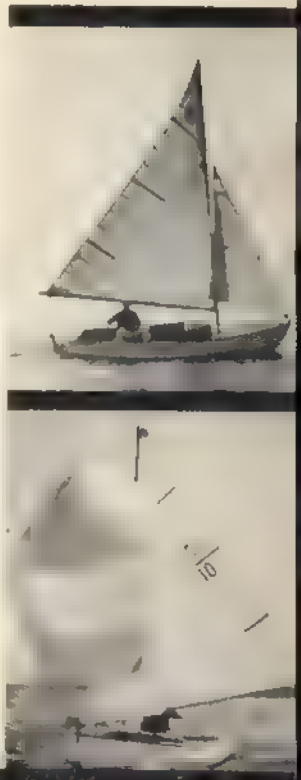

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Sea Sprite Sloop ... Brochure "D"

ABOCO

AMERICAN BOATBUILDING CORPORATION

EAST GREENWICH, RHODE ISLAND. Tel. TUrner 4-5429 Cables ABOCO

BE SURE AND VISIT US AT THE NATIONAL MOTOR BOAT SHOW IN NEW YORK

BEETLE
MARSCOT

AMERICAN CHARACTER
TOODLES

Feels and acts like a real toddler. All vinyl skin is soft and lifelike. Can crawl, kneel, sit, play with her fingers and toes. Arms and legs, knees and elbows are jointed. Drinks and wets. Can also be bathed in a tub.

21" Toodles with Toodles Poodle has rooted hair and is dressed in her flounciest baby dress of pink striped nylon tricot. The bodice is trimmed in lace and covered with ruched edged nylon tricot. Bonnet is covered with fully shered nylon tricot. She has slip, panties, shoes and socks. In her arm she carries her bottle and her fluffy pet poodle.

No. 1931 2112 . . . . . Each $19.98

EFFANBEE
BUBBLES

Vinyl coated nylon-cloth body with vinyl head, arms and legs. Organdy dress and bonnet with fluted nylon trim. 23" tall, no wig.

No. 1291 9851 . . . . . Each $10.98

HORSMAN
"BABY PRECIOUS"

HORSMAN
"BABY BUTTERCUP"

ALL VINYL with molded hair, lace trimmed dresses with matching bonnets—coo voice—turning head—sleeping eyes with lashes—knit panties—VINYL shoes—rayon socks—SUPER FLEX LEGS—15" tall.

No. 408-2912 . . . . . Each $3.98

Six in a carton

17" tall baby with new straight pony tail. Dressed in an embossed cotton dress with full length minon pinafore with ric-rac trimming.

No. 416-395 . . . . . Each $5.98

Six in a Carton

"RUTHIE" WITH PONY TAIL

14" tall—made of soft, vinyl plastic. Swivel head, jointed arms and legs. Each finger and toe is distinct and has real baby markings. Large sleeping eyes with lashes. "Coo" voice. Dressed in a printed nylon parchment dress.

No. 411 7492 . . . . . Each $5.98

Six in a Carton

ALL VINYL babies with rooted curly bob hair-do—attractive fancy and printed dresses—coo voice - turning head—sleeping eyes with lashes—knit panties—Vinyl shoes, rayon socks—"SUPER-FLEX" LEGS—individually boxed.

No. 407-021 11" tall) . . . . . Each $2.98

Twelve in a carton

HORSMAN
"RUTHIE" WITH HAT AND COAT

16" tall—Toddler wears embossed cotton coat with matching bonnet. Coat has wide collar. Also wears sheer nylon dress and rayon taffeta petticoat. Coat buttons down front. Knitted panties—rayon socks—vinyl shoes—coo voice.

No. 419-7623 . . . . . Each $7.98

Six in a Carton

"RUTHIE" WITH MOLDED HAIR
(DRINKS AND WETS)

16" tall "Sweater Girl"—dressed in sheer nylon dress and bonnet (lace-trimmed) with rayon taffeta underskirt. Also wears a fine dainty sweater over the dress.

No. 417-5619 . . . . . Each $5.98

Six in a Carton

HORSMAN

"RUTHIE" WITH ROOTED HAIR (DRINKS AND WETS)

18" tall dressed in deluxe nylon sheer dress and bonnet, both lace-trimmed. Rayon taffeta underskirt rayon socks—vinyl shoes.

No. 420-6833 ..... Each $7.98
Six in a Carton

"BABY PRECIOUS" WITH BUSTER BROWN HAIRDO

15" tall all vinyl rooted hairdo. "Coo" voice turning head—sleeping eyes with lashes—knit panties—vinyl shoes and rayon socks. "Super Flex" legs, dressed in embossed cotton dress lace-trimmed

No. 413-282 Each $4.98
Six in a Carton

"CRY BABIES" Fully Jointed

ALL VINYL DOLLS fully jointed at shoulders and hips, swivel turning head—glassine eyes with lashes. Doll drinks, wets and cries "real" tears. Each doll carries bottle with nipple tied on wrist of doll. Coo voice—vinyl shoes—rayon socks

15" tall "Cry Baby"—with rooted curly hair. Dressed in beautiful nylon dress with matching bonnet

No. 415-6324 ..... Each $4.98
Twelve in a Carton

"RUTHIE" WITH "BUSTER BROWN" TYPE HAIRSTYLE

15" tall Toddler with "Buster Brown" hair style with straight bangs. Sheer nylon dress, trimmed with tinsel and lace. Lace-trimmed velvet bodice. Rayon taffeta underskirt, knit panties, rayon socks, vinyl shoes, ribbon bow hair; large glassine sleeping eyes with lashes

No. 414-7481 ** ..... Each $5.98
Six in a Carton

RUTHIE WITH ROOTED CURLY HAIR

9" tall—dressed in checked percale dress with lace-trimmed nylon mesh bonnet. Pony tail.

No. 409-7391 ** ..... Each $3.98
Twelve in a Carton

"LOVE-ME BABY"

ALL VINYL with ROOTED PONY TAIL hairdo tied with satin ribbon—beautifully styled lace-trimmed dresses of assorted cottons and sheer nylons—Coo voice—turning head—sleeping eyes with lashes—knit panties—VINYL shoes—rayon socks—SUPER FLEX LEGS

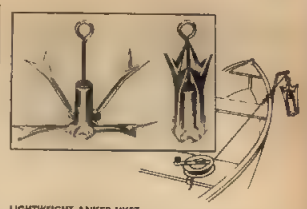
15" tall baby with pony tail. Dressed in striped cotton print dress with multi-colored nylon embossed trim

No. 410-252 ..... Each $4.98
Six in a Carton

No. 418-452 (19" w/super-flex arms and legs) .Each $7.98
Six in a Carton

"TA-PAT-CO" LIFE VESTS—child & adult sizes
Gives maximum safety, comfort and freedom of movement. Java Kapok sealed in vinyl plastic. Coast Guard approved. Bright Orange
80-9178 8480 Adult Life Vest **$7.95**
80-9186 8337 Fits 2–5 year olds **5.95**
80-9194 8390 Fits 6–12 year olds **6.50**

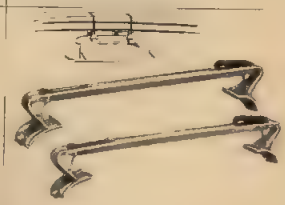
MARINE STERN LIGHT and FLAG SET
12x18" Red-White-Blue ensign flag that clips to non-rust aluminite post. Light switch locks on or off; spring clip. Unbreakable Fresnel-type lens. Thumb screw clamp bracket. Uses flashlight battery (not included). Measures 24" high
80-9921 8443 Stern Light and Flag **$6.85**



LIGHTWEIGHT ANKER-HYST
Reels in the anchor quickly, easily . . . without hard pulling. You don't even have to leave your seat! Includes rustproof steel reel, anchor boom and 35-ft cable. Attaches easily to any boat
80-9913 8883 From Mfrs. Wt. 4 lbs. . . . **$13.95**
81-0002 8417 No-drift Collapsible Anchor. **6.95**

VOIT SWIM MASK & FINS SET
Flexible rubber. Snug-fit aqua mask with amber plastic lens. Snorkle allows easy breathing underwater. Adjustable fins for power and safety. Specify: Large (fits shoe size 8 or larger) or Medium (fits shoe sizes 4-5-6-7)
80-9376 8398 Mask and Fins Set **$6.60**

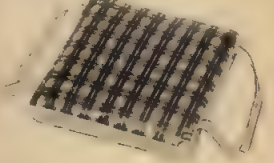
U.S. NAVY-TYPE AQUA-LUNG
2 air cylinders, 12 constant reserve manifold valve, safety harness. 2-stage regulator. Non-return breathing valves Chromed brass
80-2348 D13075 From Calif. 79 lbs **$225.00**
80-2363 D10720 Single-Tank Aqua-Lung. Has all features above. Wt. 41 lbs. **$160.00**



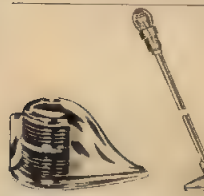
AUTO-TOP CARRIER
Lightweight, rugged . . . carries boats, skis, etc. Cushioned pressure pad plates adjust to fit all width cars, eliminate suction cups. Quik-Lok attachment replaces gutter straps. 57" 1-pc. body. No moving parts. 84" lashing straps.
80-9574 C720 Carrier **$12.00**

AQUA SPEEDOMETER
Precision-built. Safety-spring transom clip releases molded nylon impact tube when struck by underwater objects. 3-color dial, 5–45 mph calibration. 2½" chromed brass case mounts with 3 screws. With 12 ft. Kerosene tubing.
80-9903 8813 Complete **.$12.20**

(E) AIRGUIDE MARINE COMPASS
5 degree calibration. Alnico V magnet, airplane type compensators. Aluminum gimbal
80-9889 8450 Plastic Compass **$7.80**
(F) *Chromed Illuminated Binnacle.* 2 power magnifier. Vertical or horizontal mount
80-9897 8630 Size 4¾x4¾" **$10.50**



LIFE PRESERVER BOAT CUSHION
Lastingly buoyant . . provides both safety and maximum comfort. Red-and-Black Tartan plaid with white welt edges. Filled with Kapok, electronically sealed in vinyl plastic. Reinforced edges
Size: 15x15x2". U. S. Coast Guard approved.
81-0945 8325 Boat Cushion **$5.35**



STREAMLINED BOW LIGHT
Cast Nautaloy, bright chrome finish. Unbreakable lenses 6-8v bulb included. 5¾" long.
81-0606 8395 Bow Light **$5.95**
Adjustable Stern Pole Light. Chrome-finish Nautaloy Unbreakable globe 6-8v bulb
81-0614 8393 20" long, 1 13/16" diam .. **$5.95**

Reads speeds from changing water resistance!

AIRGUIDE OUTBOARD SPEEDOMETER
Contralog movement reads speeds from changing water resistance. Calibrated 0–45 mph. Clamps onto transom. Pilot tube adjusts to 8½". Fits transoms 12 to 20" high, up to 1⅝" thick; max extension 25". Speedometer is 4" in diam.
81-0051 8900 Portable Speedometer **$15.00**

MARINE RESCUE KIT . . . "must" for boat owners
Contains: precision blank flare pistol, one hundred .22 cal. blank cartridges, 10 signal flares, zippered water-resistant bag, cleaning brush. Shoots 75–100 ft. in air. Flares visible for miles. Positively safe. No permit needed
81-0580 8900 With instructions..... **$14.95**

Ride a MOW-CYCLE

It's the easy way to keep lawns beautiful

Order attachments too . . . let power do all garden jobs for you!

Mow-Cycle and attachments shipped from Ohio.

Cuts through tall uneven grass, through thickest weeds . . . does a smooth cutting job on all lawns. Add attachments and do all yard work in a jiffy. Mow-Cycle travels up to 5 MPH, cuts a full 24″ swath . . . is equipped with "Dead Man's" clutch pedal for safety. Hand clutch controls twin 12″ rotary cutting blades that can be adjusted from 1½″ to 2¾″ in height. Built for long and efficient service, Mow-Cycle has shielded exhaust, strong steel tubing frame, fiberglas insulated auto-steel housing. 3½ HP 4-cycle Clinton engine, recoil starter, forward-neutral-reverse drive, heavy-duty chain and gear transmission. 8″ front wheels with solid rubber tires; 12″ dual-drive rear wheels with semi-pneumatic cushion tires.

52-5626	**D21708**	Mow-Cycle. Ship wt. 237 lbs	**$289.50**
52-5709	**D23963**	With air cushion, pneumatic tires; 240 lbs.	**319.50**
52-5691	**D36058**	With electric starter (110v, AC), 240 lbs.	**347.50**
52-5659	**D1685**	Fertilizer Spreader-Seeder; 50 lb. cap. Wt. 30 lbs.	**22.50**
52-5667	**D295**	Leaf Mulcher. Ship. wt. 2 lbs	**3.95**
52-5642	**D4175**	Sweeper, 24″. 5 bushel capacity. Wt 46 lbs	**35.75**
52-5683	**D1110**	Snow Plow, 26x12″ Wt 15 lbs	**14.75**
52-5675	**D2120**	Cart, 30x24x10″. Wt 60 lbs	

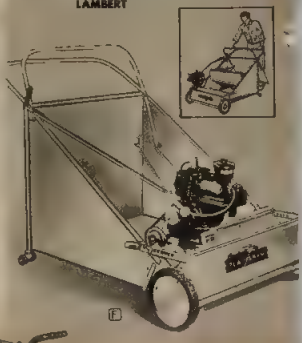
THESE ATTACHMENTS MAKE ALL YARD JOBS EASIER

26″ Snow Plow | Yard Cart | 24″ Spreader | 24″ Sweeper

LAMBERT

Lawnsweepers

LAMBERT



E Lambert "Ranger" Lawnsweeper. Gentle whirling brushes whisk away leaves, grass cuttings and debris in short order. Has 30″ sweeping width. Double bar-x tubular steel handle controls brush height and front shield at the same time. Heavy weatherproof canvas hopper with 6-bushel capacity; has rustproof metal hamper pan. Front wheels with semi-pneumatic rubber tires; steel swivel casters in rear. From Ohio. Ship. wt. 49 lbs.

52-5493 D3430 With 30″ Canvas hamper **$46.95**
52-5485 D4600 With 30″ Saran hamper and roll-away wind cover. Wt. 50 lbs. **$62.95**
52-5469 D2700 With 21″ Canvas hamper; 4½ bu. capacity Single lever control. 40 lbs. **$36.95**

F Lambert 30" Self Propelled Power Sweeper . . . saves hours of manual raking! 30″ sweeping width picks up leaves, grass cuttings and rubbish without harming the lawn. Rustproof all-steel frame with clutch and throttle control. Height of brush and cowl adjusts simultaneously. Big 8-bushel Flip-O-Matic steel hamper has a double hinged bottom tray for greater capacity, easier emptying. 1¾ HP 4-cycle, engine with recoil starter. Front wheels with semi-pneumatic tractor-tread rubber tires, swivel wheels in rear. From Ohio. Ship. wt. 120 lbs.

52-5477 D12750 "Plainsman". **$174.95**

SAVAGE

Free-wheeling mower trims under bushes and hedges easily; can't scalp your lawn

Power Mowers

G 20" Self-Propelled Savage. Has enough power to handle toughest lawn jobs! No pushing . . . blade slices a smooth 20″ path as you guide it along. No stooping . . . fingertip controls are on adjust-to-height handle. Rear wheel worm-gear drive provides powerful traction. Side chute prevents clumping, staggered wheels prevent scalping. Shatterproof steel deck, 3 cutting heights. Powered by 2¾ HP 4-cycle Briggs & Stratton engine. Has recoil starter.

52-5368 C11818 20″ Self-Propelled Mower and Leaf Mulcher **$157.50**
52-5376 C8740 Like above, but regular 21″ Mower, 2¾ HP, with leaf mulcher **$116.80**

H Gemco 22" Self-Propelled Rotary Mower. Zips through tough weeds and high grass without effort! Gets in close to walls, around shrubs. 22″ blades do a smooth cutting job every time. Exhaust chute ejects cuttings at side front. 2¾ HP Briggs & Stratton 4-cycle engine with recoil starter. Has double action positive friction drive; speed control in handle; instant cut-off for manual operation. Rustproof steel housing; semi-pneumatic puncture-proof tires. Height adjustment from ⅜ to 2¾″.

52-5374 C8995 Gemco 22″ Mower **$134.95**

GEMCO

Leaf mulcher can be mounted in seconds on shatterproof, rust-proof steel housing.

SPACE TRAFFIC GETS UP THERE WITH ARANT SPACE HELMETS!

Space men! Here's durable, comfortable equipment for realistic space travel.

The eery space-globe weighs but nine ounces. It straps onto your shoulders and stays put in action. An almost invisible vapor-vent at your mouth prevents fogging even when running at escape speed.

The solar generator at the base of your coil-spring antenna spins rapidly when in flight.

Every spaceman who sees the Arant helmet will tell you: *He must have it to survive!*

SELF DISPLAYING CARTONS get the traffic while saving space. Two helmet halves nest inside

Bubble is clearest plastic, shoulder pieces bright red plastic, yellow adjustable harness with steel fittings, safe spring antenna plastic tipped PACKED IN INDIVIDUAL CORRUGATED CARTONS SIX TO THE SHIPPING CASE SHIPPING CASE OF SIX WEIGHS 8½ LBS DELIVERY AT ONCE

ARANT & COMPANY, GATE 5, SAUSALITO, CALIFORNIA • TELEPHONE EDGEWATER 2-3061

ON DISPLAY AT ROOM #1286 HOTEL NEW YORKER AT THE TOY FAIR

WOOLSEY PAINT

C. A. Woolsey Paint & Color Co. Inc. is offering boatowners 70 Nauticolors in its Cawlux marine finish line. This wide color selection is made possible by addition of special marine tube colorants to factory-mixed Cawlux colors. In liquid form, they mix instantly and evenly.

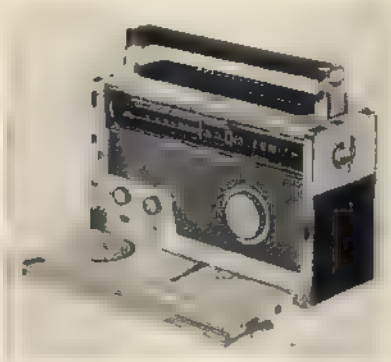
Woolsey also introduces four new products. These include a new color—mahogany—of Ti-Tall liquid rubber seam compound, in a squeeze-type container. Also, Woolsey is introducing a Flat Black Finish for use as an undercoater or finish coat; Under Water Seam Compound for use with Woolsey's Vinelast finishes that will eliminate the need for seam shellacking; as well as a fast-drying Plastic Vinyl Surfacing Compound for scratches and dents on wood hulls.

Wide range of marine paint products include Vinelast and other vinyl coatings, Cawspar and other clear finishes, and such specialty products as Caw-Kleen Bilge Cleaner, Anti-Corrosive Barrier Coat, Bare Metal Prime-coat for aluminum craft, etc

The new aluminum primer overcomes one of the most troublesome problems in aluminum boat painting; namely, that of proper adhesion for subsequent applications of paints and finishes

Easy to apply, the new primer is excellent for bottoms, hulls, keels, centerboards and fixtures. It can be applied also to other bare metal surfaces.

ZENITH RADIO



The Zenith Trans-Oceanic model, Royal 1000, is powered by flashlight batteries.

The Zenith Radio Corporation's new all-transistor Trans-Oceanic portable, the first such set with band-spread shortwave tuning, is designed to provide greater safety. Its eight wave bands provide excellent reception from thousands of foreign stations, besides ship-to-shore communications, weather reports and standard broadcast stations.

Weighing only 13 pounds, including batteries, it is the size of a small portable and is claimed to be the smallest and lightest band-spread shortwave portable ever produced. The new Trans-Oceanic is powered by flashlight batteries.

Zenith Radio Corporation is located at 6001 W. Dickens, Chicago, Ill.

JERSEY COAST BOAT SHOW

Planned to interest yachtsmen as well as those thinking of buying their first boat, the Fifth Annual Jersey Coast Boat Show, Feb. 15-23, is expected to attract thousands to Asbury Park's Convention Hall. Last year 70,000 attended

All manner of boats will be shown from the tiny outboard to the large family cruiser built for living aboard. A wide variety of the newest marine engines—both gasoline and diesel, will be exhibited. There will be an eye-catching display of all kinds of accessories.

Entertainment will feature exhibitions of skin-diving and snorkel swimming. Latest equipment used in these sports will be demonstrated.

NOMAR TANK HOLDER

Whitman & Robinson, Weedsport, New York, introduces an improved Nomar Tank Holder.

Six evenly-spaced holes decrease the weight of the tank holder while permitting better ventilation around the tank. It is constructed of welded metal and coated with thick vinyl plastic. The cushioning effect of the plastic minimizes vibration noises and prevents boat damage.

Models are available for the following tanks: E-J-4—Evinrude and Johnson 4 gal. tanks; E-J-6—Evinrude and Johnson 6 gal. tanks; M-6—Mercury 6 gal. tank; SA-46—Scott Atwater 4 and 6 gal. tanks The E-J-6 also fits 6 gal. tanks used with Gale products.

You Get More *with*
Arkansas Traveler

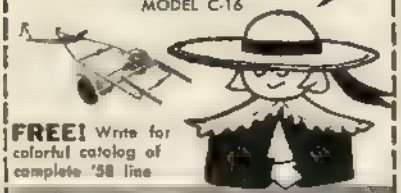
Arkansas Traveler *performance* is a revelation—you literally ride on air! You ride in *beauty*, too. The Marquise, shown above features a delicate blending of lustrous Fiber Glass and aluminum—the graceful compound curves of a one-piece, die-formed hull. Ask your Dealer about Arkansas Traveler *quality* and *dependability*—the new GUARANTEE—the 19 models for '58. See him, or write us for free catalog.

ARKANSAS TRAVELER BOATS, 2024 E. 14th St., Little Rock, Arkansas
A Division of Standard Railway Equipment Manufacturing Company

Arkansas—traveler

pick a Winner
FOR CARE-FREE BOATING
FOR LESS MAINTENANCE
FOR MORE REAL FUN

12 brilliant, new 1958 models — now on display
You'll have more time for boating pleasure because these brilliantly-styled, rugged, leak-proof Fiberglass outboards are molded in one piece. No joints to caulk, no corrosion or rot to worry about. No maintenance or seasonal preparation. Just put your Winner in the water and GO! See the complete line of deluxe runabouts, fishermen and cruisers . . . 12' 15' 17' models at your nearest Winner dealer.
Winner MANUFACTURING CO., Inc. West Trenton, N. J.

for more boating fun, include a
little dude trailer
• More convenience features
• Smart new styling
• Full-coverage dependability
• A model to fit every boat
MODEL C-16

FREE! Write for colorful catalog of complete '58 line

little dude
Dept. M 4414 FORT WORTH, TEXAS

binocular performance
worthy of a lifetime guarantee
Nikon Binoculars are guaranteed for life. The brilliance and clarity you discover with the very first look are yours forever — thanks to superb optics, exacting precision and shock-proof construction. There are no finer binoculars — at any price!

NIKON BINOCULARS
12 models from $37.50 to $125
Write for free booklet — "Binocular Tests". Shows how to judge binocular quality. Nikon Incorporated, 2 Fourth Avenue, New York 3, N. Y. Dept. M

BALTIMORE COPPER'S FINISHES

New marine finishes feature the Baltimore Copper Paint Company line for 1958. In the Regatta line of yacht paints, additions include several hard-to-match stock boat colors, a satin finish interior varnish formulated especially for marine use, new quick drying plywood sealers, quick drying trowel cement, and a silicone polish for use on painted or varnished surfaces. The company has also brought out production-line finishes designed for use with modern boatbuilding techniques.

Stock Boat Colors now available in Regatta quality are Century's Boat's Blue-Green, Owen's Dover-White, and Lyman Tan. These are ready to use right from the can.

For interior surfaces Regatta Satin-Finish Varnish gives the hand-rubbed rich effect that is so desirable below deck. It is scuff-proof and alcohol-resistant.

Unless it is sealed, marine plywood will absorb paint unevenly. Regatta quick-drying Plywood Sealer penetrates and waterproofs in addition to providing a proper base for paint.

Silicone Polish will add life and luster to hull, painted or varnished surfaces.

As a base for a slick, porcelain-like finish, Regatta Quick Drying Trowel Cement is available for either wood or steel hulls. On wooden hulls its use eliminates need for a primer. An entire yacht hull can be glazed with a 3" knife. When used with Regatta Surfacing Compound to fill in cracks, dents, and depressions, a mirror-like finish can be achieved.

To meet the needs of the boatbuilding industry's modern techniques, Baltimore Copper has developed marine finishes especially formulated for use under mass-production conditions. A series of technical bulletins is available to boatbuilders, repair yards and marinas upon request.

An informative painting handbook for the do-it-yourself yachtsman is available on request accompanied by 25¢, from Baltimore Copper Paint Company, 501 Key Highway, Baltimore 30, Maryland.

SILENCE MAKES A NOISE

Silence is making a noise in the marine equipment business according to Apex Marine & Equipment Co., of Seattle, Wash., which says that word is getting around about Elastomuffle, a non-metallic, flexible marine engine silencer.

It is made of neoprene, a synthetic rubber which is impervious to oils, salt spray, acids and other corrosive elements.

Flexibility of the silencer makes it easy to install by boat owners, the company says. Only a hack saw and a screwdriver are necessary in most cases, and if the craft's exhaust pipe is accessible, the silencer can be put in place in only a few minutes.

Because it is made of neoprene instead of metal, Elastomuffle weighs only four pounds for the smallest of six models, the Mark II for 130 hp engines, to 13 pounds for the largest Mark V-S for 275 hp engines.

Diamond Miracle Vision Mat'l Useful for Swimsuits, Too

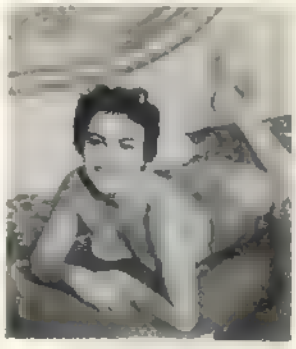
Miss America (Miss Marilyn Van Derbur) and Florida's Orange Queen at the Rose Bowl, Sharon Spencer, take time out at Cypress Gardens to marvel at perhaps "world's largest beachball."

Patience and research, reported to have paid handsome dividends to the Holiday Line in 1957 in the form of 3D Miracle Vision, a new development in the inflatable field, have paid off again this year, according to Dave Rosenberg of Holiday.

This year's product of painstaking research is Diamond Miracle Vision, containing, says Mr. Rosenberg, "all the sparkle and strength of diamonds."

A swim suit fashioned from the new Diamond Miracle Vision material was modeled at the National Sporting Goods Association Show and at the previously-held Sporting Goods Fair by its designer Miss Marta Hernandez. As a reward she was elected Miss 3 Dimensional at the two shows. "The requests for additional designs in three-dimensional bathing suits," notes Mr. Rosenberg, "have resulted in a completely new fashion that will be seen during the Toy Fair."

A special display of Diamond Miracle Vision toys will also be displayed, for the first time, at the Fair along with newly-developed water toys such as ducks, seals and water horses with a special pontoon design to keep them upright while floating in the water. Prices on the ducks list at $1.98 on the water horse, $3.98.



Marta Hernandez

NEW POLICIES, NEW MANAGEMENT MARK ARRANBEE'S 40th YEAR

To celebrate its 40th anniversary, Arranbee Doll Company, Inc., 200 Fifth Avenue, New York City is unveiling for 1958 the most complete quality line of dolls in their history. A new slate of officers and key management personnel has also been announced, as follows:

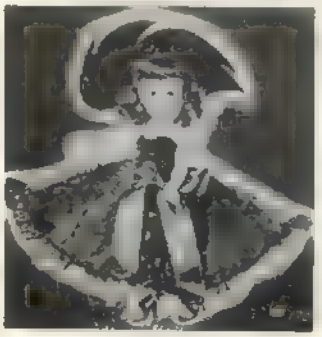
Robert Wanderman has been elected president; Jerry Lipsitz, vice-president, and Henry Weisser, sales manager. Mrs. Rose Rothstein, wife of William Rothstein, founder and president of Arranbee until his untimely death last November, is serving in an advisory capacity. Ownership and management is still maintained by the Rothstein family, a name well known to the entire industry. The sales force is composed of Charlie Pettit (with the firm since 1929), Joel Tasman, Bob Liss and Wes Wetmore, west coast representative.

Arranbee's spacious 50,000-square-foot factory in Hicksville, L. I., N. Y., is under the supervision of four men and women who collectively have 114 years of doll manufacturing experience behind them. Ruby Hopf, dean of doll fashion designers has been with the company for 28 years. Production men Virgil Kirby and Morris Goldberg have been with the firm for 27 and 29 years, respectively, and floor manager Felicia Monestaro has been with Arranbee for 30 years.

Nineteen-eighteen saw the humble beginning of Arranbee in a small downtown loft as importers of foreign toys. Soon after, the firm began manufacturing their own dolls. The company's success necessitated four moves through the years, all to larger quarters—to 579 Union Square, to 894 Broadway, to 881 Broadway, and finally to 250 Duffy Avenue in Hicksville, L. I.

The present factory contains the most modern of manufacturing facilities, which when combined with 40 years of hand craftsmanship "know-how," enables Arranbee to produce quality dolls at popular prices. One-hundred-eight sewing machines make possible the cutting and sewing of all clothes in the plant itself, while a complete wing is devoted to an up-to-date plastics division. More than 300 people are employed during the peak months.

Celebrating their 40-year history, R & B



dolls have consistently set the trend for the entire industry. "Debuteen," which appeared in 1934, was the first of the slim dolls which are so popular today. "Debuteen" had a cloth body and jointed arms and legs. "Martha and George Washington" dolls, which also made their appearance in the 1930's, were a tremendous success—one of the few times in the history of the doll business that a boy doll sold more than a million units.

What R & B claims was the first tear doll was introduced (and advertised) by them in 1937, reportedly well before this popular number ever caught the public's fancy.

"Bottle Baby" was another R & B hit. This doll featured a magic bottle (attached to her arm) which emptied and refilled itself as the arm was raised and lowered. "Rock Me Baby" was a novel doll and cradle item. When the cradle was rocked the doll was put to sleep.

R & B's current line is the culmination of 40 years of experience and success. It marks the return of R & B to a complete line of dolls and accessories—teen-age dolls, baby dolls, toddlers, tear dolls, new-born babes and wardrobe trunks.

Geared to meet the demands of all buyers, the selection includes "Sweet Pea," "Angel Face," "Nanette," "Littlest Angel" and the popular "Coty Girl" illustrated here.

The reception accorded "Coty Girl" in her 1957 debut has prompted R & B to back this doll up with a nationwide newspaper, television and magazine publicity and advertising campaign. The campaign was kicked off on the NBC network's "Ruff and Ready" television program. "Coty Girl" appeared on this show March 1 and will be shown again on March 15.

The complete R & B line for 1958 is now on display at the company's permanent showrooms, 200 Fifth Avenue, New York City.

CRISLOID PLASTICS HAS NEW NOVEL DICE GAME

Another impulse item from Crisloid Plastics, 55 Porter Street, Providence, R. I., is called the Honest John Crooked Dice Game.

Appealing to the imagination of everyone who enjoys home games, the Honest John dice game consists of six sets of high grade special dice that enable players to roll any

desired number combinations. One set rolls flat passes, another flat miss-outs, while a third pair rolls all points. A fourth set rolls nothing but even points, still another set rolls 7 or 11 only, while the sixth set contains honest dice.

Each pair of dice is individually packaged in a clear plastic box and all are displayed on an eye-catching point of purchase silent salesman (see the illustration printed above).

SELCHOW & RIGHTER NAMES JAMES MELTON & COMPANY

Now representing Selchow & Righter Company, 200 Fifth Avenue, New York City, manufacturers of Parcheesi, Scrabble, the new Scrabble for Juniors and many

James Melton

other popular games, advises that James Melton & Company has been assigned to cover the states of Arkansas, Oklahoma and Texas.

Jack Perkins, who formerly covered the aforementioned three states, will now concentrate his efforts in the southeastern territory.

Associated with Mr. Melton and, like him, very well known in the southwest, is Hank Garbe.

Number of New Activity Items Will Be Featured By Saalfield

Dozens of bright, new activity items for children will be featured at the Toy Fair by The Saalfield Publishing Company, one of the nation's foremost producers of children's books, games and playthings.

Featured items will include Big Train Puzzles (#7494), Felix the Cat Paint Box (#6021), Animated Play Plaques (#6022), Flannel Board Play (#6115), Children's Best Coloring Book (#7808), and the Pre-School Doll Box (#6020).

Big Train Puzzles are five individual puzzles of a steam engine and freight cars mounted on heavy board. When assembled by locking tabs, they make a train 36" long. Retail price of the number is $1.

Felix the Cat Paint Box, a member of the Saalfield family of Authorized Editions, retails at $1. It contains 20 paints, a paint brush, two water pans mounted on a tray, a box of crayons, and a paint book.

Animated Play Plaques are three-dimensional and have movable parts. The plaques stand up or they can be hung on the wall. This box contains 16 die-cut cards, a paint brush, and six paints. It, too, retails at the $1 level.

Flannel Board Play, a $2 retailer, consists of a large flannel board with an easel and 75 colorful die-cut pieces with suede-like backs. The pieces press on and lift off the board to make hundreds of different pictures, including children at play.

Children's Best Coloring Book is a giant book, 10¾" by 14", containing 292 pages, that retails for $1.

The Pre-School Doll Box contains five standing dolls with interchangeable costumes. There are 58 pushout costume pieces without tabs and a stick of scribble glue. This box retails for 59¢.

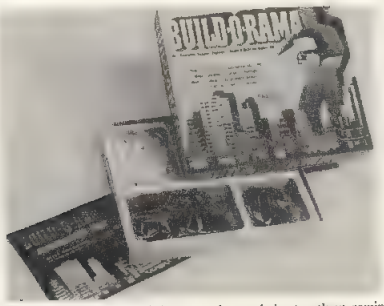
These items are just a few of the hundreds of children's books, games, and playthings listed in the latest Saalfield Catalog. For your copy, write The Saalfield Publishing Company, Saalfield Square, Akron 1, Ohio.

Aurora's New Satellite Radio

In keeping with today's headlines, Aurora Plastics Corporation of West Hempstead, N. Y., introduced a Satellite Radio. The radio, assembled and ready to operate the moment it is taken out of the package, is simple to work; no batteries or electrical plug-in is necessary. Enclosed in a plastic case designed as a dramatic satellite, this radio will receive local broadcasts.

The #1605 Satellite Radio retails for $5.95 and is packaged in a handsome full-color box.

Build-O-Rama Construction Toy To be Shown at Fair by Lapin



Build-O-Rama, one of the new additions to the line of Lapin Products, Inc., 164 Delancey Street, Newark 3, can be seen at that firm's Toy Fair exhibit at the Sherry-Netherlands Hotel, 60 Street and Fifth Avenue, as well as at the showroom of Portugal & Krotman, 200 Fifth Avenue.

With the Build-O Rama set, youngsters and adults too—can take the cleverly engineered polyethylene blocks and construct a virtually endless variety of modern buildings. The bead locks which are included permit such buildings to be handled and moved about without coming apart, yet the blocks can be easily separated to be used over and over again.

The $4 Build O-Rama consists of 561 "Snap-Lok" blocks, (shaped as windows, bricks, doors, corner, cornices and so forth), roofing material, and a colorful 11" by 8½" instruction book jam-packed with illustrations of the many different kinds of buildings that can be constructed. The blocks are sealed in poly bags and inserted in a permanent plastic tray. All parts are packed in a full-color set-up box 15¼" by 13¼".

Playtime Increasing Capacity of Its Goleta, Calif., Operation

Jack Chrisman, president of Playtime Products, Inc., Warsaw, Ind., announced today an increase in plant area and productive capacity of its wholly-owned subsidiary, Playtime Products Pacific, Goleta, Calif.

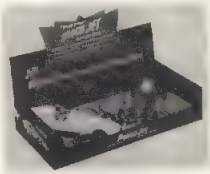
Mr. Chrisman stated that Richard A. Miller, president of Playtime Products Pacific, had recently completed negotiations increasing the plant area from 15,000 to 20,000 square feet. Additional equipment being installed will increase productive capacity approximately 25 per cent.

The necessity for the increase in capacity was attributed to the rapid growth of demand for Playtime's line of doll carriages and doll strollers on the west coast.

Playtime Products Pacific manufactures the complete line of Playtime doll carriages and strollers in Goleta. The firm's products will be displayed at the Toy Fair in Rooms 549-550-551, Hotel New Yorker, as well as at 1107 Broadway.

PAGCO JET RACE CARS IN "DRAG STRIP" KIT

A new, toy racing-car "drag strip" package is announced by Pagliuso Engineering Company, 113 W. Harvard Street, Glendale, Calif., manufacturers of the original Kit Mass toy racer. Called the Pagco Jet "Drag Strip" kit, it contains two 1" scale Jet Aces, plus all the accessories needed



for a 50 foot racing strip.

The Pagco Jet Race car is modeled after International Competition and Indianapolis Speedway cars. It is authentic in design, featuring a hitlike driver, custom rubber tires, and a realistic engine sound. A powerful spring motor provides runs of 200 feet at speeds up to 15 miles per hour. The cars are finished in a handsome two-tone effect and are constructed of shatter-proof, high-impact styrene.

The "Drag Strip" Kit contains two Pagco Jet race cars, two 50-foot racing strips two racing tethers, four case-hardened spikes, and detailed instructions for a complete home or neighborhood "drag strip."

The entire kit is packaged in a durable, attractive, store-away carton and sells for $6.95 retail.

MISSILE-SHAPED CRYSTAL RADIO SETS TO BE SHOWN AT TOY FAIR

An earphone crystal home radio called the Hearever, reportedly one of the best-selling items of 1957, has been given new, modern-style styling by its manufacturer, Hearever

Company, Inc., Castro Valley Blvd., Castro Valley, Calif.

Now missile-shaped (see illustration), the Hearever employs neither tubes, batteries nor transistors and weighs less than 1½ ounces. Three models retail at $3.95, $4.95 and $6.50 respectively.

The Hearever line will be on display during the Toy Fair at the Room 204, 200 Fifth Avenue, showroom of Robert Patterson & Associates.

ARCTIC AMUSEMENT

Eskimo children play with toys made from whale, seal and polar bear bones.

Bayshore Making Squeeze Toys Patterned After Comic "Stars"

Bayshore Industries, Inc., Elkton, Md., currently marketing one of the most extensive lines of squeeze toys in the industry patterned after "stars" of screen, TV tube and comic books, announces that "Circus Boy" and Paramount cartoon characters are among its new "names" for 1958.

Copyrighted by Screen Gems, Inc., Bayshore squeeze toys from the famous "Circus Boy" TV show are Bimbo the Elephant, Joey the Clown and Corky the Circus Boy. From the movies and comic books come Bayshore renditions of Baby Huey, Casper the Ghost and Little Audrey, copyrighted by Paramount Pictures, Inc. Moulded of soft, washable latex and individually packaged in poly bags with colorful saddle labels, these new squeeze toys are available as individual items or in carton packs of assorted dozens.

Craftmaster's Color-by-Number Set Made for 3-12 Age Group

An unusual color-by-number pencil set is being introduced to the small fry of the country by Craft Master.

This new and clever kit is Craft Master, Jr. For every youngster between the ages of 3 to 12, it is both educational and entertaining and promises many hours of coloring pleasure. Craft Master, Jr. is a visual aid to number mastery and also enables the child to distinguish and harmonize colors. All a child has to do is color the numbered areas. Since each picture is frame bordered, he will be able to exhibit his artistic abilities just as his parents do with Craft Master's numbered oil painting sets.

Each Craft Master, Jr. contains eight coloring panels of favorite children's subjects with color printed faces and eight pencils in a variety of colors. A pencil sharpener and an easy-to-follow numbered coloring guide complete this kit.

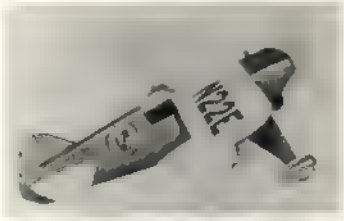
Craft Master, Jr. which is distributed by Palmer-Pann Corporation, 328 N. Westwood Avenue, Toledo, retails for $1.

"LI'L STINKER" POWERED BI-PLANE FROM L. M. COX

A new concept in engine-powered airplanes has been announced by L. M. Cox Mfg. Company, Santa Ana, Calif., with the introduction of its "Li'l Stinker," called by Cox the world's smallest ready-to-fly model airplane. A bi-plane, it is powered with the tiny, but super-powered Pee Wee .020.

Jewel-like in appearance, this unique plane has been precision-engineered and contains all the minute detail of the prototype from which it has been copied. It has a wingspan of 10" and a fuselage measuring [illegible]. The tiny fuel-burning engine, perfectly balanced to body proportions, weighs just 21 grams.

Roy Cox, president of the firm, points



out that the double tier wings of this bi-plane, the landing gear pants, the wheel skirts, and the myriad other fine features incorporated in the "Li'l Stinker," are all believed to be exclusive in the powered plane field.

The origin of the name "Li'l Stinker" dates back to World War II, when the famous Pitts Special barnstormed the country. Cox chose the name "Li'l Stinker" because of his model's similarity to the original in designing and handling ease. Its high-impact, double-touch plastic body insures smooth flying, and makes for a virtually indestructible model.

Effectively combining the use of two colors, red and white, and with an amusing replica of the "Li'l Stinker" on its fuselage, this new Thimble-Drome powered plane is volume-priced at only $8.95, handsomely gift-packed in a window package.

Reports Milt Grey, head of Milt Grey Associates, the sales and marketing organization for Thimble-Drome products: "Like the fabulous selling Super Cub of last season, the "Li'l Stinker" is another important step in the Cox program of ever widening the market base, of broadening interest in power model flying. This new addition can be flown on an extremely short line, possibly permitting its use in some backyards. Engine sound has been sharply reduced. Further, the instant-starting, easy-to-handle, Thimble-Drome .020 engine is designed for fool-proof trouble-free use even by the novices."

Concludes Roy Cox: "My engineers and I feel that the "Li'l Stinker" will fly its way into the hearts of all youngsters from 9 to 90, and will become synonymous with the words 'model airplane.' It has charm and appeal to girls and young women, too, who seem to be becoming more and more interested in this exciting sport."

The "Li'l Stinker," as well as the full Thimble-Drome line, will be on display at the McAlpin Hotel during the Toy Fair and at the MGA display offices in the 200 Fifth Avenue Building, New York City 10.

"Bilygoons," Sleeve Puppets with Vinyl Heads, Announced by Ideal

The latest innovation in puppetry is Ideal Toy Corporation's $1 retail Bilygoons, designed by Bil Baird. These whimsical sleeve puppets have colorfully-painted vinyl heads and a long, knit sleeve body. These versions of the Bilygoons are available—the Gooney Bird, Dragon and (not shown) Alligator. Not only youngsters, but parents, too, will enjoy puppeteering with these unusual figures, claims Ideal.

Expanded Advertising, Publicity Program Projected by Emenee

Bill Marcus, sales manager of Emenee Industries, Inc., manufacturer of musical toys, announces the expansion of their advertising and publicity programs for '58.

Emenee has been conducting a long-range consumer promotion program for some time, and attributes much of the gratifying sucess of the line during the past year to these efforts. In addition to schedules in daily and weekly newspapers and magazines, Emenee's coverage has been heavily slanted at television and radio outlets.

The hostess from "Beat the Clock," a CBS television show, is shown in the picture above with three Emenee musical toys, the Golden Piano Accordian, the Golden Piano and the Golden Glockenspiel. Emenee musical toys have been viewed coast-to-coast on top-rated network programs and leading children's and family shows.

According to Mr. Marcus, the company expects a record breaking year with the introduction of five new musical toys at the Toy Fair this month.

Emenee Industries, since its inception less than 10 years ago, has pioneered in the merchandising of musical toys which are now considered a separate toy category. A year-round sales item, they have proven to be not only a staple, but a high-turnover, easily displayed product, notes Mr. Marcus.

COMET WINS PARENTS' SEAL, ISSUES NEW 1958 CATALOG

Coincident with the announcement that its four ready-to-fly gas models have been awarded the coveted Seal of Commendation of Parent's Magazine, Comet Model Hobbycraft, Inc., of Chicago, have embarked on a greatly-enlarged advertising campaign on three main fronts.

First, Comet's ready-to-fly models will

be advertised on a regular schedule in Parent's Magazine, with its over 1,750,000 circulation, reaching millions of parents and youngsters. This is in addition to Comet's other national advertising in magazines and model-builders' annuals.

Second, Comet has just issued its big new 1958 catalog, with 20 pages picturing and describing over 116 different models in plastic and balsa, including the new Starfighter ready-to-Fly U-Control Gas Model and the low-priced Piper Tri Pacer Scale Gas Model at $7.95. Both are made of high-impact plastic in striking color combinations and encased in vivid four-color-process-printed boxes. Each is complete with fully guaranteed "OK" Cub engines. Comet's new catalog, which will be distributed to model-builders to the tune of almost a quarter of a million copies, is color-printed on glossy paper stock; its theme is "The Supersonic Era."

Finally, Comet is making available a color printed window streamer featuring the Tri Pacer Gas Model. The plane is shown being flown by a typical young model builder. Dealers can secure streamers from their jobbers. They are designed to sell prospects at the point of purchase.

With a line which covers a wide price range from 10¢ to $14.95 and a bigger-than-ever advertising program, Comet stated it expects "a great 1958."

98c THREE-DIMENSION VIEWER FROM TRU-VUE

Introduction of a new popular-priced, high-quality three-dimension viewer has been announced by Tru-Vue Company, Beaverton, Ore. The new viewer, called the Junior, is designed for use with the Tru-Vue library of color picture stories that includes classics such as Jack and the Beanstalk, Mickey Mouse, The Lone Ranger and Snow White.

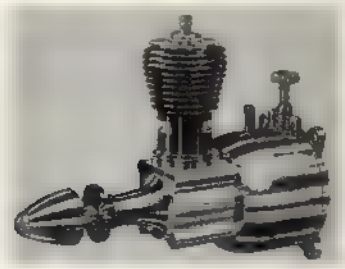
Retailing for 98¢, the Junior three-dimension viewer differs from previous Tru-Vue viewers in that film cards are advanced without the use of a lever, making the operation easier than ever for small children. Designed for rough handling, it is made of the same tough plastic material used in the more expensive Tru-Vue three-dimension products and is packed in a bright full-color package specially designed to create impulse sales.

Tru-Vue stories are edited for children 4 to 14. Distribution is being made through regular toy jobber channels.

COX'S NEW GOLDEN BEE MODEL AIRPLANE ENGINE

A new star in the model aviation sky is the completely all-new Golden Bee .049 engine, introduced by the L. M. Cox Mfg Company, Santa Ana, Calif.

A sparkling addition to its already-popular line of Thimble-Drome engines, the Golden Bee has been designed to satisfy the needs of model stunt flyers. One of the most unusual and welcome features is the fact that it has spill-proof filler and vent tubes that permit the operator to perform acrobatic stunts without spilling a drop of fuel. No matter how the plane is twisted, turned, or rolled the fuel remains



inside the fuel tank.

The increased capacity of the fuel tank is another innovation of the Golden Bee engine. It reportedly holds more fuel and will stay aloft for a longer period of time than most model engines. It can carry 3/10 of one ounce of fuel, said to be 50 per cent more than the average engine will hold. The Golden Bee will stay aloft for five minutes, as against the usual model flying time of three to three and one-half minutes, claims Cox.

In addition, the engine boasts polished aluminum propeller spinners, and the anodized crank case and fuel tank gives the engine a cleaner, fresher finish.

The Golden Bee also contains such outstanding features as an all-metal tank carburetor and rear needle valve. Intricate engineering of the unit has made it possible to completely eliminate outside fuel lines.

Comments Roy Cox, president of the firm: "We have engineered a product that can be expertly handled by the experienced stunt flyer as well as the beginner. The engine is adaptable to all kinds of fancy flying and makes for a smooth, well-timed flight whether it is straight flying or an acrobatic trip."

Retail price of the Golden Bee is $4.95.

NEW VOICE FOR DOLLS, TOYS ANNOUNCED BY FREY MFG. CO.

Frey Mfg. Company, manufacturers of doll voices, noisemakers, reed plates and pitch pipes at 14 Oliver Street, Newark 5, advise that one of their most recently patented voices—number 2,819,558—is a self-locking reed-sounding unit.

Inexpensively constructed and versatile in its application, this voice can be readily and quickly inserted by engaging the inside wall of the doll or toy with the unit's two shoulders.

Established 15 years ago, Frey Mfg. Company has gained recognition in the trade as a result of its development of many items for use by doll and toy assemblers.

Director of Purchases, Service Mgr. Named at Murray-Ohio

Walter F. Banas

William McCormick

A director of purchases and a service manager have been appointed by The Murray Ohio Mfg. Company. J. J. Harmon, senior vice-president of Murray, made the announcement.

Walter F. Banas is the new director of purchases, succeeding George Barlow who died in December after 33 years with Murray. Mr. Banas joined Murray in 1936 and was an assistant purchasing agent until moving up to purchasing agent in 1957. He moved to Nashville with his wife and son last fall when the Murray executive offices opened in that city. Walter, Jr., attends Columbia Military Academy at nearby Columbia, Tenn.

The new service manager, William McCormick, has been in charge of the velocipede wheel department at Murray's manufacturing plant in Lawrenceburg, Tenn. He took over that position in May 1956, after many years as office manager for Wheel Works in Kendallville, Ind. Mr. McCormick and his family live in Lawrenceburg, but the two sons are currently at Indiana University.

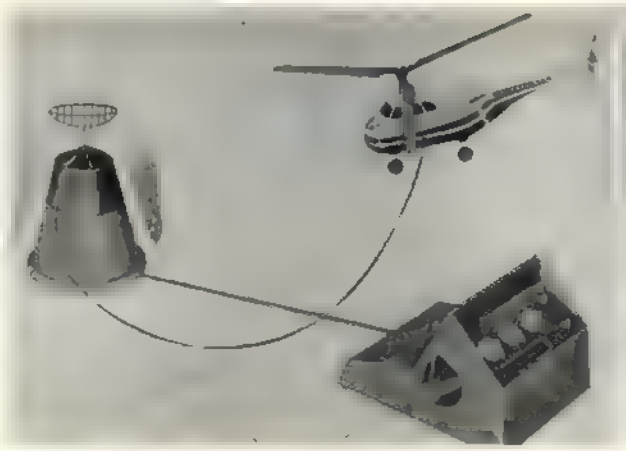
In announcing Mr. McCormick's appointment, Mr. Harmon also said that Murray's service department had moved from Nashville to the Lawrenceburg plant.

Bradford Novelty's Decorations Used in Monsanto "Dream Home"

A Christmas tree gets trimmed in Monsanto's "Dream House."

Reportedly one of the outstanding exhibits at Disneyland this past Christmas was Monsanto Chemical's "House of the Future," a futuristic home with advanced design details. The holiday decorations for this dream house were colorful, unbreakable Bradford Novelty items.

Long lines of people, totaling well over a million, saw the exhibit and the shiny, plastic balls, bells and figures supplied by Bradford. According to a spokesman for Disneyland, over 10,000 inquiries were received regarding the decorations and asking where they could be obtained.



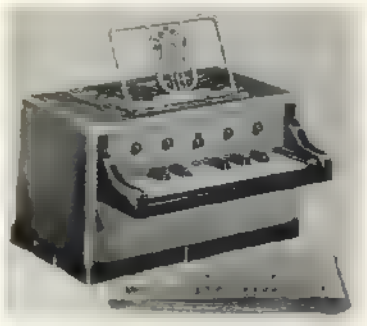
#187 Remote Control Helicopter

#185 Magic-Eye Moon Car

Knickerbocker Plastic Will Promote Line with Heavy National Advtg.

EIGHT imaginatively-conceived and designed items—five of which are illustrated here—are among those to be included in Knickerbocker's Plastic Company's 1958 national advertising campaign, a heavy program that will make use of television, Parents and Life magazines and other media.

The five numbers shown on this page are the #185 Magic-Eye Moon Car, #187 Remote Control Helicopter, #585 Electronic Bell Organ, #584 Electric Vibraphone and #170 Magic Ballroom. Not illustrated are the #679 Captain Crow Action Target, #686 Popeye Roly-Poly Target, and the #683 Siren Sparkle Space Target.



#585 Electronic Bell Organ

Revolutionary in concept, the futuristic space traveling Magic Eye Moon Car has a mysterious "eye" in its crystal dome that rotates constantly, searching for enemy targets. A motor-driven mechanism powered by two flashlight batteries allows the Moon Car to be moved in any direction. Flicking the control antenna with a "magic wand" governs the movement. Also, at the command of the "space pointer," two firing rockets can be launched into space. Measuring 12" by 7" by 9¼", the item has a suggested retail of $12.95.

The Remote Control Helicopter can be made to take off, fly in any direction, hover, or make a pinpoint landing—all by operating the remote control panel. Five separate landing pattern maps and a radar screen aid the pilot in maneuvering. An aluminum plane, the helicopter has safe, pliable polyethylene roto-blades. Suggested retail $12.95.

Widely popular last year and expected to sell as well or better in '58 is the Electronic Bell Organ, an instrument that produces electronically pure bell tones. It is accompanied by a 16-selection music book. Suggested retail: $12.95.

Actually four instruments in one—a vibraphone, marimba, xylophone and orchestra bells—the Electric Vibraphone retails for $9.95 with accessories that include a music rack, mallets, and a music book containing 16 solos of popular music, nursery tunes, folk music, sacred and Christmas selections. The vibraphone's battery-operated, motor-driven mechanism produces tone-rich music, enhanced by the aluminum-alloy keyboard and scientifically-tuned "tone chambers."

A pair of twirling dancers set in motion by battery power figures to enchant little girls will be presented with the Magic Ballroom, a $6.95 retailer that has a sales-compelling display box with a corrugated container for added protection. Visible through the clear plastic case mounted on a white base, and reflected in a mirrored backdrop, the storybook couple revolve to the music on a silver-plated ballroom floor.

#584 Toy Electric Vibraphone

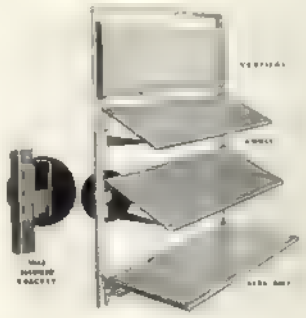
#170 Magic Ballroom (battery-operated)

Of the three target games, two employ suction darts, the Captain Crow at $3.98 and the Siren Sparkle at $2.98—while the third, the $1.98 Popeye number, calls for corks. All three incorporate a multitude of action features to intrigue plenty of young marksmen.

The full Knickerbocker line can be seen during the Toy Fair in Room 500, 1107 Broadway, New York City.

END FRAME FIXTURE UNIT IN SPACEMASTER LINE

A new square-shaped merchandising end frame (#E4404) has been added to the Spacemaster line of Reflector-Hardware Corporation, Dept. FP-4, 1400 N. 25 Avenue, Melrose Park, Ill. The fixture can be used in combination with the same manufacturer's #70 or #90 Spacemaster mer-



chandising frames.

Construction of the new end frame is of [illegible]" square, back-to-back, heavy-gauge welded tubing and is single-slotted on the outer sides at 1" vertical intervals to permit flexibility of shelf adjustments. It will take decorative panels when used with the #E1944 panel clip, or will take any 30" long shelf for promotional end merchandising.

Additionally, the end frame is furnished with Bakelite floor glides for firm footing and is finished in English silver. Packed in pairs, the end frames cost $19.80 each F.O.B. factory.

NEW HYDROPLANE BOAT KIT BY AMERICAN JR. AIRCRAFT

Clear evidence of a rising interest in model boating has encouraged the American Junior Aircraft Company, 1201 S.E. 3 Avenue, Portland, Ore., to release a new $4.95 racing hydroplane kit. The model to be made from it is a replica of the latest-design unlimited hydro, the "Thriftway Too."

Carrying the same name as the prototype, the new American Junior model comes in a

four-color box and measures 24" long. It can accommodate large gas engines with displacements of .09 to .60 cubic inches for tether-racing, or engines of .09 to .19 cubic inches for free running.

The mahogany decking, sides and bottom as well as all balsa parts have been die-cut for ease of assembly. Other pieces of plastic cowl and metal engine hood. A large sheet of decals is included to take the effort out of decorating.

The prototype "Thriftway Too" has the new cab-forward configuration that places the driver up front instead of near the stern of the boat. Designer Ted Jones claims this makes for safer racing—visibility is greatly improved and fatigue from engine heat is eliminated. Also, the engine roar, oil mist and gas fumes are now well behind the driver.

Oak Rubber's Punch-O-Ball Has Heavy Rubber Band Attachment

An exciting new playball that flies back when a youngster bangs it with his fist, and which can also be used as a volley ball or tetherball or even hung like a punching bag, has reportedly become one of the hottest items in the Oak Rubber Company's 1958 line. Called the Punch-O-Ball, it is a durable, inflatable latex ball with a unique loop to which is attached a heavy rubber band.

The Punch-O-Ball, said to be the only toy of its exact kind on the market, provides year-long entertainment indoors or out for young and old alike. It also teaches coordination and provides good exercise for young muscles. Its suggested retail is $1.

For maximum display value the Punch-O-Ball is packaged in a colorful stand-up box with a cellophane window. Holes in the box permit it to be hung either vertically or horizontally on a pegboard display. An additional packaging feature is the pre-priced tab which can be removed if the dealer prefers.

Daisy to Increase Its Number Of Zorro Items from 3 to 5

As a result of buyer demand for their Zorro merchandise, Daisy Mfg. Company is planning to increase the number of items in this line from three to five, according to word from Floyd Brandon, sales manager.

Daisy's current official Zorro shooting outfits and holster sets are the #1968 Shooting Outfit, consisting of a 25½" rifle, 12" by 4½" holster, a pistol and 5" by 4¾" cuffs, retailing at $5.95; the #2731 Double Holster Set, with 12" by 4½" holster, 5" by 4¾" cuffs and two repeater pistols, at $4.98; and the #1730 Single Holster Set, with a 12" by 4½" holster, 5" by 4¾" cuffs and one repeater, at $2.98.

The two new Zorro items contemplated, says Mr. Brandon, will retail at from 98¢.

Latest Nielsen TV ratings estimate the audience of Disney's Zorro show at better than 33 million.

B & G SALES APPOINTED

B & G Sales Company, Canadian sales representatives located at King's Hall Building, 1231 Catherine Street W., Montreal, advises that they have been appointed exclusive agents in that country by Plastic Toy & Novelty Corporation, Jolly Blinker Company, Inc., Creative Products, Inc., and North Union Reel Company.

Hamilton Steel, 25 Years in Trade, to Unveil New Line

Nineteen fifty-eight marks the 25th Anniversary of Hamilton Steel Products, Inc. and this old-established producer of wheel goods will unveil a new line at the Toy Fair that will be highlighted with many new developments to which S. Ward Hamilton, Jr., president of the firm, and his organization can point to with justifiable pride.

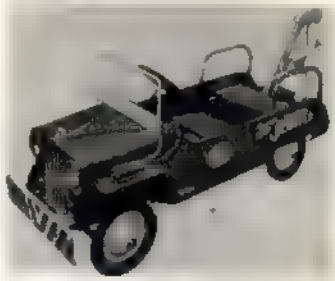
Specializing in the manufacture of steel coaster wagons and other wheel goods items ever since its inception a quarter of a century ago, Hamilton Steel has grown consistently right from its earliest beginning. Believing that modern, cost-cutting production methods are at the heart of a firm's ability to offer genuine values and dependable service, Hamilton Steel over the years has left no stone unturned to keep its large plant with the latest and best machinery available, backed by the finest engineering talent procurable. Hamilton's plant is today one of the largest factories in the world devoted to the volume production of children's wheel goods.

Among the many feature attractions in the 25th anniversary Hamilton line is their new "Kiddybird." Designed to offer a distinct innovation in juvenile autos, the "Kiddybird" has an all-plastic body which combines lightness of weight with great strength and durability. It is mounted on a sturdy steel frame which further enhances its rugged qualities. Every styling feature found in real sport cars has been captured by Hamilton's engineers, and no realistic fine point such as semi-pneumatic rubber tires, has been overlooked.

Another Hamilton 25th Anniversary feature is their new #808 Tow Truck. It is replete with extra play-appeal sure to fascinate discriminating youngsters.

Wholesalers and retailers who handle the Hamilton line will be interested to learn that the firm this year will be shipping their products in new cartons of pastel colors. These new cartons are designed not only to create more eye-appeal, but have a practical purpose in helping to expedite distribution of the line. On each carton will be printed safety signs for the protection cut out as toys, rendering a selling aid to wholesalers and retailers.

Buyers visiting the Toy Fair will find the large Hamilton display in Rooms 546, 547, 548 at the Hotel New Yorker, as well



as a complete showing of the line at the permanent New York showrooms, Room 1453, 200 Fifth Avenue. The complete Hamilton line includes Greyhound wagons, jeeps and autos, scooters, pedal cars, wheelbarrows and garden sets.

Hamilton Steel Products, Inc., is represented in New York and the eastern territory by Colman & Hirschman; by Hanson Southern Sales in the southeast; Paul Lewis in the mountain states; Anderson Sales on the Pacific Coast; Ellis & Marshall in the midwest; and S. Jurgens in the southwest.

NAT'L LEATHER APPOINTS KURT MARCUS SALES MGR.

Benjamin B. Chwat, president of National Leather Mfg. Company, Inc., has announced the appointment of Kurt Marcus as sales manager. Mr. Marcus has been representing this company for many years in Greater New York and New Jersey.

National is a leading manufacturer of Walt Disney and Lone Ranger schoolbags, utility bags, briefcases, ring binders and a variety of soft luggage and so forth.

A catalog of the complete 1958 line is available by writing National Leather Mfg. Company, Inc., 201 Front Street, Brooklyn 1, N. Y.

ADMIRATION'S VIKING DOLL BASED ON UPCOMING MOVIE

Figured to be a stand-out feature at this year's Toy Fair is a special exhibit in Room 1052 of the Hotel McAlpin of the Viking Doll, created and distributed exclusively by Admiration Toy Company, Inc., New York City.

This doll, inspired by movie star Janet Leigh, is packed in a multicolor window box covered with scenes of the coming $4

million United Artists motion picture, "The Vikings." A side panel of the box shows photographs of the movie's four stars: Kirk Douglas, Tony Curtis, Ernest Borgnine and Janet Leigh.

The Viking Doll will be released by Admiration to a few selected distributors in each city a few weeks before the opening of the movie in first-run key theatres. United Artists has arranged to set up special displays in the lobbies advising their patrons where the doll can be obtained locally.

DERRINGER-TYPE PISTOL FROM ESQUIRE NOVELTY

The "Hideaway," a Derringer-type cap pistol that is a replica of one of the old West's most popular handguns, has been brought out by Esquire Novelty Company, 151 Westside Avenue, Jersey City, N. J.

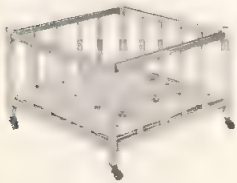
The "Hideaway" features single-action

firing and is cast in a bright nickel finish. It has a fine engraved design, an ejector bullet; and two additional bullets contained in the unbreakable plastic "Hideaway" grips which work on a [illegible].

Each [illegible] pistol is attractively carded and shipped three dozen [illegible] weighing, approximately, a total of 7 pounds.

connor **DOLL PLAY PEN**

catalog no. 66



from the land of hardwood

The Connor Doll Play Pen . . . like all Connor furniture . . . opens the eyes, wins the hearts of youngsters everywhere. Expose your customer . . . watch the reaction . . . and note that Connor furniture sells itself.

From the land of hardwood to the living and bedrooms of make believe, Connor juvenile and doll furniture is *Connor-quality controlled*—a term that means more than mere "quality control." It means that Connor Lumber and Land Co. selects the finest hardwoods from *company-owned* timber stands . . . utilizes the skills of top-flight designers and craftsmen . . . and presents an irresistible array of furniture to your customers.

For complete information write for our illustrated catalog

JUVENILE DOLL SCHOOL AND NURSERY FURNITURE

CONNOR LUMBER & LAND COMPANY
LADYSMITH, WISCONSIN

WATER SKI department for children under 14 is formed by Hedlund items.

Water ski line developed for under-14 age group

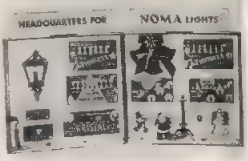
A complete line of water skis manufactured expressly for beginners under 14 years of age has been introduced by the Hedlund Mfg. Co. of Nokomis, Ill.

The line includes the Hydro-Flite Ski Hopper, Junior Jumper, Junior Slalom and Junior Banana Peel, designed especially for trick events.

The Ski-Hopper, $24.00, is fitted with extra small bindings and is made specially for the smallest of beginners.

The Junior-Jumper is a scaled-down version of the world record holding water ski jumpers. Made of reinforced white ash, the item features a lever-action harness for rapid binding adjustments. It is priced at $37.50.

The Junior Slalom, a $20.00 retailer, is made of white ash and has a deep metal fin for perfect shape and balance. The Banana Peel for trick water skiing features laminate mahogany and lever action ski bindings. It retails for $37.50.



CHRISTMAS LIGHTS are in case that needs only to be opened to be ready for use in window or on counter. Completely wired, it lights up as lead cord is plugged in. Noma, 55 W. 13th st., New York.

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Milton Bradley to Show Record Number of Items at Toy Fair

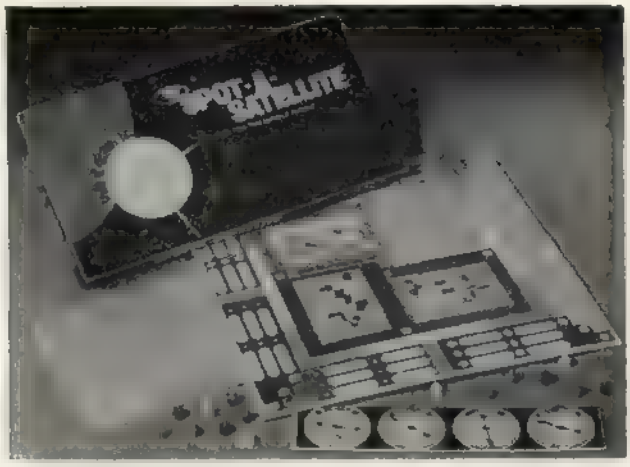
Milton Bradley Company is introducing a record number of new items at the Toy Fair according to James J. Shea, president.

"Twelve of the new items will be games," Mr. Shea said. "Three will be additions to the Milton Bradley puzzle line. Another will be a 'pursuit' game called Play Sheriff, to retail at $2. Milton Bradley's slogan 'Key to Fun and Learning' will be featured on the box covers of the new additions to the line, and the range of age suitabilities of each item will be prominently identified."

The year 1957 established three new games—Rack-O, Name That Tune and Test Driver—as additions to Milton Bradley's list of popular perennials which includes such long-term successes as Uncle Wiggily, Go to the head of the Class, Chutes and Ladders, Candyland, Easy Money, Pirate and Traveler, Game of the States, and Park and Shop, Mr. Shea reported.

"The increasing interest of parents in helping their children to succeed in school will continue to be a more and more important factor in game sales," Mr. Shea predicted, noting the success of Steps To Learning, the unique series of six multi-use educational kits retailing at $2.50 each and designed to help prepare children for favorable adjustment to school.

Fillum Fun's Spot-A-Satellite



Satellites are making headline news these days, and Fillum Fun, Inc., 409 E. 107 Street, New York City 29, have launched a game which they believe will make news in the toy trade.

Called Spot-A-Satellite, the item represents a new approach in game conception, according to the makers. It utilizes maps, log tape and latitude measurements, markers, and time spinners to determine the location of satellites used in play.

Packaged in an attractive 18½" by 9½" box, and with a suggested retail price of $2, Spot-A-Satellite is already gaining good trade acceptance, Fillum Fun notes in a recent report.

HUBLEY TO MAKE COLT GUN REPLICAS UNDER CONTRACT

Joseph M. Breneman, president of The Hubley Mfg. Company, has announced the signing of a contract with the Colt Patent Firearms Company that gives them the exclusive right to manufacture toy guns using the coveted Colt name.

Both Colt and Hubley have been manufacturing guns since prior to the turn of the century. A recently-discovered Hubley toy catalog shows that Hubley was marketing Colt toy revolvers in 1895.

The first new Hubley gun carrying the Colt name and trademark will be introduced at the Toy Fair. It is a replica of the famous 1860 Colt .44-.45 caliber and incorporates a number of unusual play features including a lever arm under the barrel that permits the removal of the gold-finished cylinder. The design incorporates two-piece bullets, intricate engraving, and a satin finish, bone-like handle. The 14" gun is full scale.

The association between the two concerns is said to offer mutual benefits. Hubley feels that the Colt name is offering an added value that can be effectively merchandised, while Colt realizes the importance of keeping their name before the eyes of the many thousands of potential purchasers of real guns.

Recently, the first Colt replica was presented to Fred Roff, executive vice-president of Colt.

A replica Colt .38 will also be available at the Toy Fair as well as Colt holster sets for both guns.

TOWNER TOYS TO SHOW "TOTRUK" AT TOY FAIR

The item illustrated herein, the #76 Totruk, is a new toy in the line of Towner Toys, 5936 N. E. 42 Avenue, Portland 13, Ore. It will be on view at Towner's Toy Fair exhibit in Room 638 of the New Yorker Hotel and in Room 813 at 200 Fifth Avenue.

Towner Phillips, head of the firm, and Mrs. Phillips will be on hand at the New Yorker display.

A $1 retailer, the Totruk is a yellow and blue wooden cart with red hardwood wheels and removable figures. Its size is 10½" long, 5" wide, 3½" high. Packaged in a clear bag, it is packed 12 to a carton weighing about 12 pounds.

KATHRYN KAY

Look to eight-inch dolls as size to bring in business

New dolls should not jeopardize the status of the eight-inch dolls, in the opinion of Kathryn Kay, sales representative for Ginger dolls and outfits.

"It is ridiculous," she contends, "to permit a population of more than five million eight-inch dolls to lose its profit potential. These dolls were methodically and persistently sold and merchandised, with emphasis on changeable apparel, for more than five years. Now the eight-inch doll has attained 35 per cent of the market.

"Five million eight-inch dolls are a lot to clothe and we are doing everything in our power to stimulate even greater interest in them. Our ten and a half inch Miss Ginger was meant to supplement the eight-inch Ginger and not to replace any part of its sales volume.

A similar viewpoint is expressed by Simon Berman, president of Cosmopolitan which produces the Ginger dolls.

"The eight inch doll has an established market position. It is a staple item on which toy departments can depend for year in and year out business We are backing our customers to the hilt in promoting it because we consider our eight-inch doll the head of the family and other dolls are sold in relation to her."

He also says that the ten and one half inch Miss Ginger is sold most effectively to little girls and gift purchasers as Ginger's big sister. Other dolls in the family are Baby Ginger and Ginger's playmate, Zippy the Chimp.

Miss Kay and Berman reveal that a sales contact procedure is in operation to help any toy buyer who wishes to heighten gains made by the eight-inch doll. The sales procedure is being re-enforced with extended use of follow-up calls.

For instance, all customers called on during one of Miss Kay's sales trips will be visited also by another company representative to see that their needs have been served well. The same approach will be used for calls made by Art Baar, vice-president of Kathryn Kay, Inc., William Hollingsworth, sales supervisor, and any other sales representative.

GLIMPSE INTO FUTURE reveals two youngsters playing with their toys at the beach on a summer day. Toys are from the Knickerbocker Plastics Co.

Knickerbocker beach toys make bid for spring trade

Three beach toys designed for the spring buying season have been offered by the Knickerbocker Plastics Co., North Hollywood, Calif., to retail at 98¢ each. One is a boat which resembles a landing craft and which can be used either in water or on land since it is equipped with three wide wheels. The toy comes in red, yellow and blue and has a contrasting sand shovel.

The company also is featuring Sand City, a pyramid toy with five interlocking parts which can be formed into a skyscraper or other building forms. Each section is in a different color and is hollow for sand-building at the beach.

The third toy is called the Prairie Sand Schooner and consists of three parts which, when assembled, become a Conestoga wagon. The top lifts off to become a sand sifter and the "tongue" of the wagon lifts out to become a shovel.

All three toys are made of polyethylene. Knickerbocker offers prepaid freight on shipments of 100 pounds or more

ABC opens TV licensing unit

A television character merchandising department has been established by the American Broadcasting-Paramount Theatres, Inc., with Walter R. McCurdy in charge. The network used one of its top new shows, Bret Maverick, to mark its entry into the field. The show is produced by Warner Bros. and sponsored by Kaiser Industries and Kaiser Aluminum & Chemical Co.

McCurdy has specialized in merchandising problems for the network for the past four years. He says that he and his staff can offer television's outstanding licensing names to the industry and can provide an effective approach to various aspects of the work. The network's publicity, advertising and art staffs will assist in promotion campaigns.

BRET MAVERICK is the card playing, gun toting star of ABC's hour long Western show on Sunday nights. The network says the show, which had its premiere in September, averages an audience of 20,000,000 for each performance and offers a good tie-up for licensees.

news of the

Pacific coast

by Martha Fuller

• MERCHANDISING CLINIC time at the Western Toy Show, will be Sunday, Apr. 27 from 2:00 to 4:00 p.m., with emphasis on salesmanship, and other problems that will be of interest to store sales people and dealers, who will be able to attend only at that time. Morning breakfasts, served by the association at 9:00 a.m. on Monday and Tuesday, the 27th and 28th, will be followed by panel discussions on store lighting, arrangement, inventory control, and other vital subjects. Subjects and speakers will be announced in the April issue of Toys & Novelties.

Fred Tabery, manager of the Western Toy Show, is in New York City for the Toy Fair and is staying at the Hotel New Yorker.

He can be reached there at LOngacre 3-1000, or at the New York branch office, COlumbus 5-0469.

• KEYSTON BROS., whose line includes junior cowboy items, and reportedly is one of the largest leather manufacturers in the West, celebrates its 90th anniversary this year.

Founded in San Francisco in 1868 by two brothers who were whip makers by trade, the company evolved from one which supplied fine leather products to owners of wagons and carriages to a renowned saddlemaker for cowboys.

With the decline of the Western cowboy in the '30s, Keyston turned to the pint-size hombre, expanded accordingly, and developed and designed its own line of junior cowboy holster sets and play suits which are marketed throughout the United States.

SHARON LEE GROBE, whose father Arthur Grobe is with Erlach-Lee, is thrilled with giant Easter Bunny made by Mary Meyer Mfg. Co.

Buyers at the Toy Fair will see a new line of Keyston items in celebration of the company's 90th anniversary.

• KATHERINE ANN RAUSER, one of the most beloved persons in the toy trade, died at her home in Ontario, Calif., on February 4th. She would have been 90 on March 24, and had spent most of those years in the toy field.

As a young girl she went to work at Marshall Fields, was a buyer, then later went into her own business as a manufacturer of dolls clothes. She was one of the few displaying at the first New York Toy Fair. Then she went on the road, traveling with toy lines, from coast-to-coast, the only "woman peddler" in the field.

When she "retired" to California in the '30s, she traveled the west only, and it was only after World War II that she gave up the last line, after over 50 years on the road.

She has been hospitalized the last few months, but until then she kept that wonderful sense of humor, beautiful philosophy of life, with always a fine word about even the most "problem" buyer, she has a special place in the memories of all who ever crossed her path.

• THE CALIFORNIA HOBBY SHOW, "the show for the entire family," celebrates its tenth showing this year with its presentation at the Shrine Exposi-

FRED B. KEYSTON, president, Keyston Bros., is son of founder of 90-year-old firm. He is a director of T.M.U.S.A.

FOUNDER of Keyston Bros., James W. Keyston, (center), and two sons Albert (l) and James W., Jr., (r) pose in front of building which served as temporary location for company following famous San Francisco earthquake and fire in 1906.

Bayshore Making Squeeze Toys Patterned After Comic "Stars"

Bayshore Industries, Inc., Elkton, Md., currently marketing one of the most extensive lines of squeeze toys in the industry patterned after "stars" of screen, TV tube and comic books, announces that "Circus Boy" and Paramount cartoon characters are among its new "names" for 1958.

Copyrighted by Screen Gems, Inc., Bayshore squeeze toys from the famous "Circus Boy" TV show are Bimbo the Elephant, Joey the Clown and Corky the Circus Boy. From the movies and comic books come Bayshore renditions of Baby Huey, Casper the Ghost and Little Audrey, copyrighted by Paramount Pictures, Inc. Moulded of soft, washable latex and individually packaged in poly bags with colorful saddle labels, these new squeeze toys are available as individual items or in carton packs of assorted dozens.

Craftmaster's Color-by-Number Set Made for 3-12 Age Group

An unusual color-by-number pencil set is being introduced to the small fry of the country by Craft Master.

This new and clever kit is Craft Master, Jr. For every youngster between the ages of 3 to 12, it is both educational and entertaining and promises many hours of coloring pleasure. Craft Master, Jr. is a visual aid to number mastery and also enables the child to distinguish and harmonize colors. All a child has to do is color the numbered areas. Since each picture is frame bordered, he will be able to exhibit his artistic abilities just as his parents do with Craft Master's numbered oil painting sets.

Each Craft Master, Jr. contains eight coloring panels of favorite children's subjects with color printed faces and eight pencils in a variety of colors. A pencil sharpener and an easy-to-follow numbered coloring guide complete this kit.

Craft Master, Jr. which is distributed by Palmer-Pann Corporation, 328 N. Westwood Avenue, Toledo, retails for $1.

"LI'L STINKER" POWERED BI-PLANE FROM L. M. COX

A new concept in engine-powered airplanes has been announced by L. M. Cox Mfg Company, Santa Ana, Calif., with the introduction of its "Li'l Stinker," called by Cox the world's smallest ready-to-fly model airplane. A bi plane, it is powered with the tiny, but super-powered Pee Wee .020.

Jewel-like in appearance, this unique plane has been precision-engineered and contains all the minute detail of the prototype from which it has been copied. It has a wingspan of 10" and a fuselage measuring only 9½". The tiny fuel-burning engine, perfectly balanced to body proportions, weighs just 21 grams.

Roy Cox, president of the firm, points

out that the double tier wings of this biplane, the landing gear pants, the wheel skirts, and the myriad other fine features incorporated in the "Li'l Stinker," are all believed to be exclusive in the powered plane field.

The origin of the name "Li'l Stinker" dates back to World War II, when the famous Pitts Special barnstormed the country. Cox chose the name "Li'l Stinker" because of his model's similarity to the original in designing and handling ease. Its high-impact, double-toned plastic body insures smooth flying, and makes for a virtually indestructible model.

Effectively combining the use of two colors, red and white, and with an amusing replica of the "Li'l Stinker" on its fuselage, this new Thimble-Drome powered plane is volume priced at only $8.95, handsomely gift-packed in a window package.

Reports Milt Grey, head of Milt Grey Associates, the sales and marketing organization for Thimble-Drome products: "Like the fabulous selling Super Cub of last season, the "Li'l Stinker" is another important step in the Cox program of ever widening the market base, of broadening interest in power model flying. This new addition can be flown on an extremely short line, possibly permitting its use in some backyards. Engine sound has been sharply reduced. Further, the instant-starting, easy-to-handle, Thimble-Drome .020 engine is designed for fool-proof trouble-free use even by the novices."

Concludes Roy Cox: "My engineers and I feel that the "Li'l Stinker" will fly its way into the hearts of all youngsters from 9 to 90, and will become synonymous with the words 'model airplane.' It has charm and appeal to girls and young women, too, who seem to be becoming more and more interested in this exciting sport."

The "Li'l Stinker," as well as the full Thimble-Drome line, will be on display at the McAlpin Hotel during the Toy Fair and at the MGA display offices in the 200 Fifth Avenue Building, New York City 10.

Gifts Made to Clinic by Employees Of Handi-Craft Mfg. Company

This picture, taken at the plant of the Handi-Craft Mfg. Company, 3207 Chippewa Street, St. Louis, shows Sister M. Isidore, director of social services at St. John's Hospital, and assembly workers Margie Quinn, center, and Mrs. Marie Haegle.

The employees at Handi-Craft, some 45 in all, each donated one day's pay in toys to the out-patient clinic at St. John's. In this clinic where the children of the poor are treated, toys are given to youngsters on or near their birthdays or in the event they have been sickness cases for an extended period.

Handi-Craft, owned and managed by Lester Truesdell, turns out a complete line of toy telephones, modeling toys and tether ball's.

"Main-Liner," New Irish Mail By Hub, for 3-10-Year-Olds

The Hub "Main-Liner," a new Irish Mail by a new company in the toy and wheel goods field will be introduced at the Toy Fair at the Sheraton McAlpin Hotel.

Made by the Hubline Division of Hub Tool Mfg. & Machine Company of Reading, Pa., the "Main Liner" is designed to attract the eye of girls as well as boys in the 3-to-10-year age range. It is available in bicycle-type, baked enamel colors—red, blue or pink, with black and ivory trim and chrome side rails.

The sprocket and chain driving mechanism is completely enclosed for safety. Operation—forward, backward, and braking—is by a single part, the tubular steel pivot arm.

Comfortable width (17⅞") and a low center of gravity (height to top of side rails is only 14¾") give good stability which means added safety. Over-all length of the item is 33" and shipping weight 36½ pounds. The back support is adjustable, permitting the toy to "grow" with its owner. A back step accommodates junior standees.

Fender shields guard against scuffing of the youngsters legs and, a metal stop plate insures a safe minimum turning angle. The "Main-Liner" is made of steel with a welded tubular frame while the drive sprockets are of alloy steel. Rust-proof bronze bushing (oil-impregnated) and nylon bearings are used.

SOUTHWICK NAMED HEAD OF NEW IDEAL DIVISION

Gilbert G. Southwick, formerly president of Childhood Interests, Inc., and a former president of the Toy Manufacturers Association, has been named general manager of the new infant and preschool division of the Ideal Toy Corporation, it was announced last month by Benjamin F. Michtom, chairman of the board.

This is the fifth divisional expansion for Ideal in the past 12 months. It recently opened new divisions in miniature dolls, stationery, vinyl packaging and housewares.

Mr. Southwick will be responsible for developing and marketing a line of infant

Gilbert G. Southwick

toys which will include plush animals, plastic nursery toys, preschool toys and infant specialty items.

"Ideal's entry into the infant and preschool field will complement the company's present coverage of toys to children in the 3-to-14-year age group," said Mr. Michtom. "Ideal will thus be supplying toys to children from their birth to their teens."

According to Mr. Southwick, Ideal's first infant plush line will be presented at the annual Toy Fair in March. Other infant products will be introduced throughout 1958.

Mr. Southwick reported that the products of the new infant division will be planned, packaged and distributed specifically for retailers of infants' merchandise. He stated that all products will be carefully researched and designed to afford maximum pleasure and safety. The new Ideal line will be competitively priced and aggressively promoted through national advertising, publicity and point-of-sale promotion.

A new sales organization will be formed by Ideal, using an outstanding group of regional manufacturers' representatives for national coverage. This sales organization will cover infant wholesalers and the infant departments in chains and department stores throughout the country. Mr. Southwick also reported that specialty lines will be developed for the variety, drug and food chains.

Mr. Southwick was a pioneer in the development of Childhood Interest, one of the leading firms in the educational toy field. He served as president of the company from 1952 to 1957 and was elected president of the Toy Manufacturers Association in 1956.

ANNIVERSARY DATE

The Salvation Army celebrates its 78th Anniversary in the U. S. next March.

WILLIAM SHAPIRO OF PYRO

William Shapiro of 142 Bellevue Street, general manager of Pyro Plastics Corporation of Union, N. J., and president of the Elizabeth, N. J., YM-YWHA, died February 1 in Alexian Brothers Hospital of a heart attack. He was 60.

Born in Russia, he was brought to this country as a youth. He lived in Brooklyn and Rockaway Beach, L. I., N. Y., before coming to Elizabeth in 1942

He joined Pyro in 1942 as controller-treasurer and general manager. Previously, he had been an executive of Conmar Products, Newark.

Mr. Shapiro had been active in several

William Shapiro

YMHA committees and introduced a post war expansion program in youth work. He was treasurer of the 'Y' from 1951-52, vice-president from 1953-56, and president since 1957

He was a former president of the National Apparel Wear Association, Union Manufacturers Association, and the Lions Club of Union, and a former grand master of the Odd Fellows Lodge, Brooklyn. Mr. Shapiro was a director of the Society of Plastics Industries and a member of Temple B'nai Israel, Union.

He leaves his wife, Mrs. Rea Marin Shapiro; two sons, Daniel, of Newark, and Bernard, a student at Ohio State University; a daughter, Mrs. Miriam F. Friedland of Colonia; a brother, Samuel, of Arlington, Va.; two sisters, Mrs. Yetta Roth of Washington; and Mrs. Anne Seldin of Arlington, Va.; and four grandchildren

AMSCO APPOINTS BRUNER DIRECTOR OF PURCHASING

The appointment of Albert J. Bruner as director of purchasing of American Metal Specialties Corporation, Hatboro, Pa., has been announced by Myron A. Menchel, executive vice-president.

Mr. Bruner, who joined Amsco seven years ago as assistant purchasing agent, has served as material coordinator and purchasing agent. He will be assisted in his new post by Carl Meremback, who assumes the duties of purchasing agent.

Amsco manufactures a complete line of metal doll furniture and packaged scaled-to-size toy versions of authentic adult household utensils and implements, and will introduce a new line of toys this year especially designed for pre-school age children.

Moulded Products' Hobby Horses Now Riding on "Strat-O-Spring"

Bill Horgan, inventor of the Harry Strat-O-Spring, shows key features to H. E. Wolner, president of Moulded Products.

Herbert E. Wolner, president of Moulded Products, Inc., announces a new concept of spring construction for hobby horses which is being introduced in their Royal Line of Harry Horses at the 1958 Toy Fair.

This new concept employs strong, steel springs to literally float the horse, giving the rider a smooth, soft and most natural gallop action, according to Mr. Wolner. For these reasons, it has been named the "Strat-O-Spring."

The Strat-O-Spring was designed and developed by William H. "Bill" Horgan, superintendent of Moulded Products to give not only a new, realistic galloping action, but to add a number of safety features. Eliminated are the four upright posts and the four coil springs. Instead, four steel strap "C" springs mounted on a tubular frame support the horse. In the deluxe model the tubular frame, "C" springs and body supports, are heavy gauge, chrome-plated. The no-crawl base has an easy mounting hardwood step on each side.

The Deluxe Strat-O-Spring base is available with two Royal Line numbers: King Harry, #5870 with real reins and stirrups, 38" long, 40" high, 20½" wide with a saddle height of 27½"; and Prince Harry, #5856 measuring 38" long, 37" high, 20½" wide and 26" saddle height. Duke Harry, #5800 has a Strat-O-Spring frame of black, steel spring mounted on a hardwood base and measures 34" long, 32" high, 17" wide with a saddle height of 21½".

Patents on the new Harry Strat-O-Spring construction are applied for, according to Mr. Wolner.

ART MASTERPIECES COPIED WITH NEW SET FROM AVALON

Pre-numbered paint sets, in the experience of the Avalon Mfg. Corporation, 128

Middleton Street, Brooklyn 6, N. Y. can enjoy greater demand than ever. But the key, according to this firm, is to avoid the ordinary in this merchandise and stress, instead, the unusual—sets that provide greater creative stimulus.

Avalon, makers of the Hobby-Kraft line, believe they have met this standard with a new set called "Paint Your Own Art Masterpieces."

With this $4 set, "paint-your-own" artists can mix and blend the colors to match those achieved by the masters. Actually contained in the set are two pre-sketched Utrillos and one Renoir "characteristique." The hobbyist follows the supplied full-color prints of the paintings that are supplied for color selection and then goes to work on the panels.

Contents of "Paint Your Own Art Masterpieces" include 16 pre-mixed oil paints in wide mouth jars; the two 10" by 14" Utrillos ("Montmartre" and "Banlieue"); the 12" by 16" "Coquette" of Renoir; a multi-sectioned palette for color mixing; one bottle of turpentine; one bottle of linseed oil; two quality artists' brushes; a mixing guide and simple instructions.

MATTEL'S POPEYE MUSIC BOX TOY TO BE ON TELEVISION

Millions of children will see Mattel's new Popeye-in-the-Music-Box toy on the local Popeye TV shows during 1958.

This full-action musical jack-in-the-box has a turnable crank which, when moved, plays the "Popeye the Sailorman"

song. Popeye 'himself then pops to out of the spinach can music box with his characteristic "Ar!"

The music box is all metal, decorated with a full-color photo of Popeye and his friends, and retails for $3.

Measuring 5¼" by 5¼" by 5", each Popeye-in-the-Music-Box comes in a standard pack of one dozen, weighing some 16 pounds.

DARWIN ACCESSORIES BOARD REPORTED EASILY ATTACHABLE

The new Darwin Accessories Board shown here is designed to solve the dealer's problem of stocking and displaying colorful accessories.

This permanent display board is free with the purchase of an initial stock of fast-

moving accessories. Dealers can easily affix the sturdy, colorful board to their shelf edge, a wall or to a pegboard display. The unit contains items with a list value of $47.55 and a cost to the dealer of $28.00.

The Quality Line is available from most model-hobby jobbers and is manufactured by Darwin Model Aircraft Company, Ann Arbor, Mich.

"Hot Stuff" Character Costume Latest Collegeville "Name" Item

Collegeville Flag & Mfg. Company, Collegeville, Pa., is adding to its full offering of costumes a character number based on "Hot Stuff," the Little Devil, a Harvey Famous Names Comics character.

To retail at $2.98, the new costume will join four other Harvey "names" in the Collegeville line. These, first introduced in costume form in 1956 are Casper the Friendly Ghost, Herman the Mouse, Wendy the Good Little Witch and Buzzy the Crow. The last-named retails at $2.98, the others at $1.98. All four are Paramount Pictures cartoon celebrities well known by all children.

Bill Wimmer and his associates at Collegeville state they are looking forward to an excellent year for their entire line of Harvey Famous Name Comic Stars. These are now on display at the manufacturer's newly redecorated showroom at 200 Fifth Avenue.

Rugged but Stylish Table-Chair Set Offered by Williamsburg

On the theory that children's play furniture must have ruggedness as well as style and price-acceptability, the Williamsburg Chair Factory, Inc., Box 98, Williamsburg, Ohio, manufactures a complete line of juvenile table and chair sets and rockers out of selected hardwood and makes frequent use of bent wood parts such as are shown in the small captain's chairs in the #81-14 table set (see illustration).

The company reports that the sale of children's play furniture has increased yearly until it is now a major part of their annual production. They maintain a permanent showroom at Space 1111 at the American Furniture Mart in Chicago and will show at the Toy Fair in Room 623 of the New Yorker Hotel.

All table and chair sets made by Williamsburg are made of hard maple, birch and beech with the table tops finished with lacquer to withstand the hard usage given them by small children. Early American styles predominate.

Eddy Associates' Gould, Shillig And Berlow Hold Sales Meeting

Left to right here are Eddy Gould, George Shillig and Dick Berlow, partners in Eddy Associates, Memphis sales representatives. They are shown after having driven in to town in their cars (they refer to them as their "Golden Fleet") for the company's annual meeting held to plan and develop an overall sales program for 1958. Mr. Gould works out of Memphis, Mr. Shillig out of Dallas, and Mr. Berlow out of Charlotte, N. C.

Wee Folks Wagon Runs Safely On Six-Volt Battery Power

Eve Arden and children try out auto.

Sturdily built and with a low center of gravity, the Wee Folks Wagon runs quietly at a speed that never hits the danger point according to Grant and Grant.

Equipment includes, besides the batteries, a battery charger and tester, puncture-proof 10" by 2.75" tires, a forward-reversing switch, ignition key, hand brake, foot throttle and aircraft-type steering wheel.

The Wee Folks Wagon is finished in red, weighs 187 pounds with batteries (107 without), and retails for about $300.

The Wee Folks Wagon, a battery-driven, safe-to-run automobile for youngsters is a product of Grant and Grant, 241 N. Westmoreland Avenue, Los Angeles.

Measuring 50" in length, 24" in width and 18' in height the auto can hold and transport four children up to a total weight of 200 pounds. The two 6-volt Trojan batteries which power the vehicle are rechargeable overnight under normal use and can furnish from six to 15 hours of running time.

ASSORTMENT OF 4 TARGET GAMES BY HARETT-GILMAR

To merchandise a toy successfully today, it must be well-designed and packaged as to make the customer want to buy it. A corollary need is that the purchase be made easy to consummate.

These are the beliefs of Harett-Gilmar,

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Individually packaged in specially designed red and yellow gift boxes sporting a gay circus parade theme, the clocks are expected to be in national distribution by about March 15.

EDUCATIONAL ELECTRONICS HAS SPACE SATELLITE "MOON RADIO"

Educational Electronics Company, Chicago 26, state that their U. S. Command Space Satellite, the "Moon Radio," is proving one of the best selling electronic hobby items they have ever introduced. Looking just like a satellite, yet no bigger than a baseball, the "Moon Radio" has all the features any youngster could wish for in

a radio. It comes fully assembled and requires no tubes or batteries; the sensitive electronic instruments are pre-sealed in the satellite, which includes a Germanium diode and an ear-plug type speaker.

One has only to attach the clip to any metal grounding, lampshade, phone dial, window screen, water pipe, radiator, etc., plug the speaker into the ear and simply tune the "Moon Radio" in on any favorite program desired. No batteries are required.

The U. S. Command Space Satellite "Moon Radio" is molded in colorful, durable plastic and comes fully assembled in a colorful display box to retail for $5.95.

B & M SPORTOY'S OFFERING MANY NEW ITEMS FOR '58

Several new categories in the sporting goods field will be presented to the trade by B & M Sportoy at the Toy Fair. Added to the basketball and goal set line and the striking bags, for which B & M Sportoy has been noted for years, are the following brand new lines: badminton sets, volley ball sets, badminton-volley ball combination sets, home gyms, boxing gloves and training outfits. All these, and more, will be on display in the showrooms of Levy & Fryer, Inc., national sales representatives at 200 Fifth Avenue, New York City during the Fair.

B & M Sportoy also announces that they have been awarded the exclusive Joe Palooka franchise for Sportoys. This franchise reportedly has proved to be a strong sales stimulus in other sporting goods fields.

"Important to our customers, new and old, is the fact that we have made marked advancements in the packaging and design of our basketball and goal sets and our striking bags," says Mac Lewis, president. "With our new designs and packaging, plus the greatest expansion ever in the history of our company, we look forward to 1958 as a record breaking year in sales."

NEW YORK DOLL SHOE CO., INC. ADDS TWO NEW CORPORATIONS

Sam Farulla and his son, Bob, are happy to announce the addition of two new corporations to offer a complete service to doll manufacturers: The New York Vinyl Corporation and the New York Doll Accessories Corporation, both located at their new and spacious quarters at 360 Furman Street, Brooklyn, N. Y.

The New York Doll Shoe Company, Inc., founded back in 1934, first won popularity with doll manufacturers with their full line of doll shoes. They have now expanded to offer the assemblers a complete service, from doll shoes and stockings to vinyl doll bodies, parts, custom molding, and all the accessories that go with it, such as furniture, jewelry, roller skates, and so forth. Both Sam and Bob Farulla announce that they will have available every conceivable item in doll accessories.

The Farullas promise their customers quality and prompt delivery, at competitive prices, all made possible by many years of experience.

LOGAN ELECTRIC SPECIALTY TO ADD 12M SQUARE FEET

The Logan Electric Specialty Mfg. Company, 1431-35 W. Hubbard Street, Chicago, manufacturers of toys and games, photographic equipment, advertising displays and other products, is now in the midst of a plant expansion program, Jack Chizewer, general manager at Logan, states that the company is adding 12,000 square feet of

floor space adjacent to their present building, this will give the firm a total of 40,000 square feet for production and storage purposes.

Logan is well known in the toy field for such products as the herein-illustrated Jet Basketball Game, juvenile sporting goods toys, floor-model striking bag sets, lithographed steel toys and games, novelty savings banks, and so forth.

The company's line, including many new numbers, will be on view at the Toy Fair in the Frank & Press' Suite 1462 in the 200 Fifth Avenue Building and in Logan's own New Yorker showroom, Room 530.

"MASS-CLASS" MARKET

Sixty three percent of the United States families earn from $3,000 to $10,000 a year and account for 72 percent of total consumer product expenditures, according to a Life magazine study released last fall.

DON BOLIN ADDED TO SALES STAFF AT STROMBECK-BECKER

Appointment of Don Bolin to the sales staff of the Strombeck-Becker Mfg. Company, Moline, Ill., has been announced by Frederick K. Strombeck, president, of the concern.

Representing the "Stromhecker" line of scale model kits and pre-school toys, Mr.

Don Bolin

Bolin will work out of Strombeck-Becker's New York office. His territory will consist of Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

Mr Bolin's background includes extensive sales experience in the toy field, and a wide knowledge of eastern and midwestern markets.

High on the Strombecker list of successful items are the recently introduced "Eggbert" toys, featuring the copyrighted character, "Eggbert." This line of plastic and wood vehicles is reported to have made an immediate hit wherever featured and will be extensively merchandised during the coming months.

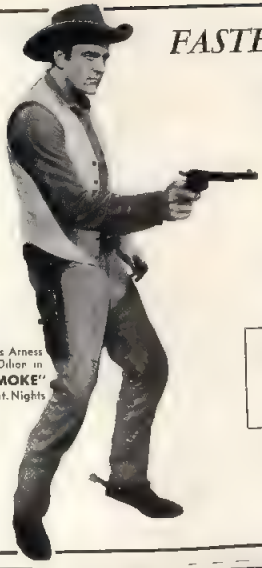
RUSSELL CARD GAMES STILL IN 25¢ RANGE

Two new exciting card games—Mickey Mouse Funny Rummy and Walt Disney's True Life Adventure Cards—were introduced recently by the Russell Mfg. Company of Leicester, Mass. Both are Walt Disney-inspired games with authentic reproductions of many well-known Disney characters.

All Russell card games are reported to have undergone a complete repackaging job, with the new packs featuring full-color designs and reproductions. Along with the new packages, Russell is offering a new self-selling counter display unit. This display piece is specially designed to encourage customer selection and provides adequate stock space for Russell card games right in the unit itself. Retailers need no back-up stock as the display itself contains complete stock assortments.

"A complete 25¢ price range, new games and repackaging of our line plus our self-selling counter display enable us to offer customers a sound selling proposition," says Ralph Russell, president.

Russell Mfg. Company is represented exclusively by Levy & Fryer, Inc., national sales representatives at 200 Fifth Avenue, New York 10, New York.



See James Arness as Matt Dillon in "GUNSMOKE" CBS-TV, Sat. Nights

FASTEST DRAW IN PLAYSUITS!

"GUNSMOKE"

BOYS' WESTERN OUTFITS by

SENECA

AMERICA'S NEWEST TELEVISION SENSATION
AUTHENTICALLY RECREATED FOR
SURE-FIRE PLAYSUIT SALES

Be Sure to See Our Complete New Line at the Toy Show

HOTEL McALPIN — ROOM 480

SENECA MFG. CO.

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Makers of "FRONTIER" Playclothes

CARRON PHONOGRAPHS

Always Leaders In The Field — Always Leaders In New Features

"If you don't check,
You're the loser
for the year"

NEW — SENSATIONAL

AMPLIPHONE

with Tone Control

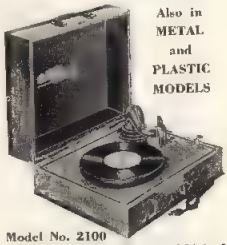
Amplifies Sound in
Low Cost Acoustical Models
Plays Like
High Price Phonographs

FEATURES

- Volume Control.
- Non-Skid Turn Table. For Better Record Playing—Especially on Poorly Made Records.
- Needle Screw Cannot Be Lost.
- Balanced Tone-Arm—for Less Record Wear.
- More Durable Diaphragm for Sound Reproducer.
- Motor—overpowered and free wheeling.

2 Speed
78 and 45 R.P.M.
Low Price Models

TWO TONE ACCOUSTICAL PORTABLES



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- 45 R.P.M. ONLY

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The only manufacturer of Phonographs that makes all parts—resulting in the Best Quality—Lowest Price—and Insured Delivery when you need it most.

Manufacturers of Motors for Leaders in the Appliance Field. Our Motors Must Be Tested and Right in the Field.

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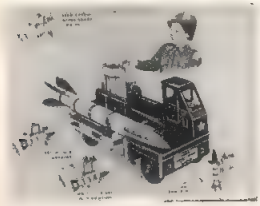


NY-LINT

Three Ny-Lint toys linked to modern times

Toys to represent three contrasting fields have been introduced by Ny-Lint Tool & Mfg. Co., Rockford, Ill. They are a uranium hauler, a guided missile carrier, and a junior jack hammer drill.

The hauler is a big rear-dump truck with a powerful hydraulic cylinder to operate the dumping action. The front end, which has a modern design cab, is permanently pivoted to the rear section so that the two parts cannot become separated. The hauler is strong enough to dump even a heaping load of wet sand.

The toy, made entirely of steel with a sprayed on enamel finish in Army green, retails for $7.98.

The guided missile carrier has an all-steel side-lift fork truck equipped with a rocket missile modeled after those in use at Cape Canaveral. The fork mechanism lifts and traverses the cradle on which the missile itself is clipped and pivoted. The cradle can be reversed to form a pallet on which loads of lumber, logs, stone or toys may be conveyed. Retail price is $9.98.

The third toy, the junior jack hammer drill, represents Ny-Lint's return to the lower priced field and sells for $3.98. The jack hammer, which requires no batteries, sounds just like the pneumatic pavement breakers used on construction jobs. The toy is operated by applying its rounded plastic drill point to any surface.

Junior fishing kit

Little Sportster Fishing Kit is a junior angling set recently introduced by the Aluminum Specialty Co., Manitowoc 4, Wis.

Designed either for fishing of play, the nine-piece set includes steel rod and aluminum reel, ten pound line, two lead sinkers, balsa float and pan fish hook.

The set is skin-packaged. Retail price is 98c.

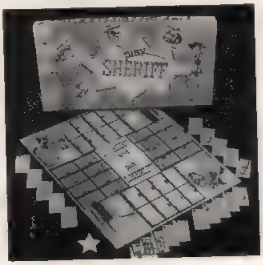
Bradley will show record number of items at Fair

A record number of items including twelve games will be introduced by the Milton Bradley Co., Springfield, Mass., at the Toy Fair. Among the games will be Play Sheriff which features a search for outlaws.

James J. Shea, president, says that three new puzzles have been added. He adds that each toy will carry the firm's slogan, "Key to Fun and Learning" and a prominent notation to indicate the age group for which it is suitable.

Three games, Rack-O, Name that Tune, and Test Driver were added to the list last year with the company continuing to make those which were long term successes. They include Uncle Wiggily, Go to the Head of the Class, Chutes and Ladders, Candyland, Easy Money, Pirate and Traveler, Games of the States, and Park and Shop.

Shea predicts that the interest of parents in helping their children to make out well in school will be an increasingly important factor in the sale of games. As an example, he cites the record made by Steps to Learning, a series of educational kits put out by his company which retail for $2.50 each. The kits are designed to prepare youngsters for classroom work.



BRADLEY

TIGRETT

Bright new package for Golden Sonic

Golden Sonic, remote control toy of Tigrett Industries, Jackson, Tenn., is now packaged in a corrugated display shipper printed in black, red, blue and yellow on bleached white board. Each carries a picture of the toy.

A master shipping container holds two of the display boxes. On the cover of each box there is a tuck-in lid, with multi-colored pylons, or pyramid shaped forms, printed on the inner flaps. These forms can be punched out of the flaps and assembled for use as obstacles for the toy which is guided by the sound of a whistle.

The shipper and container are manufactured by Gaylord Container Corp., a division of Crown Zellerbach.

Cuddly toys in demand as room decorations

Cuddly toy animals, which traditionally have been reserved for very small children, now are said to be in strong demand among teen-age and college girls who buy them as room decorations. Richard G. Krueger, Inc., says that the demand, however, is for toys larger in size.

The company has just issued a catalog featuring such animals as ducks, bears, lambs, bunnies, lions, dogs, elephants and owls. Some revolve to music and are able to sit, stand or recline. Requests for the catalog may be addressed to the company at 112 West 34th st., New York 1.

The toys range in size. Krueger expresses the belief this will mean increased sales since parents or relatives who decide to buy a present for a baby may wind up buying another one for the teen-age girl of the family.

MATTEL'S POPEYE MUSIC BOX TOY TO BE ON TELEVISION

Millions of children will see Mattel's new Popeye-in-the-Music-Box toy on the local Popeye TV shows during 1958.

This double-action musical jack-in-the-box has a turnable crank which, when moved, plays the "Popeye the Sailorman"

song. Popeye himself then pops up out of the spinach can music box with his characteristic "Arf."

The music box is all metal, decorated with a four-color litho of Popeye and his friends, and retails for $3.

Measuring 5¼" by 5½" by 5½", each Popeye in the Music-Box comes in a standard pack of one dozen, weighing some 16 pounds.

DARWIN ACCESSORIES BOARD REPORTED EASILY ATTACHABLE

The new Darwin Accessories Board, shown here is designed to solve the dealer's problem of stocking and displaying control line accessories.

This permanent display board is free with the purchase of an initial stock of fast-

moving accessories. Dealers can easily affix the sturdy, colorful board to their shelf edge, a wall or to a pegboard display. The unit contains items with a list value of $47.55 and a cost to the dealer of $28 net.

"The Quality Line" is available from most model-hobby jobbers and is manufactured by Darwin Model Aircraft Company, Ann Arbor, Mich.

"Hot Stuff" Character Costume Latest Collegeville "Name" Item

Collegeville Flag & Mfg. Company, Collegeville, Pa., is adding to its full offering of costumes a character number based on "Hot Stuff," the Little Devil, a Harvey Famous Names Comics character.

To retail at $2.98, the new costume will join four other Harvey "names" in the Collegeville line. These, first introduced in costume form in 1956, are: Casper the Friendly Ghost, Herman the Mouse, Wendy the Good Little Witch and Buzzy the Crow. The last-named retails at $2.98; the others at $1.98. All four are Paramount Pictures cartoon celebrities well known by all children.

Bill Wimmer and his associates at Collegeville state they are looking forward to an excellent year for their entire line of Harvey Famous Name Comic Stars. These are now on display at the manufacturer's newly-redecorated showroom at 200 Fifth Avenue.

Rugged but Stylish Table-Chair Set Offered by Williamsburg

On the theory that children's play furniture must have ruggedness as well as style and price acceptability, the Williamsburg Chair Factory, Inc., Box 98, Williamsburg, Ohio, manufactures a complete line of juvenile table and chair sets and rockers out of selected hardwood and makes frequent use of bent wood parts such as are shown in the small captain's chairs in the #81-14 table set (see illustration).

The company reports that the sale of children's play furniture has increased yearly until it is now a major part of their annual production. They maintain a permanent showroom at Space 1111 at the American Furniture Mart in Chicago and will show at the Toy Fair in Room 623 of the New Yorker Hotel.

All table and chair sets made by Williamsburg are made of hard maple, birch and beech, with the table tops finished with lacquer to withstand the hard usage given them by small children. Early American styles predominate.

Eddy Associates' Gould, Shillig And Berlow Hold Sales Meeting

Left to right here are Eddy Gould, George Shillig and Dick Berlow, partners in Eddy Associates, Memphis sales representatives. They are shown after having driven in to town in their cars (they refer to them as their "Golden Fleet") for the company's annual meeting held to plan and develop an overall sales program for 1958. Mr. Gould works out of Memphis, Mr. Shillig out of Dallas, and Mr. Berlow out of Charlotte, N. C.

Wee Folks Wagon Runs Safely On Six-Volt Battery Power

Eve Arden and children try out auto.

Sturdily built and with a low center of gravity, the Wee Folks Wagon runs quietly at a speed that never hits the danger point, according to Grant and Grant.

Equipment includes, besides the batteries, a battery charger and tester, puncture proof 10" by 2.75" tires, a forward-reversing switch, ignition key, hand brake, foot throttle, and aircraft-type steering wheel.

The Wee Folks Wagon is finished in red, weighs 187 pounds with batteries (107 without), and retails for about $300.

The Wee Folks Wagon, a battery-driven, safe-to-run automobile for youngsters is a product of Grant and Grant, 241 N. Westmoreland Avenue, Los Angeles.

Measuring 50" in length, 24" in width and 18" in height, the auto can hold and transport four children up to a total weight of 200 pounds. The two 6-volt Trojan batteries which power the vehicle are rechargeable overnight under normal use and can furnish from six to 15 hours of running time.

ASSORTMENT OF 4 TARGET GAMES BY HARETT-GILMAR

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BAYSHORE

PYRO PLASTICS

LAPIN

Circus Boy squeeze toys

Bayshore Industries, Inc., Elkton, Md., has introduced a line of squeeze toys inspired by characters from Circus Boy, a TV show, and Paramount Pictures' comic books and movies.

Circus Boy squeeze toys, copyrighted by Screen Gems, Inc., include Bimbo the elephant, Joey the clown and Corky the circus boy. Characters copyrighted by Paramount Pictures Inc. include Baby Huey, Casper the ghost and Little Audrey.

The toys are molded of washable latex and are individually packaged in polyethylene bags. They are available as individual items or in assorted dozens.

Pyro adds eight space toys to line

Eight new space toys have been added to the line of plastic toys manufactured by Pyro Plastics Corp., Pyro Park, Union, N. J., the firm announces.

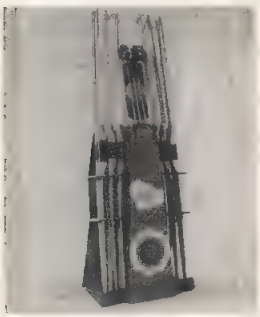
The toys were recently tested by customers at one of New York's variety chain stores where a futuristic display was set up. Pyro declares that consumer reaction to the display was favorable.

Toys include the space control gun, a clicker type trigger which retails at 15¢; the disintegrator space pistol with repeating sound trigger, retailing at 59¢, and a space rifle, a lever actuated machine gun also retailing at 59¢. The toys are made of silver metallic styrene plastic except for the disintegrator pistol which comes in a two-tone bronze and silver color.

Archery unit for supers

To meet the growth of self-service in chains, super-markets and variety stores, Withington Products, West Minot, Me., has developed a new, multi-colored, self-service archery sales unit and display stand.

The display unit is available in three popular-priced combinations of bows, colored arrows and accessories. Each unit is packed in its own display stand and is shipped as one complete unit to a carton. Archery sets, including one bow, three arrows and a target, will retail from $1 to $2, depending on the size of the bow.



WITHINGTON

Game for grown-ups

An adult game, based on the appeal of the personality quizzes now popular with magazines, has been put on the market by Rennoc Games & Toys, Inc., Port Norris, N. J. It is called "Malice" and can be played by any number.

Packaged in a black, bright green and shocking pink box, it comes with 64 illustrated cards, 80 winks used to score personality traits and half a dozen slate scorepads. Suggested retail price is $1.98.

Blocks can be used to form real city

A set of polyethylene building blocks which snap together has been added to the line of Lapin Products, Newark. The set, called Build-O-Rama, is on display in the company's showroom in the Sherry-Netherlands Hotel, 60th st. and Fifth ave., and in the showroom of Portugal & Krotman, Inc., 200 Fifth ave.

The company says the blocks permit the construction of a wide variety of buildings which can be handled and moved about, but that the blocks can be separated easily for re-use. Roofing material is provided. The blocks include windows, doors and cornices.

The set, which contains exactly 561 pieces, retails for $4 and is accompanied by an instruction booklet. The company describes the set as suitable not only for children but also for hobby fans interested in construction. Among the buildings which can be constructed with the set are offices, apartments, garages, banks, a theatre, a hospital and a school.

RENNOC

Diamond Miracle Vision Mat'l Useful for Swimsuits, Too

Miss America (Miss Marilyn Van Derbur) and Florida's Orange Queen at the Rose Bowl, Sheron Spencer, take time out at Cypress Gardens to marvel at perhaps "world's largest beachball."

Patience and research, reported to have paid handsome dividends to the Holiday Line in 1957 in the form of 3D Miracle Vision, a new development in the inflatable field, have paid off again this year, according to Dave Rosenberg of Holiday

This year's product of painstaking research is Diamond Miracle Vision, containing, says Mr Rosenberg, "all the sparkle and strength of diamonds."

A swim suit fashioned from the new Diamond Miracle Vision material was modeled at the National Sporting Goods Association Show and at the previously held Sporting Goods Fair by its designer Miss Marta Hernandez As a reward she was elected Miss 3 Dimensional at the two shows. "The requests for additional designs in three-dimensional bathing suits," notes Mr Rosenberg, "have resulted in a completely new fashion that will be seen during the Toy Fair."

A special display of Diamond Miracle Vision toys will also be displayed, for the

Marta Hernandez

first time, at the Fair along with newly-developed water toys such as ducks, seals and water horses with a special pontoon design to keep them upright while floating in the water. Prices on the ducks list at $1.98, on the water horse, $3.98.

NEW POLICIES, NEW MANAGEMENT MARK ARRANBEE'S 40th YEAR

To celebrate its 40th anniversary, Arranbee Doll Company, Inc., 200 Fifth Avenue, New York City is unveiling for 1958 the most complete quality line of dolls in their history. A new slate of officers and key management personnel has also been announced, as follow.

Robert Wanderman has been elected president; Jerry Lipsitz, vice-president, and Henry Weisser, sales manager. Mrs. Rose Rothstein, wife of William Rothstein, founder and president of Arranbee until his untimely death last November, is serving in an advisory capacity. Ownership and management is still maintained by the Rothstein family, a name well known to the entire industry The sales force is composed of Charlie Pettit (with the firm since 1929), Joel Tasman, Bob Liss and Wes Wetmore, west coast representative

Arranbee's spacious 50,000-square foot factory in Hicksville, L. I., N. Y., is under the supervision of four men and women who collectively have 114 years of doll manufacturing experience behind them. Ruby Hopf, dean of doll fashion designers has been with the company for 28 years Production men Virgil Kirby and Morris Goldberg have been with the firm for 27 and 29 years, respectively, and floor manager Felicia Monestaro has been with Arranbee for 30 years

Nineteen-eighteen saw the humble beginning of Arranbee in a small downtown loft as importers of foreign toys Soon after, the firm began manufacturing their own dolls. The company's success necessitated four moves through the years, all to larger quarters—to 579 Union Square, to 894 Broadway, to 881 Broadway, and finally to 250 Duffy Avenue in Hicksville, L. I.

The present factory contains the most modern of manufacturing facilities, which when combined with 40 years of hand craftsmanship "know-how," enables Arranbee to produce quality dolls at popular prices. One-hundred-eight sewing machines make possible the cutting and sewing of all clothes in the plant itself, while a complete wing is devoted to an up-to-date plastics division. More than 300 people are employed during the peak months

Throughout their 40-year history, R & B

dolls have consistently set the trend for the entire industry. "Debuteen," which appeared in 1934, was the first of the slim dolls which are so popular today. "Debuteen" had a cloth body and jointed arms and legs. "Martha and George Washington" dolls, which also made their appearance in the 1930's, were a tremendous success—one of the few times in the history of the doll business that a boy doll sold more than a million units

What R & B claims was the first teat doll was introduced (and advertised) by them in 1937, reportedly well before this popular number ever caught the public's fancy

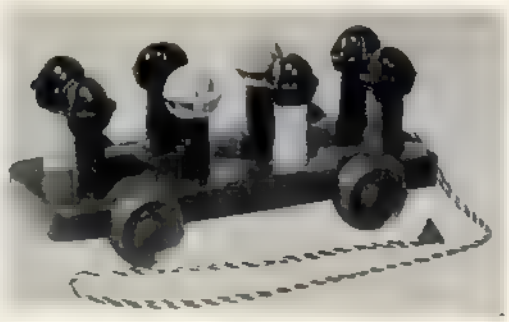
"Bottle Baby" was another R & B hit This doll featured a magic bottle (attached to her arm) which emptied and refilled itself as the arm was raised and lowered "Rock Me Baby" was a novel doll and cradle item When the cradle was rocked the doll was put to sleep.

R & B's current line is the culmination of 40 years of experience and success. It marks the return of R & B to a complete line of dolls and accessories—teen age dolls baby dolls, toddlers, tear dolls, new-born babes and wardrobe trunks

Geared to meet the demands of all buyers, the selection includes "Sweet Pea," "Angel Face," "Nanette," "Littlest Angel" and the popular "Coty Girl" illustrated here.

The reception accorded "Coty Girl" in her 1957 debut has prompted R & B to back this doll up with a nationwide newspaper, television and magazine publicity and advertising campaign. The campaign was kicked off on the NBC network's "Ruff and Ready" television program "Coty Girl" appeared on this show March 1 and will be shown again on March 15.

The complete R & B line for 1958 is now on display at the company's permanent showrooms, 200 Fifth Avenue, New York City



Peg Cart, Christmas Stocking Assortments by U. S. Plastic

A color peg cart and two assortments of toys in Christmas stockings have just been introduced by U. S. Plastic Company. The color peg cart is designed for teething, as a pull toy and as a color-coordination educational toy. It is unbreakable, safe, flexible and made of polyethylene. Also, it will not mar furniture and is attractively boxed to sell at suggested retail price of $2.49.

One of the stocking assortments is for infants, the other for older children, each one skin-packed on an attractive stocking-shaped card for impulse sales. Suggested retail is $1.98.

U. S. Plastic Company is located at 2570 E. Walnut, Pasadena, Calif.

WESTERN PURSUIT GAME, REWARD, BY HAPPY HOUR

What is termed an entirely new concept in game motivation will be unveiled at the Toy Fair when Happy Hour, Inc., of St. Paul, Minn., introduces its newest 3-D game.

Brightly packaged in an old west design, the game, Reward, has a mobile goal compared to the traditional set goals of other parlor games.

Happy Hour's president, Stanley Rindfleisch, said the game features this fresh approach to playing combined with the al

ways popular Western flavor that intrigues youngsters and adults.

The game is to be premiered at the annual Toy Fair and will be on the market immediately following the introduction. It joins the Happy Hour family of favorites such as Billionaire, Kokomo Jr., Clown Ball, 9-All, Ticky the Clown Clock and Hunch.

Mr. Rindfleisch predicts an enthusiastic market for the new game, which he believes may exceed the selling power of Billionaire, currently Happy Hour's most popular package.

Reward, developed by the C. B. Donald Company of St. Paul, is priced at $2.98 retail. It is in the form of colorful sculptured plastic mountains, ski trails, lakes and hideouts.

An oversize cartoon of a cowboy desperado, complete with handlebar moustache, appears on the cover beneath bold letters proclaiming "Reward."

Two dice control the movements of the game, with deputies represented by the red dice and the villain by the green cube. Action starts from th sheriff's office in the center of the game, with deputies moving over various trails and the villain moving from one hideout to another, depending on the throw of the dice.

Rewards of play money go to the deputy who catches the villain and the winner is promoted to sheriff.

MONOGRAM BREAKS WITH NATIONAL AD CAMPAIGN

Monogram Models will launch a national advertising campaign in major consumer magazines, Fredric Wellmann, advertising [illegible] Monogram, said a full page ad in the February issue of Popular Mechanics inaugurated the campaign. This is to be followed by a full-page ad in the March issue of Boy's Life. Other ads are scheduled for fall.

Mr. Wellmann said that the campaign will sell model-building as a family hobby as well as selling individual Monogram plastic kits. "Building model kits as a hobby is increasing in popularity every day," he said. "Although many kits are purchased by adults for their own use, we will concentrate primarily on the youth market."

Mr. Wellmann encouraged retailers to keep on their counters copies of the magazines in which Monogram will advertise. "Local tie-up with the ads will give added mileage to the campaign," he said. "By showing the ads to prospective buyers when they are in your stores, a better sales-climate can be created."

STERLING LICENSED TO PRODUCE NEW SAD SACK NOVELTY DOLL

Sterling Doll Company, 902 Broadway, New York City, will display at the Toy Fair a Sad Sack novelty doll (all vinyl) 20" high. Costumed in an authentic army uniform with Sad Sack insignia and overseas cap, it is to retail for $3.98. The doll has been packaged in a self-contained display

unit "designed to sell on sight."

This off-beat novelty doll is reported to have captured the intangible and humorous qualities that have made George Baker's Sad Sack one of the most talked about and loved comic strip figures.

Released for only five weeks in 1957, the Sad Sack movie starring Jerry Lewis scored a major box office success. It was among the top 20 high earning pictures of the year. Because of the enthusiasm with which youngsters greeted this picture, a second big Sad Sack Paramount Picture has been scheduled for a Christmas 1958 release.

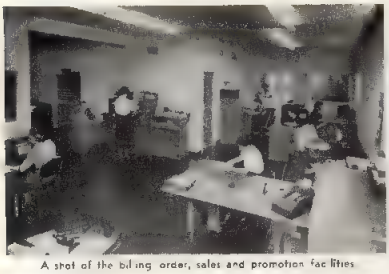
The Sad Sack is also about to enter another medium with a television show scheduled for nationwide release this fall.

Sterling Doll Company has been tied in with this big fall promotion by Harvey Famous Name Comics, Inc., the exclusive licensing agents for all Sad Sack merchandise. The novelty doll and other licensed products will be promoted through the four individual Harvey comic magazines that reach over 48 million children per year through the sale of over 12 million Sad Sack comics.

TAMA INDIANS DEVELOP KEYED PAINTING KITS

Tama Indian Crafts, Mesquakie Indian Settlement, Tama, Iowa, is making and marketing a paint-by-yourself kit designed by Push-e-to-ne-qua, one of the members of that settlement. It consists of two complete pictures of Indian dancers which are keyed for coloring; 10 casein colors; two prepared mats for framing; and a brush.

The kit retails for $2, and is only one of several items being made by Tama Indian Crafts, which was initiated by the University of Chicago as an attempt to establish a profit-making home industry for this group of American Indians.



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Bill Wenzel, secretary-treasurer of the firm, believes that the increasing number of American children in the 3-10 age bracket will mean another good sales year in the play tent field. "We expect," he said, "that 1958 figures will not only match but exceed last year's."

Advertising director Ken Bevirt is high on the use of miniature tent displays by retailers, most of whom rarely have sufficient space for displaying the full-size tents that are manufactured and sold by Wenzel

"Our line is made up of indoor and outdoor tents," noted Mr Bevirt, "which means they're not seasonal items as such. They can be sold at retail the full year around."

TONKA RESTYLES LINE; HAS NEW OFFERINGS FOR 1958

Tonka Toys, Inc., kept pace with Detroit again this year by redesigning its 1958 line of scale model metal vehicles to match the current trends in the styling of today's automobiles

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Introduction of 1958's Tonka Toys is scheduled for the Toy Fair in New York City, according to President L. E. Baker Tonka's displays are arranged in Rooms 729 and 730 of the Hotel New Yorker as well as in Room 208 at 200 Fifth Avenue, the company's New York office. Four-color catalogs detailing the new line will be available.

Highlights of the general design change include more massive, broad hoods and an appearance of ruggedness; dual headlights; tinted, plastic wrap-around windshields; realistic grilles; and greater color variety

Tonka maintained its use of proven construction features in the 1958 models heavy-gauge steel and heavy aluminum, baked truck enamel, chromate finishing of plated surfaces, and adherence to scale model realism in a 1" to 18" scale ratio Attractive, protective packaging serves for shipping and display purposes

In keeping with the nation's swing to more leisure-time activities, Tonka has come up with a package that is expected to be one of the leaders in its 1958 line Called the Deluxe Sportsman, it consists of a two-tone sportsman-type truck, detachable trailer, plastic boat and removable outboard motor. The varied play combinations possible with this toy (#34) and its low price of $5.98 are expected to insure its popularity

The Sportsman truck (#05) is offered separately for a list price of $3.98. Blue in color, it has a trailer coupling and operating tailgate for convenience of those who enjoy camping

A third combination employing the Sportsman is the Sportsman with Box Trailer (#29), a versatile duo listed at $5.98

The young "farmer" was considered in the introduction of the Farm Stake with Two-Horse Trailer (#35), listed at $6.98. Patterned after its real life counterpart, the white trailer carries a team of polystyrene horses. The stakes can be removed from the truck for added flexibility

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units that toys in this and other sets are also sold separately)

The Deluxe Farm Set (#B209), priced at $22.95, contains all the requisites to start "farming" on a grand scale. Plastic animals comprise the cargo for the four separate vehicles, while a wooden corral serves to contain the animals. Vehicles in the set are the Livestock Van, Farm Stake Truck, Stock Rack and Horse Trailer

Tonka Toy accessories were expanded with the addition of the Boat Trailer and outboard motor (#AC311), priced at $1.98, and the Horse Trailer and Team (#AC314), listed at $2.98.

There are a number of other innovations in the new line. Among these are the white Tanker that replaces the rescue squad truck in the Fire Department, a new combination of vehicles in the Hi-Way Construction Set, and a retractable hose in the Gasoline Truck

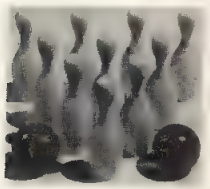
GERBER'S BOWLING PIN AND POPEYE BEACH SETS

The #3-18 Popeye Beach Set and #8-04 Bowling Pin Set are two popular items in this year's line of the Peer Products division of the Gerber Plastic Company, 3001 Washington, St. Louis.

The name of Popeye, a character whose long-time popularity with children has been

revived and strengthened in recent years as a result of his daily TV film appearances, is expected to aid the sales of the beach set It's a 98¢ retailer consisting of a rowboat, detachable oars, two seats, a shovel and Popeye sand mold. All are made of polyethylene and packed in a clear poly bag with a colorful illustrated Popeye cartoon tab. Packing is 12 to a carton weighing 4½ pounds.

Ten white polyethylene pins 6⅞" high



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Production is rolling full speed ahead on a new deluxe line of marionettes to be shown to the trade at the Toy Fair by Pride Products, leading manufacturer of puppets. The new line will be called "Depri Originals," and advance word indicates that a fresh new approach will be featured. The first showing of the deluxe line will be at the offices and showrooms of Levy & Fryer, Inc., national sales representatives located at 200 Fifth Avenue, New York City

Leonard Coplan of Pride Products reports that this deluxe line has been thoroughly sales tested in picked department stores and major toy departments throughout the country. The success of the "Depri Originals," he states, was "immediate and overwhelming." Therefore, Pride Products has greatly expanded production facilities on the new line, and is prepared to franchise a limited number of key jobbers throughout the country to handle it.

In addition to "Depri Originals," Pride will add four new numbers to their extensive line of hand puppets

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The U. S. Navy's famous flight demonstration team, the Blue Angels, has joined the fleet of authentic model planes produced by Monogram Models, Inc., 3421 W. 48 Place, Chicago.

Monogram has included the four-plane team, with a display stand on which the models can be mounted in realistic flight formation, in a new and unusual addition to its Plastikit Series. The planes carry the markings, numbers and colorful decorations used on the team's aircraft.

The Blue Angels fly the Grumman-built F11F-1 Tiger in spectacular demonstrations of precision techniques. Since its first demonstration in June, 1946, the team has shown an estimated 35 million people some of the most exact low-altitude formation flying ever performed.

Each of the four Monogram models included in the new kit is 5¾" long and has a wingspan of 3¾". The models are scaled from official blueprints and are molded in the authentic blue color of the originals with clear plastic canopies. Four sculptured figures of Blue Angel pilots are included in the kit

The clear plastic display stand, with base, standard and spreader, permits mounting of the four models in the Blue Angel diamond formation.

The four-model kit retails for 98¢

50-Calibre Machine Gun Added To Cordelco Industries' Line

Cordelco Industries, Inc., 727 E. Pico Blvd., Los Angeles 21, announces a new addition to their growing line of "Life Size Toys." This new toy is called the "50 Calibre Automatic Machine Gun," and is modeled after its namesake the famous heavy machine gun of World War II.

The gun has realistic action and is operated with push-button control. Manufactured out of tough hi-impact polystyrene with a 15" aluminum gun barrel, it has an adjustable sight and a flash concealer on the muzzle. A rugged die cast mechanism that will shoot any standard roll of caps fires a short or long burst at the touch of the button. The gun rests on a 14" tripod which can swivel completely around as well as up and down.

Over-all, the machine gun is 35" long and stands 18" high. It comes individually boxed in a strong colorful corrugated box and retails for $5.98.

The 50 Calibre Automatic Machine Gun is called a natural companion to the Commando M6 Burp Gun introduced by Cordelco last year.

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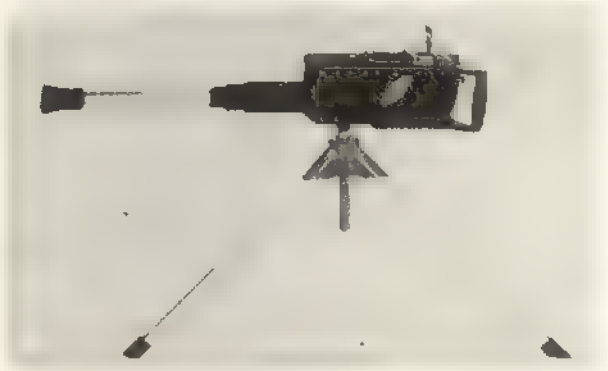

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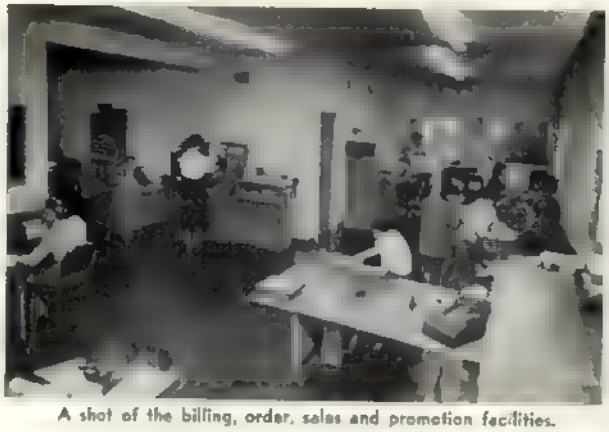

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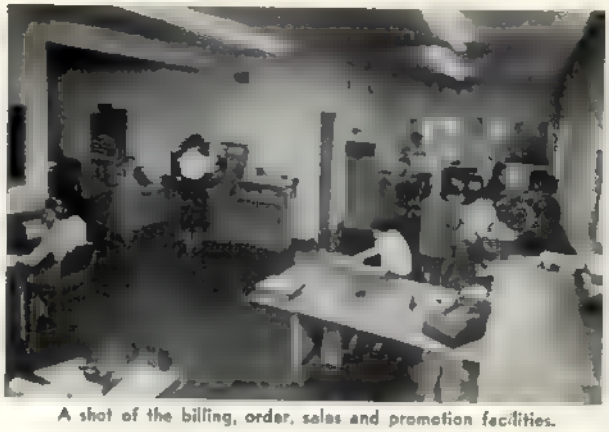

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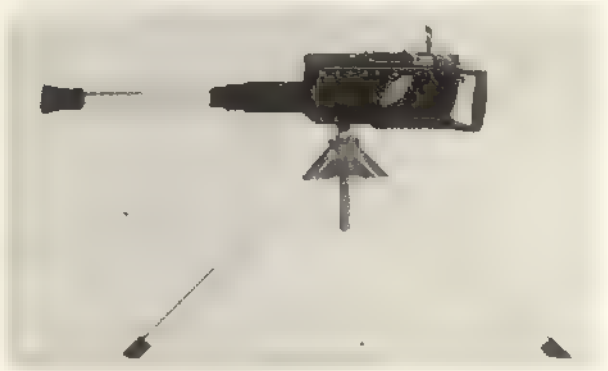
The four-model kit retails for 98¢

50-Calibre Machine Gun Added To Cordelco Industries' Line



Cordelco Industries, Inc., 727 E. Pico Blvd., Los Angeles 21, announces a new addition to their growing line of "Life Size Toys." This new toy is called the "50 Calibre Automatic Machine Gun," and is modeled after its namesake the famous heavy machine gun of World War II.

The gun has realistic action and is operated with push-button control. Manufactured out of tough hi-impact polystyrene with a 15" aluminum gun barrel, it has an adjustable sight and a flash concealer on the muzzle. A rugged die cast mechanism that will shoot any standard roll of caps fires a short or long burst at the touch of the button. The gun rests on a 14" tripod which can swivel completely around as well as up and down.

Over-all, the machine gun is 35" long and stands 18" high. It comes individually boxed in a strong colorful corrugated box and retails for $5.98.

The 50 Calibre Automatic Machine Gun is called a natural companion to the Commando M6 Burp Gun introduced by Cordelco last year.

PAR-BAGS

"THE PRO'S FIRST CHOICE"

atlantic

Atlantic, the world's largest manufacturer of golf bags, introduces miracle LAMILITE...triple ply, super strong, feather weight body fabric that adds extra luxury to faultless construction. Also, rugged vinyl coated duck that wipes clean with a damp cloth to retain its new appearance indefinitely.

ALL NEW
Lightweight Models
Body Fabrics
Exclusive Designs

❶ 14-club Comparto model made of new Lamilite body fabric with vinyl trim. Streamline locker and accessory pocket, large ball pocket, detachable vinyl hood, round bottom and metal shape retainer top ring. Wallace red plaid with russet vinyl trim.
71/584M1800 . . . . . Retail $30.00

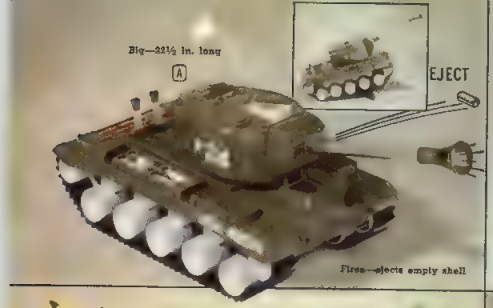
❷ 14-club Comparto model made of nylon grain vinyl coated body fabric with vinyl trim. Streamline combination locker and accessory pocket, large oval bottom, metal shape retainer ring and detachable vinyl hood. Green with russet trim
71/585M1500 . . . . . Retail $25.00

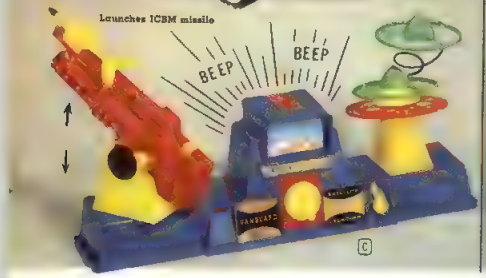
❸ 14-club Comparto model made of new Lamilite body fabric with vinyl trim. Streamline locker and accessory pocket, large ball pocket, detachable vinyl hood, round bottom and metal shape retainer top ring. Green and black stripe with black trim.
71/583M1800 . . . . . Retail $30.00

❹ Large size Pro-type Keystone model made of vinyl coated duck with hand tooled top grain leather trim throughout. Combination stream line locker pocket, large spade shape ball pocket and detachable traveling hood. Gypsy red with russet trim.
71/581M2400 . . . . . Retail $40.00

❺ 8-inch round Pro-type model made of Cordovan vinyl body fabric with hand tooled saddle leather trim. Large capacity clothing pocket, duplex ball and accessory pocket and detachable traveling hood. Cordovan with russet trim.
71/580M3300 . . . . . Retail $55.00
Shipping weight 8 lbs.

❻ Large Pro-type Keystone model made of vinyl coated duck with combination vinyl and leather trim. Wrap-around saddle, round bottom, umbrella holder, full size clothing pocket, duplex ball pocket and detachable traveling hood. Gold with black trim
71/582M1800 . . . . . Retail $30.00
Shipping weight 8 lbs.





New! Thrilling Toys for the Space Age

A REMCO'S NEW ELECTRIC-POWERED U.S. ARMY BULLDOG TANK

Powerful scale model Bulldog tank advances, retreats, climbs over obstacles destroys barricades. Magazine-loading clip holds 4 shells. Two lever controls to fire projectile automatically and regulate forward and reverse movement. Ejects empty brass shells after firing. Non-skid rubber caterpillar tread. 14 working wheels. High-impact plastic body. All-aluminum cannon operates on 4 "D" flashlight batteries not included). 22½ in. long

87-4768 A 865 Shipping weight 2½ lbs . . . . . Retail **$12.98**

B REMCO'S ELECTRIC-POWERED U.S.S. HAWKEYE POM-POM GUN

They'll be the envy of the neighborhood with this amazing Remco pom-pom gun. Electric-powered—when lever is pulled, the Pom-Pom double barrels fire and recoil in steady synchronization with loud realistic "pom-pom" sound effects. Powered by motor that operates on 2 "C" flashlight batteries (not included). Turret swivels 360° either way. Naval design turret and base of high-impact plastic—aluminum barrels 12 in. overa..

87-4776 A 332—Shipping weight 1¼ lbs.. . . . . Reta.. **$4.98**

C REMCO'S NEW INTERCONTINENTAL "VANGUARD" LAUNCHER

Remco's most exciting toy—for "Operation Outer Space". Fun for everyone regardless of age. Vanguard launches its own satellite and accompanying ICBM rocket secret! Radar screen lights up, tracks satellite's progress. Picks up radio "beep" signals. Launching platform revolves, swivels and lowers. Operates on 2 "D" flashlight batteries not included). High impact plastic construction. 22 in. long

87-4794 A 465—Shipping weight 4 lbs . . . . . Retail **$6.98**

D NEW ATOMIC AGE ROBOT HANDS

Absolutely new—a fascinating toy with a personality of the future. Two 15 in. robot hands, beautifully constructed to give the precise leverage and balance finger tip control necessary to pick up objects of all shapes and sizes. Molded of lightweight, durable Cycolac" strongest plastic made. Safety rubber tipped—will not scratch or mar furniture. Polyethylene plastic arm shields. With robot-like face mask. Good for children of all ages.

87-4156 A 332—Shipping weight 2 lbs. . . . . Retail **$4.98**

E ANDY GARD'S NEW REMOTE-CONTROL ICBM INTERCEPTOR

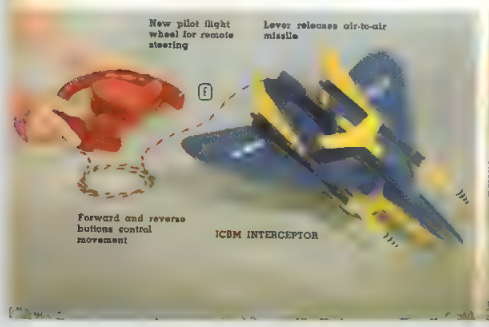
Sweeping "jet age" design for real junior spaceman. Exclusive patented pilot control wheel enables pilot to taxi plane from room to room. Pilot holds wheel in realistic position. Simply turn wheel left or right, press forward or reverse buttons—plane responds instantly. Twin recoiling guns mounted in wings. Handy lever releases tiny air-to-air missile. Operates on 3 "D" batteries (not included). High-impact plastic construction. 14 in. wing span.

81-3931 A 532 Shipping weight 4½ lbs . Retail **$7.98**

G KILGORE'S NEW JUNIOR DYNAMITE BLASTER

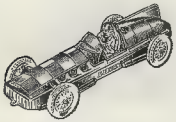
Winner of Science and Mechanics' toy inventor's award! When plunger is pushed down, soft plastic blasting unit erupts, throws set of plastic blocks into air—authentic blasting sound. Completely harmless. Blocks are made of light, fireproof Styrofoam—soft and washable. Child learns to simulate actions of American engineering. Set includes plunger, blocks, tubing, realistic "Danger" flags, panorama of blasting site. Blasting unit base 3x12 in.

87-4099 A 532 Shipping weight 4 lbs . . . . . Retail **$7.98**


New pilot flight wheel for remote steering
Lever releases air-to-air missile
E
Forward and reverse buttons control movement
ICBM INTERCEPTOR

VINYL AND DIE CAST METAL CARS AND TRUCKS

SUPER RACER



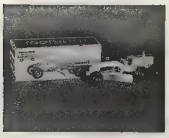
All new vinyl racer with colored, spoked, vinyl wheels. 11" long, 3⅜" wide, 2⅛" high. Red, with silver decoration.

S. R. 69¢

		Each
K684-102	Racing Car.....	$0.90

(Mfr. No. 566)
12 per ctn.; wt. 8 lbs.

ROAD GRADER



Scale model of famous Caterpillar diesel construction piece. Durable metal with realistic non-toxic finish. Size: 5½" long, 2½" high, 2" wide. Indiv. boxed.

S. R. 89¢

		Each
K684-169	Road Grader.....	$1.20

(Mfr. No. 2710)
36 per ctn.; wt. 12 lbs.

VAN TRAILER

Authentic die-cast metal replica of a highway hauler. Open end for easy loading. Size 9½" Baked enamel finish. Each "skin-packed" on 3-color card.

S.R. 98¢

		Each
K684-219	Trailer Truck.....	$1.34

(Mfr. No. 2915)
36 per ctn.; wt. 25 lbs.

BULLDOZER

Scale model of famous caterpillar work horse—Movable blade — Authentic color-Complete in detail down to the last stack. Durable Metal, non-toxic finishes. Size: 4½"x 2"x2¾". Indiv. boxed.

S. R. 98¢

		Each
K684-300	Bulldozer.....	$1.34

(Mfr. No. 3910)
36 per ctn.; wt. 15 lbs.

CAR AND BOAT TRAILER

3 authentic replicas. Die-cast metal sedan and nationally known Tee-Nee boat trailer carrying polyethylene Chris Craft speed boat. Length overall 11½", Sparkling baked enamel finishes. Each boxed.

S.R. 98¢

		Each
K684-367	Car and Boat Trailer	$1.34

(Mfr. No. 3930)
36 per ctn.; wt. 14 lbs.

ROCKET LAUNCHER TRUCK

Olive drab die-cast Rocket Launcher fires 3 color polyethylene rocket from 3 position adjustable ramp. Each "skin-packed" on 3-color card.

S.R. 98¢

		Each
K684-417	Rocket Launcher Truck	$1.34

(Mfr. No. 2925)
36 per ctn.; wt. 16 lbs.

ROAD CONSTRUCTION SET

Scale models of Caterpillar Bulldozer 4"x 2½"x1⅞"; Road Grader 5¾"x3"x2"; Rugged Mack Dump Truck 5½" x 2" x 2"; Machinery Hauler and Cab 11¼" x 2½" x 2½"; plus Road Signs 1½" high. All finished in high gloss enamels, durable die cast metal. Each set boxed.

S. R. $3.00

		Each
K684-508	Road Construction Set	$4.00

(Mfr. No. 4330)
12 per ctn.; wt. 26 lbs.

REMOTE CONTROLLED AND BATTERY OPERATED CARS AND TRUCKS

BATTERY OPERATED SEDAN

6" remote control sedan that goes forward and backwards off a single flashlight battery (not supplied). Each in a box.

S. R. 98c

		Each
K683-112	Sedan (Mfr. No. 607)	$1.34

BELL TELEPHONE TRUCK

By pressing remote control buttons the Telephone Truck will speed ahead in a straight line. In reverse it turns and can be maneuvered to desired positions. Authentic green color. Motor torque steering. Powered by 2 flashlight batteries (not included). 7⅝" long, 3" wide, 3⅛" high. Individually boxed.

S.R. 98¢

		Each
K683-310	Telephone Truck (Mfr. No. 119)	$1.34

12 per ctn.; wt. 11 lbs.

SCHOOL BUS

Electric metal school bus with rubber tired wheels finished in yellow and black, with stop and go action. Powered by 2 flashlight batteries (not included). Bus has two red lights on front and rear of body which flash as bus stops. Measures 13½" long. Packed each in box.

S.R. $2.98

		Each
K683-518	School Bus (Mfr. No. 531-54)	$4.00

GEE-I JEEP

Just press the button and watch it go. Runs on standard flashlight batteries with push button remote control. Made in brilliant color combination of red, green and blue. Solid rubber wheels. Metal base. Size, 6½x2½x2½ ins. Individually boxed.

S.R. 98¢

		Each
K683-161	Jeep (Mfr. No. 81)	$1.34

12 per ctn.; wt. 11 lbs.

FORD FAIRLANE

Smartly detailed and handsomely two-toned 8" model has detailed interior parts—seats, dashboard, steering wheels—and shiny plated hub caps—styled exactly like the real car counterpart. Operated by an enclosed, dust-proof motor that needs no oiling. Distinctive battery case which houses two "D" type flashlight batteries (not included), with easily operated switch to effect forward and reverse motion, as well as steering plunger to drive right or left. Seven foot cable cord. Turns in a small circle when motor is reversed

S.R. $2 95

		Each
K683-369	Ford Fairlane (Mfr. No. 600)	$4.00

6 per ctn.; wt. 9 lbs.

GUIDED MISSILE TRUCK

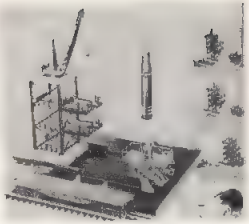
Operated by remote control; powered by 2 std. size flashlight cells (not included). Size: 12" long. Control box has a 3 position gear shift and 3 push buttons. Truck will move forward or reverse and is made of metal. Launcher car be raised or lowered, or moved right or left. Missiles can be fired in any position or direction. Each boxed.

S.R $5.49

		Each
K683-867	Missile Truck (Mfr. No. 7979)	$7.34

Hobbycrafts on parade

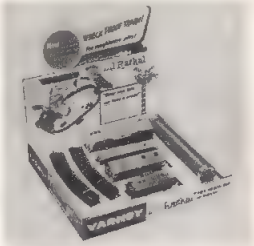
SS PRESIDENT CLEVELAND is replica of flagship of American President line and is luxury liner. Kit contains more than fifty pieces. When completed, model is eighteen and a half inches long. $1.98. Pyro Plastics, Pyro Park, Union, N.J.



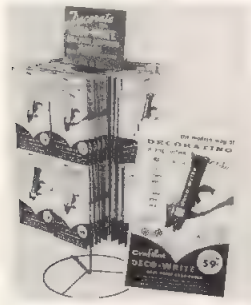
ROCKET LAUNCHER duplicates firing procedure of real thing and even has realistic count-down mechanism. Set includes motorized launching tower and platform. (Car is not included.) $17.95. Lionel Corp., 15 E 26th st., New York.

STEGOSAURUS is scale model of a species of dinosaur. Kit contains 58 plastic pieces, display stand, identification plaque and a history of the dinosaur. Model is twelve inches long. $1.60. ITC Model Craft Div., Ideal Toy, 200 Fifth ave.

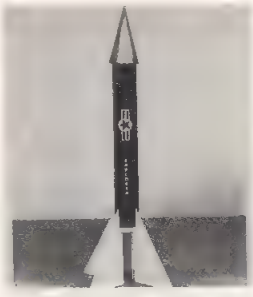
BLACK MAGIC DECOR series contains 4 painting panels, two 9" x 18" framing mats and two 9" x 9" framing mats. Colored pictures are on black background. 12 subjects in series. $3.95. Palmer Penn Corp., 328 Westwood ave., Toledo, O.



TOY TRAIN set has locomotive and three cars. Frames and axles are made of heavy steel. Set has battery box with switch. HO gauge. Track oval is included. Set is wreckproof and designed for roughhouse play. $9.95. Varney, Inc., Miami 42, Fla.



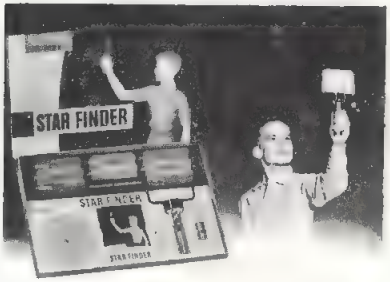
DECO-WRITE is all purpose paint in ball point tubes. It can be used on any surface including fabric, glass or metal. Paint, which is washable, dries and sets at once. Available in 24 colors. 59¢ a tube. Craftint, 1615 Collamer ave., Cleveland, O.



EXPLORER MISSILE KIT has tools, parts and chemicals for making three missiles in accordance with easily followed, safety-tested instructions. When properly launched, missiles reach 1,000 feet. $3.98. Refill kits, $2.98. Space Models, Fort Worth, Tex.

VIKING was suggested by movie of similar name which stars Kirk Douglas. Figure has 32 pieces and is easily assembled. It is molded in ivory and it is a decorative item for use in home. 98¢. Aurora Plastics, 44 Cherry Valley rd., Hempstead, N. Y.

SPACE AGE TOYS



A. C. GILBERT

Magic Star Finder Set

Constellations like Big Dipper, Ursa Minor, Cygnus etc. are etched on plexiglas slides and light up when viewed at night through the illuminated star finder. Built-in compass also illuminates for quick reference location. Slides permit user to find constellations easily, and learn their names. Leak-proof batteries and illustrated manual included.

No.	List Each	Packed	L.P.L.	P.L.
M21-13225	$7.98	3 each, 8 lbs.	05Y34	04X80

(Illustrated at left)

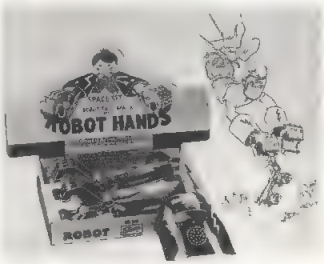
KILGORE

Junior Dynamite Blaster

Winner of Science and Mechanics toy inventors award. Blows up everything harmlessly with authentic blasting sound. When plunger is pushed, soft plastic blasting unit erupts, throwing light styrofoam blocks into the air. Display packaged with a 27 inch full color panorama of a quarry, danger flags etc.

No.	List Each	Packed	L.P.L.	P.L.
M21-620	$7.98	3 each, 12 lbs.	05Y34	04X80

KILGORE



Robot Hands & Face Mask

Two 15 inch robot hands, molded of unbreakable super-strength plastic. Beautifully constructed to give the precise leverage and balanced fingertip control necessary to pick up objects of all shapes and sizes. Eyes inlaid in hands glow in the dark. 9 inch red polyethylene gauntlets have yellow "lightning bolt" decoration. Adjustable red polyethylene face mask completes the set.

No.	List Each	Packed	L.P.L.	P.L.
M21-610	$4.98	6 each, 14 lbs.	03X34	03X00

SCIENTIFIC PRODUCTS CO.

Alpha-1 Ballistic Missile and Remote Launcher

Completely safe! Designed by missile engineers. Designed to travel over 150 feet. Adjustable launching direction, remote release. Everything included, ready for many flights. Dramatic 16 x 9 x 3½ inch display package.

No.	List Each	L.P.L.	P.L.
M21-105	$4.98	03X34	03X00

Packed 12 each, 30 lbs.

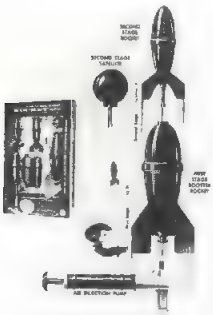
Extra Fuel; Non-Toxic, Non-Flammable

No.	List Pkg.	L.P.L.	P.L.
M21-35	$0.35	00X24	00X21

Packed 24 each, 12 lbs.

SPACE AGE TOYS

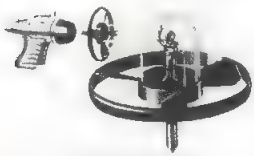
PARK PLASTICS



Two Stage Rocket Set
First stage soars up to 300 feet, second stage is released to go to even greater heights. Simple and safe to operate, uses water as fuel. Set contains first rocket, second rocket, satellite, fuel supply tank, air injection pump. Windowed box.

No.	List Each	L.P.L.	P.L.
M22-507	$2.98	02X00	01X80

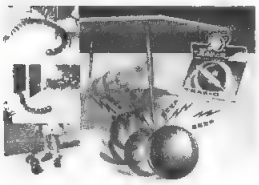
Packed 12 each, 13 lbs.



Planet Patrol Saucer
Made of hi-impact polystyrene for prolonged life. Launcher gun and 4 space saucers in varied colors. Saucers fly vertically or horizontally, land spinning like a top. 3-color box.

No.	List Each	L.P.L.	P.L.
M22-508	$1.00	00X67	00X60

Packed 24 each, 11 lbs.



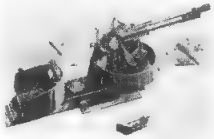
MIRRO ALUMINUM

Satellite Explorer Helmet
Durable, rustproof aluminum with adjustable head straps for proper fit. Cosmic ray protects shield lets wearer look out, yet no one can see in. Realistic communication antenna, built-in make-believe earphones. Colorfully labeled. In a printed carton.

No.	List Each	L.P.L.	P.L.
M22-4150	$3.98	02X67	02X40

Packed 12 each, 18 lbs.

REMCO INDUSTRIES



U.S. Navy Pom Pom Gun
19 x 8½ x 8½ inches, Completely motorized (two motors). Press firing trigger and twin barrels fire and recoil in rhythmic synchronization. Satisfyingly noisy. Firing light on panel also lights up. Gun rotates 360 degrees either direction by remote control. Hand wheel elevation control. Operates on 4 'D' flashlight cells (not inc.).

No.	List Each	L.P.L.	P.L.
M22-406	$12.98	08Y67	07Y80

Packed 4 each, 13 lbs.

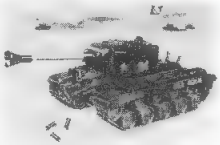
PARK PLASTICS

Trak-O Mystery Satellite Ball
Emits audible beep-beep signal as it rolls. Battery operated electronic brain brings it out of corners, around obstacles. Can also be steered. Made of tough butyrate plastic. Long life nylon gears. Uses standard 'C' cells, not inc. Display box.

No.	List Each	L.P.L.	P.L.
M22-506	$4.98	03X34	03X00

Packed 6 each, 10 lbs.

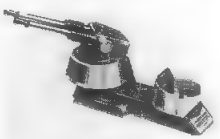
REMCO INDUSTRIES



U.S. Army Bulldog Tank
22½ inches long. Advances, retreats, climbs over obstacles. Loads 4 brass shells to a clip, fires projectile automatically from remote position, ejects shells after firing. Caterpillar thread has14 working wheels. All aluminum cannon operates on four 'D' flashlight cells (not included). Attractive box.

No.	List Each	L.P.L.	P.L.
M22-607	$12.98	08Y67	07Y80

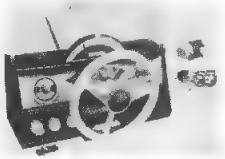
Packed 4 each, 9 lbs.



U.S.S. Hawkeye Pom Pom Gun
Works by remote control, has motorized twin guns, 360 degree rotation, double barrel recoil action, good'n loud pom pom sound. Operates on 2 'C' flashlight cells (not included). In a colorful box.

No.	List Each	L.P.L.	P.L.
M22-603	$4.98	03X34	03X00

Packed 6 each, 9 lbs.



Firebird "99" Auto Dashboard
Motorized dashboard, 13¾ x 6¾ x 9¾ inches. Child can insert and switch on ignition key, operate motorized windshield wiper, steer while right and left direction signals blink, blow horn, watch speedometer accelerate and decelerate. Glove compartment and road map. Operates on 2 'D' flashlight cells (not included).

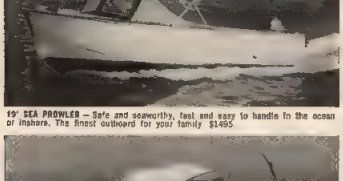
No.	List Each	L.P.L.	P.L.
M22-209	$7.98	05Y34	04X80

Packed 4 each, 9 lbs.

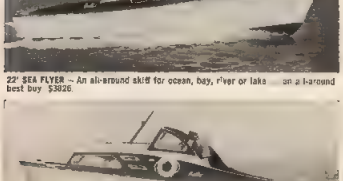
Baltic SEA SKIFFS

Built of top grade materials with expert design and craftsmanship, by the sea-faring, sea-loving master builders of Sweden who live, work and play on the water.

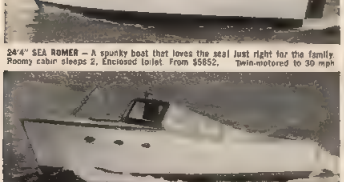
The superb, extra-safe construction features *full-length planking*, no butt blocks; white oak frames, 8" centers; copper riveting; selected African mahogany. And powered up to 30 mph!



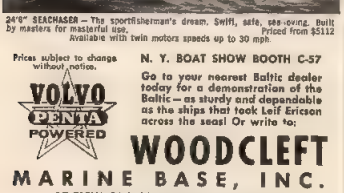
19' SEA PROWLER – Safe and seaworthy, fast and easy to handle in the ocean or inshore. The finest outboard for your family. $1495.



22' SEA FLYER – An all-around skiff for ocean, bay, river or lake . . . an I-around best buy. $3826.



24'4" SEA ROMER – A spunky boat that loves the seal just right for the family. Roomy cabin sleeps 2. Enclosed toilet. From $5852. Twin-motored to 30 mph.



24'6" SEACHASER – The sportfisherman's dream. Swift, safe, sea-loving. Built by masters for masterful use. Priced from $5112. Available with twin motors speeds up to 30 mph.

Prices subject to change without notice.

VOLVO PENTA POWERED

N. Y. BOAT SHOW BOOTH C-57

Go to your nearest Baltic dealer today for a demonstration of the Baltic – as sturdy and dependable as the ships that took Leif Ericson across the seas! Or write to:

WOODCLEFT MARINE BASE, INC.

37 RICHMOND ST., FREEPORT, NEW YORK

U.S. DISTRIBUTORS FOR SWEDISH-BUILT BALTIC SKIFFS

DEALERSHIPS AVAILABLE

The BOAT SHOW in Print

ALBRIGHT'S 12 NEW MODELS

► Seven outboard and five inboard runabouts, described as all re-designed for 1958, make up this year's Albright fleet. Transoms have been altered to take the increased horsepower prevailing in the outboard motor field. The Albright boats are mahogany plywood planked over Philippine frames. Prices in the outboard line range from $375 to $1595. In the inboards, power options run from 60 to as high as 225 hp., and speeds in excess of 45 m.p.h. are reported.

Albright stresses their "Rainbow range" of color in two and three-tone effects. Another specialty is their "packaged accessories," in which the purchaser can pick any one of 15 accessory groups and have them installed free at the plant.

ALBRIGHT BOAT & MARINE CO., 430 Penman St., Charlotte 3, N.C.

THOMPSON SKIS AND BINDERS

► White ash, favored by expert skiers, is the material of most of the Thompson Skis. The Thomboy line skis are painted white, for high visibility in the water, and other models are varnished in a light, clear finish. They also offer a lower-priced line of plywood skis. Thompson Original Footbinders come in four styles, for children, "Sunday skiers," intermediates and professionals. The latter models feature deep heel, extra reinforcement of the binder, and harder durometer rubber, for maximum control. A complete line of Thompson accessories is available.

THOMPSON SKIS, INC., Cristiz, Wis.

NEW 16' SPAN AMERICA MODEL

► For 1958 there will be presented a new 16' Span America "Cruiser" model. It is claimed to have sufficient flotation to stay afloat under any conditions. The hull is made completely of fiberglass and features a non-flex bottom and panoramic windshield. Also provided are a sports top and built-in motor hold to prevent water from entering over the transom. Chrome hardware and stainless steel rub rails are used.

Two "Cruisers" and one "Runabout" model make up the entire line.

SPAN AMERICA BOAT CO., Box 513, Fort Dodge, Iowa

BRITISH 17-FT CRUISING SLOOP

► Ferrier Marine Ltd. maintains an American sales organization for its 17' o.a., two-berth cruising sloop, the British built Mark II Silhouette. She is a V-bottom, plywood planked, fin keel craft 13'6" long on the waterline, 6'7" beam, 2'3" draft, 1100-lb. displacement, 120 ft. of sail, and the price quoted, duty paid and f.o.b. U.S. East or Gulf Coast ports is $1987, including working sails and a bracket for an outboard motor.

FERRIER MARINE, LTD., 150 Spring St., New York 12, N.Y.

BURROUGHS POLYETHYLENE BATTERY BOX

► Made of rigid polyethylene, the Burnite Battery Box is designed to withstand rough handling while protecting boat batteries against salt water, sun and rain. The cover has overlap slots to protect the terminals against moisture and shorting. The box is installed by locating two brackets. A web strap holds it in place and serves as a carrying handle. Either 6 or 12 volt batteries can be accommodated.

MARINE SUPPLY DIV., BURROUGHS MFG. CORP., 3550 Tyburn St., Los Angeles 65, Cal.

EXPLORER, NON-SINKABLE KETCH

This boat is flooded—yet it doesn't sink. But that was the way the 40′ diesel auxiliary ketch, Explorer, was designed. She was made non-sinkable through the use of special foam type material installed throughout the hull. She was built by James E. Graves, Inc., of Marblehead, Massachusetts.

The Graves Explorer, a new design 40′ diesel auxiliary ketch, was demonstrated a few months ago in Marblehead Harbor, definitely establishing the fact that she is non-sinkable and can be sailed efficiently when flooded with water.

Explorer was designed by E. Selman Graves of Marblehead, Mass. The boat is 30′ waterline, 40′ o.a. 11′ 2″ beam, 3′ 2″ draft with centerboard up. The centerboard is operated by a hand crank on the side of the wheelbox and can be easily removed through the well in the cockpit floor for inspection, cleaning and painting.

The rig is entirely inboard with the exception of a boomkin which carries a permanent backstay for the mizzen. The masts are stepped on deck and can be easily taken down without outside help, by a simple arrangement of her own rigging.

The keel is a 7500-pound casting, 42″ wide and 14½′ long, shaped to conform with the lines of the hull, which gives the bottom tremendous protection when grounding or hauling out.

Diesel oil is the only fuel on the boat. No gasoline, kerosene, stove gas or alcohol is used. Cooking is done by electricity. The electrical system is 110-volt with generous battery capacity and 2000-watt generator.

Explorer has a double cabin layout with two single berths forward, and, coming aft, a toilet on the port side and a clothes locker on the starboard side.

Then the main cabin with a dinette on the port side which converts to a double berth and a galley with large refrigerator on the starboard side.

The cockpit is 6′ 5″ long by 6′ 4″ wide with removable canopy top for bad weather. The port side seat is extensible to provide a day bed or extra berth.

The after cabin has accommodations for two, with toilet and shower on the port side and a clothes locker on the starboard side.

There is clear deck space aft of more than eight feet for carrying a dinghy or for sun bathing.

On her non-sinkable trials, the sea-cocks to both toilets and exhaust connection amidships were opened while sailing with eight men aboard. In about three quarters of an hour, the entire hull was completely flooded and the boat would sink no lower. The boat was sailed in this condition for several hours.

Baltic SEA SKIFFS

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18′ SEA PROWLER — Safe and seaworthy, fast and easy to handle in the ocean or inshore. The finest outboard for your family. $1495.

22′ SEA FLYER — An all-around skiff for ocean, bay, river or lake . . . an all-around best buy. $3826.

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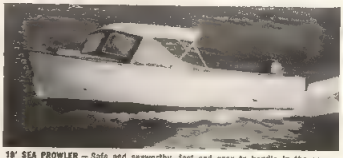

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24'8" SEACHASER — The sportfisherman's dream. Swift, safe, sea-loving. Built by masters for masterful men. Priced from $5112. Available with twin motors speeds up to 30 mph.

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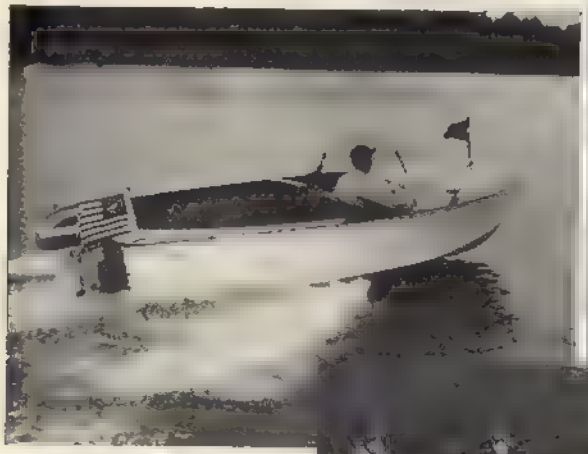
15' VACATIONER WALK-THRU

22' SILVER CLIPPER



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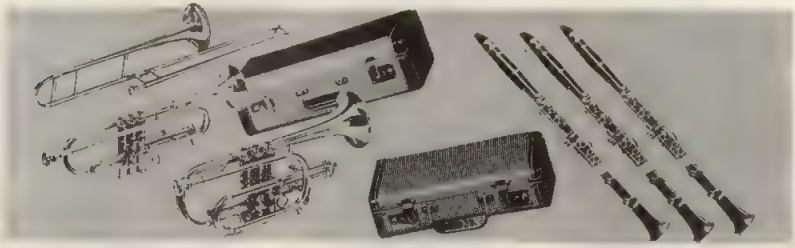

BARCLAY BAND INSTRUMENTS

Imported and designed for the American market. Superior workmanship, quality material, true tone. Sturdily built, clear lacquered, low Bb pitch, lightning action valves, single water key, medium bore, 4-3/8" bell. Complete in hard shell, plush-lined case.

436/1000K5753 Cornet Outfit . . . . . Retail **$88.50**

436/1001K5753 Trumpet Outfit . . . . . Retail **88.50**

Bb TROMBONE OUTFIT

Scientifically proportioned with lightning like slide action. Perfect tuning from the lowest to the highest register. Built-in slide lock. Complete in plush-lined, hard shell shaped case.

436/1002K7638 Trombone Outfit . . . . . Retail **$117.50**

MADE IN U.S.A.

A moderately priced horn that matches the performance of the costliest brass instruments. Wonderful to look at, amazingly responsive in all registers. Nickel silver valves, pitched in Bb, 4-9/16" bell diameter. Double water keys, clear lacquered, nickel trimmed. Complete in streamlined, hard shell pear-shaped case.

436/1003K8775 Cornet Outfit . . . . . Retail **$135.00**

436/1004K8775 Trumpet Outfit . . . . . Retail **135.00**

Bb TROMBONE OUTFIT

Perfectly balanced with smooth slide action. One-piece nickel silver slide tubes. Detachable balancer, 7" bell. Complete in streamlined, hard shell pear-shaped case.

436/1005K8938 Trombone Outfit . . . . . Retail **$137.50**

The No. 64 CHROMONICA (Professional Model) embodies four full, chromatic octaves, small "C" on piano and extending to 4-lined "C", 64 perfectly tuned reeds. Packed in polished burl walnut container with double hinges and gilt snap lock. Available only in the key of C.

436/1010K1300 Retail **$20.00**

THE CHROMATIC is 4-7/8" long. Supplies half-tones (sharps and flats) corresponding to the black keys on a piano. 40 perfectly tuned reeds fitted with leather valves. Packed in leather hinged box. Available in the key of C or G.

436/1009K780 Retail **$12.00**

BARCLAY CLARINET OUTFITS

EBONITE OUTFIT. Free full blowing standard Bb Boehm system Ebonite (hard rubber) clarinet of 17 keys and 6 rings. Looks and responds like a good quality wood instrument. Complete with streamlined hard shell, plush lined case covered in attractive keratol. With lyre swab and cork grease.

436/1006K7118 . . . . . Retail **$109.50**

GRENADILLA WOOD. Unsurpassed in tonal quality and performance. Full Bb Boehm system. 17 keys, 6 rings. Hand forged keys. Complete with streamlined hard shell, plush lined case covered in attractive keratol. With lyre, swab and cork grease.

436/1007K7768 . . . . . Retail **$119.50**

"ARTIST" ALL WOOD CLARINET. Bb Boehm system, 17 hardened nickel silver keys, 6 rings. Made of finest grenadilla wood specially treated and seasoned to eliminate checking and cracking. Bore of special tapered design—highly polished. Flat cups give lifetime service. Outfit includes lyre swab, cork grease and screw driver.

436/1008K12968 . . . . . Retail **$199.50**

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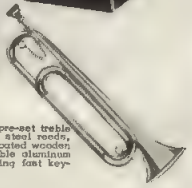
Metronome DeMaelzel used for music teaching exclusively now used extensively by industry and wherever time beat is necessary. Delivers accurate time beat, both audible and visible. Adjusts from 40 to 208 beats per minute. Case of selected wood finished to a rich mahogany brown. Height, 9", 4½" square base.

436/1011K925 . . . . Retail **$13.50**

U.S. REGULATION BUGLE

The official regulation bugle extensively used in schools, camps and beginning Drum and Bugle Corps. Built in key of G with slide to F. Brass polish finish, nickel plated mouthpiece and chain, broad flat rim on bell. Length, 15-3/8". Bell diameter, 4½".

436/1012K845 . . . . Retail **$13.00**



BUTONI ACCORDIANS

Perfectly balanced; fast, positive, pre-set treble switches; fine, hand-polished blue steel reeds, Seasoned, moisture proof, shellac-coated wooden parts; hand-made bass action; double aluminum panels in bass and treble; lightening fast keyboard. Case & adjustable straps.

BUTONI CONCERT

Size: 15 x 15 x 6¼; Weight: 17 lbs.; Keys 41 Treble, 120 Bass; Reeds: 2 Treble, 4 Bass; Switches: 2 Treble; Bellow Folds.

436/1013K17500 Black & White . . . . . Retail **$295.00**

436/1014K17500 Burgundy & White. . . . . Retail **295.00**

BUTONI ARTIST

Size: 19 x 15¼ x 8½; Weight: 19¾ lbs.; Keys: 41 Treble, 120 Bass; Reeds: 3 Treble, 4 Bass; Switches: 5 Treble, 2 Bass; 17 Bellow Folds.

436/1015K25000 Black & White . . . . . Retail **$495.00**

436/1016K25000 Burgundy & White . . . . . Retail **495.00**

BUTONI ROYALE

Size: 19 x 15-3/8 x 7; Weight: 20 lbs.; Keys: 41 Treble, 120 Bass, Reeds: 3 Treble, 5 Bass; Switches: 7 Treble, 2 Bass; Bellow Folds 17.

436/1017K30000 Black & White . . . . . Retail **$595.00**

436/1018K30000 Burgundy & White. . . . . Retail **595.00**

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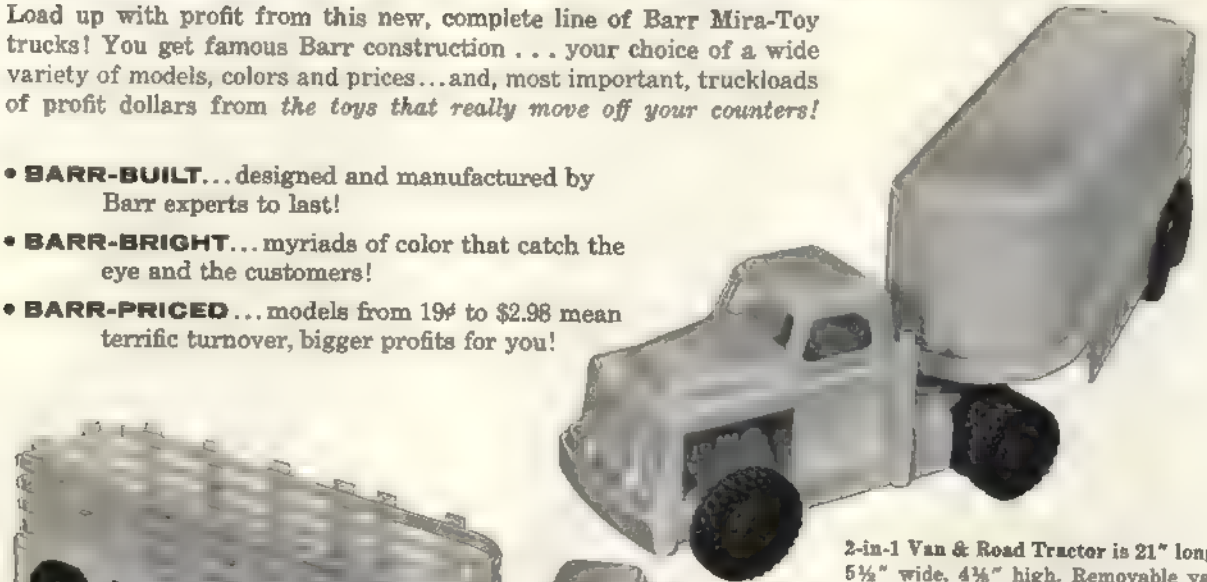
Load up with profit from this new, complete line of Barr Mira-Toy trucks! You get famous Barr construction . . . your choice of a wide variety of models, colors and prices... and, most important, truckloads of profit dollars from *the toys that really move off your counters!*

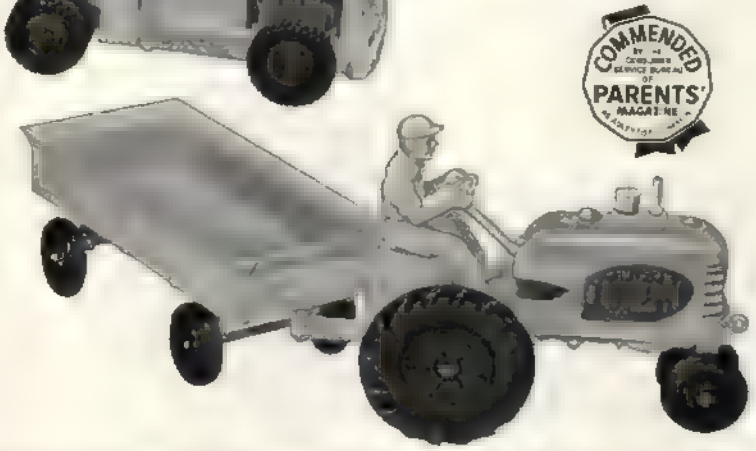
- **BARR-BUILT**... designed and manufactured by Barr experts to last!
- **BARR-BRIGHT**... myriads of color that catch the eye and the customers!
- **BARR-PRICED**... models from 19¢ to $2.98 mean terrific turnover, bigger profits for you!



2-in-1 Van & Road Tractor is 21" long, 5½" wide, 4⅛" high. Removable van body covers flat bed trailer. In white, yellow, red, blue. Polyethylene body, plastic wheels are black, metal axles.

Stake Trailer & Road Tractor is two-trucks-in-one, has removable stake sides. 21" long, 5½" wide, 4⅛" high. Body is white, yellow, red or blue polyethylene with black plastic wheels, metal axles.

Farm Tractor & Wagon has white, yellow, red or blue vinyl body, metal axles, black plastic wheels. Tractor is 5¾" long, 4¼" wide, 3" high; wagon, 5½" long, 2½" wide, 2¼" high. Other tractor sizes available.



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Barr's Best

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THE BARR RUBBER PRODUCTS COMPANY
Sandusky, Ohio
New York Office: 200 Fifth Avenue

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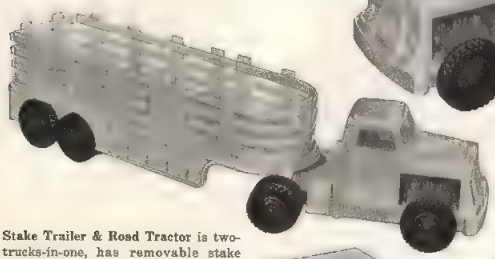

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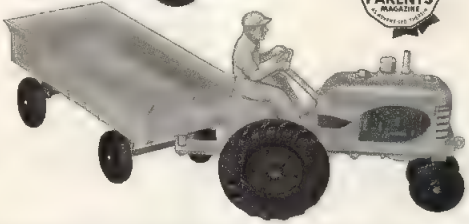

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Sandusky, Ohio

New York Office: 200 Fifth Avenue

1908

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1958

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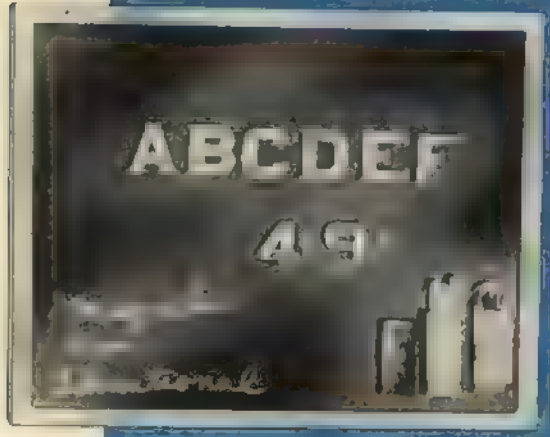

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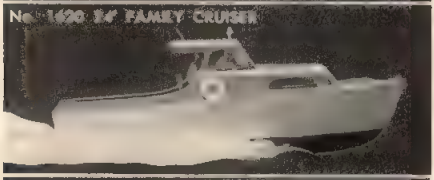
4. You can pay as you build with the BayCraft plan.
5. Only BayCraft pre-fab boats assure the amateur builder of professional results at lowest cost.
6. Models from a 17' outboard utility to a deluxe 34' cruiser.

22 MYSTIC



BAY CITY BOATS, Inc. 1833 First St.

MOTORBOAT RECORDS

(*Continued from page 343*)

1957 INBOARD NATIONAL CHAMPIONS

CLASS	WINNER	DATE	PLACE
	HYDROPLANES		
Unlimited	Willard Rhodes Seattle, Wash.	8/11/57	Seattle, Wash.
91 Hydro	Sam Crooks, Madeira Beach, Fla.	2/9–10/57	St. Petersburg, Fla.
7 Liter	George Byers, Columbus, Ohio	7/28	Louisville, Ky.
266 Hydro	Ray Gassner, St. Petersburg, Fla.	7/20–21	Guntersville, Ala
225 Hydro	Wm. Ritner, Sr., Willow Grove, Pa.	7/20–21	Guntersville, Ala.
135 Hydro	Bob Hamilton, Ft. Lauderdale, Fla.	7/20–21	Guntersville, Ala.
48 Hydro	F. C. Moor, Miami, Fla.	7/20–21	Guntersville, Ala.
280 Hydro	Al Gosa, Philadelphia, Pa.	8/3–4	Cambridge, Md.
136 Hydro	Randy Eastburn, Newark, Dels.	8/3–4	Cambridge Md.
P ÖD H.	Joe Burns, Parker, Ariz.	9/14–15	Newport Beach, Calif.
	RUNABOUTS		
44 Runabout	Harry Nickol, York, Pa.	9/2	Millville, N. J.
B Racing Runabout	Ernest Rose, Patterson, Calif.	7/14	Merced, Calif.
F Service Runabout	Forest Johnson, Miami, Fla.	8/17 18	Buffalo, N. Y.
E Service Runabout	W. E. Jones, Hampton, Va.	8/17–18	Buffalo, N. Y.
Cracker Box	Jack Wells, No. Hollywood, Calif.	9/14–15	Newport Beach, Calif.
Jersey Speed Skiff	G. Fred Rexon, Haddonfield, N. J.	7/14	Long Branch, N. J.
E Racing Runabout	Don Campbell, Long Beach, Calif, Ed Olson, Garden Grove, Calif.	8/18	Sacramento, Calif. (Co-Owners)

1957 OUTBOARD NATIONAL CHAMPIONS

(Held at McKeesport, Pa., Sept. 14–16, 1957)

CLASS	WINNER
M Out. Hydro	Don Whitfield, Verona, N. J.
A Out. Hydro	Mel Kirts, Mishawka, Ind.
B Out. Hydro	D. L. Christner, Quincy, Ill.
C Out. Hydro	W. L. Tenney, Crystal Bay, Minn.
C Ser. Hydro	Homer Kincaid, Carbon Cliff, Ill.
C Rac. Run.	Rockey Stone, Wilamina, Ore.
C Ser. Run.	Elbs Willoughby, Springfield, Ill.
F Out. Hydro	J. Broaddus, Lake Wales, Fla.
F Rac. Run	Robert Jackson, San Diego, Cal.

1957 STOCK OUTBOARD NATIONAL CHAMPIONS

(Held at Worcester, Mass., Aug. 21–25, 1957)

CLASS	WINNER
JU Run.	Tiger Petrini, Annapolis, Md.
AU Run.	Dean Chenoweth, Xenia, Ohio
BU Run.	Jack Hall, Pittsburgh, Pa.
CU Run.	Johnny Ennenga, Grand Haven, Mich.
DU Run.	Skip Forcier, Grosse Pointe, Mich.
36 Class	Dan Schwarzenbach, Los Angeles, Calif.
A SH	Dave Hoggard, Trenton, Mich.
B SH	Chris Ernestos Jr., W. Palm Beach, Fla.
C-SH	Fr. nk Goodw n, Hanson, Mass.
D SH	Wi Holoway, T pr City, Ohio

1957 TROPHY WINNERS

Aaron DeRoy Plaque
Wm. Boeing, Jr., Seattle, Wash.

Calvert Trophy
Geo. Byers, Jr., Columbus, Ohio

Detroit Memorial Trophy
Jack Schafer, Detroit, Mich.

APBA Gold Cup
Willard Rhodes, Seattle, Wash.

Governor's (Ind.) Trophy
L. N. Welsch, Seattle, Wash.

Chuck Hunter Trophy
Harrison F. Quirk, Ypsilanti, Mich.

Mennen Trophy
Robert Robbins, W. Suffield, Conn.

Imperial Gold Cup
Geo. Byers, Jr., Columbus, Ohio

Martini Rossi Trophy
Mike Welsch, Seattle, Wash.

Ample Cup
W. T. Waggoner, Seattle, Wash.

President's Cup
L. N. Welsch, Seattle, Wash.

Pat Ryan Memorial Trophy
Skip Forcier, Grosse Pte., Mich.

Silver Cup
L. N. Welsch, Seattle, Wash.

International Boundary Cup
Charles F. Thompson

Paul P. Sawyer, Jr. Medal
Fred Hauenstein, Kingsbury, Calif.

George H. Townsend Medal
Rockey Stone, Willamina, Ore.

Mapes Trophy
Wm. Boeing, Seattle, Wash.

Wm. Roger Memorial
L. N. Welsch, Seattle, Wash.

Sahara Cup
L. N. Welsch, Seattle, Wash.

Colonel Green Star Island Trophy
Bud Wiget, Lakeland, Fla.

Lt. J. J. Meehan, Jr., Trophy
L. N. Welsch, Seattle, Wash.

1957 NATIONAL PREDICTED LOG CONTEST CHAMPIONSHIP TROPHY

Awarded Annually to the Owner of the Power Cruiser who Scores the Largest Number of Points Participating in *Sanctioned* Predicted Log Power Cruiser Contests During the Fiscal Year from October 1 to the Following September 30.

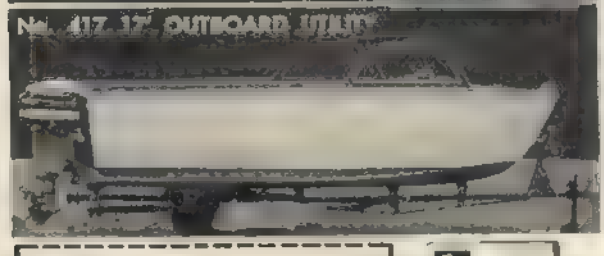
PLACE	BOAT	OWNER	POINTS SCORED
1	El-Ser-Co.	M. N. Shanaby, Los Angeles, Calif.	2510 9
2	Hurricane III	Dr. Allen B. DuMont, Cedar Grove, N. J.	2425.3
3	[illegible]	[illegible]	[illegible]

Bay Craft

easy to build and fun to own here is why

1. Pre-fitted on boat builders' jigs at BayCraft to assure you of perfect assembly.
2. Designed and made by expert boat craftsmen.
3. You buy direct from the factory at big savings on the highest quality materials.
4. You can pay as you build with the BayCraft plan.
5. Only BayCraft pre-fab boats assure the amateur builder of professional results at lowest cost.
6. Models from a 17' outboard utility to a deluxe 34' cruiser.

22 MYSTIC



BAY CITY BOATS, Inc. 1833 First St.
DIV. 1018 Bay City, Mich.
Name_____
Occupation_____ Age____
Address_____
City_____ State____

SEND 25¢ FOR CATALOG

Bay Craft

MOTORBOAT RECORDS

(*Continued from page 343*)

1957 INBOARD NATIONAL CHAMPIONS

CLASS	WINNER	DATE	PLACE
HYDROPLANES			
Unlimited	Willard Rhodes, Seattle, Wash.	8/11/57	Seattle, Wash.
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7 Liter	George Byers, Columbus, Ohio	7/28	Louisville, Ky.
266 Hydro	Ray Gassner, St. Petersburg, Fla.	7/20–21	Guntersville, Ala.
225 Hydro	Wm. Ritner, Sr., Willow Grove, Pa.	7/20–21	Guntersville, Ala.
135 Hydro	Bob Hamilton, Ft. Lauderdale, Fla.	7/20–21	Guntersville, Ala.
48 Hydro	F. C. Moor, Miami, Fla.	7/20–21	Guntersville, Ala.
280 Hydro	Al Gosa, Philadelphia, Pa.	8/3–4	Cambridge, Md.
136 Hydro	Randy Eastburn, Newark, Dela.	8/3–4	Cambridge, Md.
P.O.D.H.	Joe Burns, Parker, Ariz.	9/14–15	Newport Beach, Calif.
RUNABOUTS			
44 Runabout	Harry Nickol, York, Pa.	9/2	Millville, N. J.
H Racing Runabout	[illegible]	7/14	Merced, Calif.
A Service Runabout	Forest Johnson, Miami, Fla.	8/17–18	Buffalo, N. Y.
B Service Runabout	W. E. Jones, Hampton, Va.	8/17–18	Buffalo, N. Y.
Cracker Box	Jack Wells, No. Hollywood, Calif.	9/14–15	Newport Beach, Calif.
Jersey Speed Skiff	G. Fred Rezon, Haddonfield, N. J.	7/14	Long Branch, N. J.
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A Out. Hydro	Mel Kirts, Mishawka, Ind.
B Out. Hydro	D. L. Chrisner, Quincy, Ill.
C Out. Hydro	W. L. Tenney, Crystal Bay, Minn.
C Ser. Hydro	[illegible] Conrad, Carbon Cliff, Ill.
A Rac. Run.	Rockey Stone, Willamina, Ore.
C Ser. Run.	[illegible] Willoughby, Springfield, Ill.
C Out. Hydro	J. Broaddus, Lake Wales, Fla.
E Rac. Run.	Robert Jackson, San Diego, Cal.

1957 STOCK OUTBOARD NATIONAL CHAMPIONS

(Held at Worcester, Mass., Aug. 21–25, 1957)

CLASS	WINNER
JU Run.	Tiger Petrini, Annapolis, Md.
MU Run.	Dean Chenoweth, Xenia, Ohio
BU Run.	Jack Hall, Pittsburgh, Pa.
CU Run.	Johnny Ennenga, Grand Haven, Mich.
DU Run.	Skip Forcier, Grosse Pointe, Mich.
56 Class	Dan Schwarzenbach, Los Angeles, Calif.
A SH	Dave [illegible], Trenton, Mich.
B SH	Chas. [illegible]ston Jr., W. Palm Beach, Fla.
C SH	Frank Goodwin, Hanson, Mass.
D SH	Wm. Holloway, Tipp City, Ohio

1957 TROPHY WINNERS

Aaron DeRoy Plaque
Wm. Boeing, Jr., Seattle, Wash.
Calvert Trophy
Geo. Byers, Jr., Columbus, Ohio
Detroit Memorial Trophy
Jack Schafer, Detroit, Mich.
APBA Gold Cup
Willard Rhodes, Seattle, Wash.
Governor's (Ind.) Trophy
L. N. Welsch, Seattle, Wash.
Chuck Hunter Trophy
Harrison Edwards, Ypsilanti, Mich.
Mennen Trophy
Robert Robbins, W. Suffield, Conn.
Imperial Gold Cup
Geo. Byers, Jr., Columbus, Ohio
Martini Rossi Trophy
Mike Welsch, Seattle, Wash.
Apple Cup
W. T. Waggoner, Seattle, Wash.
President's Cup
L. N. Welsch, Seattle, Wash.
Pat Ryan Memorial Trophy
Skip Forcier, Grosse Pte., Mich.
Silver Cup
L. N. Welsch, Seattle, Wash.
International Boundary Cup
Charles P. Thompson
Paul P. Sawyer, Jr. Medal
Fred Hauenstein, Kingsburg, Calif.
George H. Townsend Medal
Rockey Stone, Willamina, Ore.
Mapes Trophy
Wm. Boeing, Seattle, Wash.
Wm. Roger Memorial
L. N. Welsch, Seattle, Wash.
Sahara Cup
L. N. Welsch, Seattle, Wash.
Colonel Green Star Island Trophy
Bud Wiget, Lakeland, Fla.
La J. J. Meehan, Jr. Trophy
L. N. Welsch, Seattle, Wash.

1957 NATIONAL PREDICTED LOG CONTEST CHAMPIONSHIP TROPHY

Awarded Annually to the Owner of the Power Cruiser who Scores the Largest Number of Points Participating in *Sanctioned* Predicted Log Power Cruiser Contests During the Fiscal Year from October 1 to the Following September 30.

PLACE	BOAT	OWNER	POINTS SCORED
1	El-Ser-Co.	M. N. Shamby, Los Angeles, Calif.	2510 9
2	Hurricane III	Dr. Allen B. DuMont, Cedar Grove, N.J.	2425 3
3	Ellen Ann II	Rimback Brothers, Flushing, New York	2175 2
4	Eileen	Carl W. Moore, Los Angeles, Calif.	2131 17
5	Agnes J	J. La Mer, Long Beach, Calif.	1871 74
6	Jive Bug	Runaway Corporation, Scarsdale, New York	1406 [illegible]
7	Seawings III	W. A. Reechello, Manhasset, New York	1370 27
8	Welcome	Wm. Edgar Gale, Rye, New York	1309 61
9	Seafarer	Dr. Anson Hoyt, Red Bank, N. J.	1159 79
10	Florencia	E. L. Shults, Los Angeles, Calif.	1159 52

The above scores are based on *scoring reports* mailed to the A.P.B.A. in accordance with the rules.

(*Continued on page 346*)

BELFORTE

Subsidiary of the BENRUS Watch Company

America's Greatest 17-Jewel Watch Values!

Belforte gives you the superb accuracy of 17 lifetime jewels . . . the dependability of the jewelled lever escapement . . . at the lowest prices of all. Compare for beauty, compare for value, and you'll choose Belforte. All guaranteed, all gift boxed.

Hampton . . . 17 jewels. Regally styled guaranteed waterproof * Glistening yellow top, stainless steel back. Shock absorber Sweep second Jewelled lever escapement. Unbreakable mainspring, Inlaid expansion band.
A35/7415M1908 . . . . . **Ret. $39.95**
Lehigh . . . *As above, in chrome top, stainless steel back.*
A35/7390M1622 . . . . . **Ret $34.95**

Colby . . . 17 jewels. Lustrous yellow top, stainless steel back. Jewelled lever escapement, unbreakable mainspring. Inlaid expansion band.
A35/7380M1490 . . . . . **Ret. $33.75**
Colby "Z" . . . *Same as above with black dial.*
A35/7385M1490 . . . . . **Ret. $33.75**

Ginger . . . 17 jewels Fashionable case has yellow top, stainless steel back. Jewelled lever escapement Unbreakable mainspring Matching expansion band.
A35/7465M1813 **Ret $39.95**
Ginger "W" *In white.*
A35/7470M1813 . **Ret. $39.95**

Embraceable Rene . . . 17 jewel watch and bracelet combined! Jewelled lever escapement Yellow top, stainless steel back Unbreakable mainspring
A35/7490M1915 **Ret. $39.95**
Embraceable Rene "W" . . . *As above, in white.*
A35/7495M1915 . . **Ret. $39.95**

Bryn Mawr . . . 17 jewels. Brilliant yellow top contrasts with striking black suede strap Jewelled lever escapement, unbreakable mainspring Stee. back.
A35/7475M1793 **Ret. $39.95**

Brier . . . 17 jewel movement, ultra-accurate. Beautifully styled case; yellow top, stainless steel back Jewelled lever escapement, unbreakable mainspring. Inlaid expansion band.
A35/7395M1665 . . . . . **Ret. $34.95**
Brier "Z" . . . *Same as above with black dial.*
A35/7400M1665 . . . . . **Ret. $34.95**

Duke . . . 17 jewels. Gleaming yellow top case is ultra-slim, ultra-smart! Unique spinel dial markers! Jewelled lever escapement. Stainless steel back. Rich alligator-grain strap. Unbreakable mainspring
A35/7425M1823 . . . . . **Ret. $39.95**
Duke "W" . . . *Same as above, with white top, stainless steel back.*
A35/7420M1823 . . . . . **Ret. $39.95**

Emily . . . 17 jewels. Full figure dial Yellow top, stainless steel back Jewelled lever escapement. Expansion band Unbreakable mainspring
A35/7480M1813 . **Ret. $39.95**
Emily "W" . . . *Same as above in white.*
A35/7485M1813 **Ret. $39.95**

Carson "Z" . . . 17 jewels for dependable accuracy. Beautifully thin yellow top case, stainless steel back sets off jet black dial Jewelled lever escapement, unbreakable mainspring. Smart expansion band.
A35/7405M1584 **Ret. $34.95**
Carson . . . *Same as above with white dial.*
A35/7410M1584 . . . . . **Ret. $34.95**

Diamond Cameo . . . 17 jewels. Two radiant 8-facet diamonds! White top, stainless steel back. Jewelled lever escapement Unbreakable mainspring. Matching expansion bracelet. Full figure dial.
A35/7500M2264 . . . . . **Ret. $49.50**
Diamond Cameo "W" . . *Same as above with yellow top.*
A35/7505M2264 . . . . . **Ret. $49.50**

Made by the makers of the world's finest watches. Factories New York Waterbury, Le Choux de Fonds

*If case, crystal and crown, remain intact.

Included.

even mimi will be there...

Yes, Mimi will be there along with Lenny Duncan, Bernie Allen and Esther.. in fact **Everybody** who is **Anybody** will be at

room 1208

1107 BROADWAY

to see Belle's exciting complete line—

Baby dolls
Teen-age dolls
Girl dolls
Wardrobe trunks

TEAR BELLE

Andy Fleischhacker
Charles Snyder
Ada Capo

BELLE DOLL AND TOY CORPORATION

1107 BROADWAY ROOM 1208 Factory: 33 Nassau Ave., Brooklyn 22, N. Y.

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1107 BROADWAY ROOM 1208 — Factory: 35 Nassau Ave., Brooklyn 22, N. Y.

it will almost fit in your eye

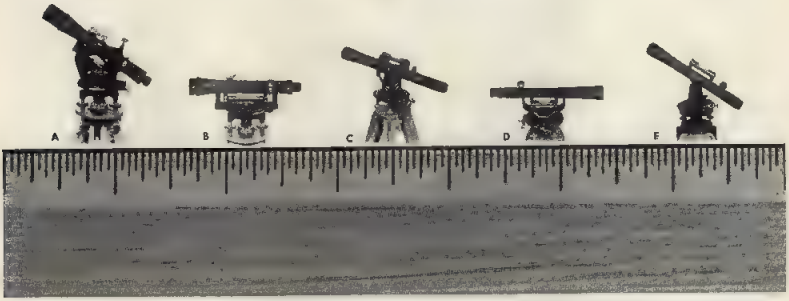
Hit Parade TRANSISTOR RADIO

Lightweight . . . compact . . . no larger than a package of cigarettes! You'll marvel at its full rich tone . . . you'll be amazed at its wide reception of stations, including CONELRAD broadcasts for Civilian Defense and other emergencies . . . you'll be delighted at the long life of its two low cost batteries! Right in the palm of your hand . . . is a wonderful world of sound from a tiny *transistor* radio weighing but 3 ounces! For *private listening* at its best . . . for an all-season, all-age, all-purpose promotion . . . stock, feature and promote the fabulous "HIT PARADE" *Transistor* Radio!

$7.95 F.E.T. INC.

BELL PRODUCTS CO., ST. LOUIS, MO.

"biggest dollar return per square foot of shelf space"



that's what dealers say about Berger Builders' Instruments

Berger Instrument business is *new* business and *good* business.

New business because customers formerly had to buy these transits and levels from other sources. Now it's your turn.

Good business because every Berger is a big ticket item with a generous profit margin. Selling time, writing sales checks, wrapping and bookkeeping cost no more than for many "penny" items. And there's no competition from discount and premium houses.

There's a Berger to be sold wherever there's a house or a barn to be built, a driveway to be laid out, a stone fence aligned or any day-to-day construction. Your best customers—builders, contractors, farmers and maintenance men—see Berger advertising month after month in building, construction and farm magazines. Berger builders' instruments—like Berger Engineering Instruments since 1871—are famous for their quality, and yet priced so remarkably low that they are moving off dealers' shelves by the thousands. Customers are quick to recognize their outstanding value.

Don't waste another day in this building season. Start with a trial run of just a few instruments. Watch how quickly they sell—and how they help sell other builders' and hardware items, too. Fill in and mail the coupon today and we'll quickly send you complete information and dealer discounts.

THE BEST IN SIGHT IS

BERGER

C. L. BERGER & SONS, INC., 55 WILLIAMS ST., BOSTON 19, MASS.

MAIL COUPON FOR DETAILS

A BERGER FOR EVERY BUILDER'S BUDGET

A Convertible Transit-Level with tripod and case $218.00
B 12" Heavy Duty Dumpy Level with tripod and case $174.50
C Service Transit-Level with tripod and case $89.75
D Service Dumpy Level with tripod and case $49.95
E Duplex Tilting Laval with tripod and case $58.50

Prices Retail F.O.B. Factory

C. L. BERGER & SONS, INC., 55 WILLIAMS ST., BOSTON 19, MASS.

Name_____

Address_____

City_____ Zone_____ State_____

Mention Hardware Age When Writing

BERWIN dependable TYPEWRITERS

MAKE THE BEST IMPRESSION

PLAY VALUE
+ Pleasure in Learning
+ Trouble-Free Performance

it all adds up to

MORE SALES + MORE PROFITS

TOY-FAIR Room 559 ELLCRAFT INDUSTRIES 200 FIFTH AVE., N.Y.C.

BERWIN CORP.
KENILWORTH, N.J.

THREE completely NEW and UNIQUE toys that will lead the $4.95 to $12.95 market by THE WIDEST MARGIN IN TOY HISTORY!!

These Three Sensational Toys will have their pre-showing starting March 1, at room 751, Fifth Avenue Building. Full display and demonstration during the Toy [illegible], room 523 Hotel New Yorker.

1

The most DYNAMIC and ORIGINAL Western toy ever created!*

2

An AMAZING REMOTE CONTROL toy that simulates in sound and action, an exciting American industry!*

3

A fascinating new toy with a PERSONALITY OF THE FUTURE!*

For the buyer with vision to recognize the really spectacular--KILGORE presents these three unusual and exciting toys--don't miss them!

*PATENT APPLIED FOR

Kilgore INC.

WESTERVILLE 20, OHIO

"World's Largest Manufacturer of Cap Pistols and Caps"

DOLLS ARE A LITTLE GIRLS BEST FRIEND

TWINKLE EYES DOLL

Glamorous little lady with vinyl head that has rolling . . . flirting . . . sleeping eyes. All-washable life-like vinyl body with beautiful molded head. . . . Rooted pony tail Saran Wig that can be washed and waved. Dressed in attractive deluxe pinafore outfit and bonnet, with undies, socks and vinyl shoes.

M1667P-353—17" Tall. . Retail $7.98

REVLON DOLL "QUEEN OF DIAMONDS"

Little girls whisper—"Now I have a big Sister." Has the full formed figure of a teen ager. Features come-hither waist—enabling her to bend forward backward to persuade completely around. "Magic Touch" skin which is firmer than vinyl. Shapely legs, high-heel shoes and high fashion wardrobe. Vinyl head with washable wearable rooted Saran wig **Jewelry** and **Fur Stole included.**

M1567P-1200—18" Tall Retail $16.95
M1569P-1697—
22½" Tall . Retail $25.95

WINNIE THE WALKING BRIDE

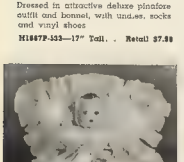
She walks . . . talks . . . and sings the Wedding March. Winnie is 26" tall and made of unbreakable plastic. She has a soft vinyl head with rooted comb-able hair that you can wave and set! Ship. wgt. 7 lbs.

M1877P-1350 . . Retail $19.95

"LITTLE MISS" 21" WALKING DOLL

Sophisticated little lady with high-fashion outfit and curly rooted Saran hair just take her by the hand, see her jointed knees and ankles as she struts on high-heeled sandal slippers. Wears smart coat with white sateen collar and cuffs. Sateen dress with lace edged petticoat and panties. Nylon stockings, white straw hat. Wears necklace and carries white sateen purse. Ship. wgt. 7 lbs.

M1676P-1085 .....Retail $14.98



MY FAIR BABY

Everything a play mother could ask for! 20" all vinyl baby doll . . . coo voice . . . wears fleecy . . . princess coat and hat . . . organdy dress . . . slip and flannel diaper . . . felt booties. Carries rattle and has hospital identification beads on wrist. Comes on dotted Swiss pillow. Ship. wgt. 4 lbs.

M1648P 1085 . ... Retail $14.98

REAL AS LIFE AND LOVABLE AS CAN BE

THE MOST HAPPY FAMILY

A ready made family of four! Add to her nest to make the happiest Mother and Child in the family picture. 8" vinyl mom and baby. Her Saran wig is rooted and can be washed, combed and set. Dressed in two-piece princess coat with satin trimmed outer garments. Baby in rompers and wears a baby's snow suit and cap. Sister and brother both 6" tall are lovely vinyl, dressed to match, and outfitted. Ship. wgt. 12 lbs.

M1864P 1880

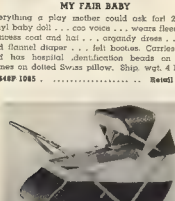
Retail $25.95

DARLING PLAYMATES TO DRESS AND CARE FOR

BETSY WETSY DOLL WITH WIG
She Cries Real Tears

Her curly wig can be washed and combed. Betsy Wetsy comes with a complete layette including dress, slip, shirt, diaper, bonnet, bar of baby soap, plastic panties, booties, bottle and nipple, clothes pins, wash cloth and cotton powder puffs.

M1572P-755—13½" Doll .....Retail $10.00
M1572P-935—16" Doll .....Retail $13.00



FOLDING DOLL CARRIAGE

The pride of any little girl from 5 to 12 years of age. Cherry red and off-white quilted washable vinyl plastic body. 26" long with foot extension. 4 bow folding hood. Chrome tubular handle 30" high. 7½" wire wheels with ¾" rubber tires. 3 piece foot-brake. Shackle undergear. Ship. wgt. 11 lbs.

M1661P-810 ..... Retail $13.95

DY-DEE BABY 17" TALL

This lovable baby—eats—drinks and weeps real tears. Plastic head with lambskin washable louie wig made of durable vinyl. Dressed in playsuit, shoes and socks, and complete layette in attractive carrying case. Ship. wgt. 5 lbs.

M1661P-1500 .....Retail $16.95

DELUXE DOLL CARRIAGE

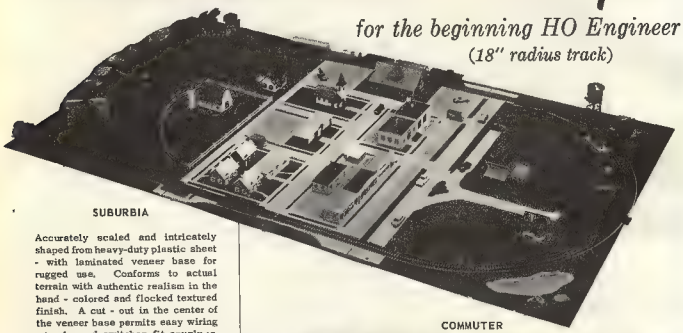
So beautifully detailed it deserves a live ride! Golden grey and off-white quilted washable vinyl. Plastic body 28" long. Steel folding frame. Chrome tubular handle 21" high. 8½" wire wheels—¾" white rubber tires. Shackle undergear. Double action two wheel foot brake. Full padded draft roll. 4 Bow folding hood. Sun visor. Chrome plated large snap-on hub caps. Ship. wgt. 20 lbs. Age group 5 to 12 years.

M1957P-1300 .....Retail $18.95

Blackman's new starter layouts

for the beginning HO Engineer

(18" radius track)



SUBURBIA

Accurately scaled and intricately shaped from heavy-duty plastic sheet - with laminated veneer base for rugged use. Conforms to actual terrain with authentic realism in the hand - colored and flocked textured finish. A cut - out in the center of the veneer base permits easy wiring - tracks and switches fit snugly in precision grooves with provision for rerailers, uncouplers and run-off. Dimensions: 50" x 43" x 3".

P35-1-HO-30 DE2997K 49.50 ea.

Without track or switches.

P35-1-HO-30 FR1497H 24.50 ea.

WESTERNER

A continuation of Suburbia, to give you the full enjoyment of a complete, ready-to-go railway system. Dimensions: 48" x 43" x 5½".

P35-2-HO-20 BK2397H 39.95 ea.

Without track or switches.

P35-2-HO-20 SW1350M 22.50 ea.

RURAL LAYOUT

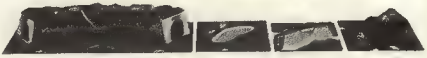
Dimensions: 48" x 42" x 5½". Includes 2 - piece layout and track pack. 2-Piece layout only.

P35-4-HO-40 HU1497S 24.50 ea.

Without track or switches.

P35-4-HO-40 CV597A 9.95 ea.

COMMUTER



Mountain-Tunnel
Catalog No. A-10
24" x 14" x 5½"

Dimensions: 72" x 42" x 5½". Includes 3 - piece layout and track pack. 3-Piece layout only.

P35-3-HO-50 EM1997F 29.95 ea.

Without track or switches.

P35-3-HO-50 SX810K 13.50 ea.

All above packed 1 each.

3-D ACCESSORIES

Formed from tough, heavy-duty, plastic sheet, with fully colored and flocked textured finish. Formed groove in each unit accommodates standard 18" radius HO track.

LAKE
Cat. No. A-20
14" x 12" x 2"

LAKE

14" x 12" x 2".

P35-6-A-20 LX90K 1.49 ea.
Pkd. 1 ea.

TRESTLE
Cat. No. A-30
14" x 12" x 3"

TUNNEL

24" x 14" x 5½".

P35-5-A-10 AN200Q 3.29 ea.
Pkd. 1 ea.

TRESTLE

14" x 12" x 3".

P35-7-A-30 GE90H 1.49 ea.
Pkd. 1 ea.

FOOTHILL
Cat. No. A-40
14" x 12" x 4"

FOOTHILL

14" x 12" x 4".

P35-8-A-40 DP90L 1.49 ea.
Pkd. 1 ea.

Cush-N-Robes for the Sports-Minded

The perfect gift for the entire family is a Cush-N-Robe—a foam rubber cushion with a robe inside. Use it in the home, on picnics, at sports events, on ski parties, in the family car. A most practical and beautiful gift for everyone in the family. "The foam rubber cushion with a robe inside!" For practical comfort at all sports events and outings. All models described below have a latex foam rubber cushion and vinyl plastic coated cloth cases. A beautiful gift for the family!

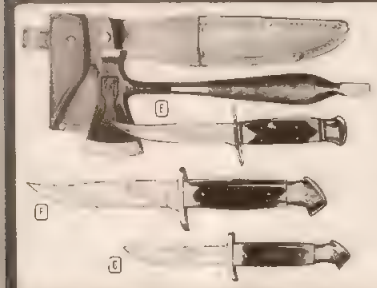
(A) THE SPORTSMAN CUSH-N-ROBE—The popular stadium-size Cush-N Robe. The robe is 48 inches wide and 60 inches long and is 100% all new virgin wool. The Sportsman is available in your choice of Red Green, Blue and Brown Scotch plaids. The cases are made of cloth, in complimentary colors, and have washable vinyl plastic coating for years of wear. A genuine foam latex rubber cushion is built-in for extra comfort. BE SURE TO STATE DESIRED COLOR. Ship. wt. 5 lbs.
801-910 Index 1-1060; 3-1015 ..... Retail $16.00

THE CHIEFTAIN CUSH-N-ROBE—The popular family-sized Cush-N-Robe with a robe of 100% all new virgin wool. The robe measures 60 inches wide and 72 inches long. A thick, comfortable foam rubber latex cushion is built-into a complimentary colored case. Case is coated with washable vinyl plastic. The robe is available in Red, Green, Blue and Brown Scotch plaid. BE SURE TO STATE DESIRED COLOR. Ship wt. 7 lbs.
801-920 Index 1-1415; 3-1350 ..... Retail $21.30

(B) NEW AND BEAUTIFUL "TWO-SEATER" CUSH-N-ROBE. A wonderful gift for Mom and Dad or that young couple. It has a large robe of 100% virgin wool. The robe measures 60 inches wide and 60 inches long. The case zips all the way around, comes apart and presto! You have two cases for a two seater! Each half of the case has a foam rubber latex cushion built in. Case is covered with washable vinyl plastic coating. Available in your choice of Red, Green, Blue or Brown Scotch plaids. Ship. wt. 7 lbs. STATE DESIRED COLOR
801-930 Index 1-1680; 3-1610 ..... Retail $25.35

(C) FOOTBALL CUSHION CUSH-N-ROBE. Try it in a duck blind, in a boat or at the stadium. Rugged and compact, this all-plastic coated cloth case with a foam rubber cushion built in contains a 42' x60" 100% all new wool robe. Red, Blue, Green or Brown Scotch plaids. BE SURE TO STATE DESIRED COLOR. Wt. 5 lbs.
801-900 Index 1-840; 3-805 ..... Retail $12.70

(D) STADIUM ROBE CUSH-N-ROBE—The duffel bag with a zip-out robe. Robe is all new virgin 100% wool. With the robe zipped in, put your feet in the bag and cover up with the robe. Zip out the robe, use it as a blanket, and use the case as an all purpose duffel bag. Robe measures 42 inches wide and 80 inches long. Available in Red, Green, Blue or Brown Scotch plaids. BE SURE TO STATE DESIRED COLOR. Ship. wt. 3 lbs.
801-950 Index 1-705; 3-675 ..... Retail $10.50



HUNTING KNIVES

(E) BLACK HAWK KNIFE AXE COMBINATION—Hot forged carbon steel heavy camper's axe with nail driver, cutting edge and screwdriver has wood handle secured with 2 rivets. Axe is 3½" long and has saddle leather sheath with belt loop, snapped cover over head. Snap leather strap holds the 8' knife in sheath. Knife is fully polished, sabre ground and has a 4" blade in blue finish. Handle is genuine deerhorn in 2-pc. construction and decorated with black and white fiber washers. Wt. 2 lbs.
825-729 Index 1-503, 6-465 ..... Retail $7.75

BLACK HAWK HUNTING KNIVES—All new patented genuine stage handles secured with rivets. This prevents handle from twisting, loosening and gives the proper feel in the hand of the user. All sheaths are genuine saddle leather with metal guard. Snap trap holds knife.
(F) 825-5704/4 4" blade. **Index 1-276; 6-255. Rat. $4.25**
(G)825-5706/3 3½" blade. **Index 1-227, 6-210 Rat. $3.50**

Famous Blankets of Pure Wool and Acrilan

E ST. MARYS "SOUTHWIND" . . . Choose "Southwind" and you'll know why St. Marys holds an honored place in family tradition. It's a deep piled, luxurious, double napped all wool blanket to cherish through the years for its wondrous warmth and beauty. In your choice of 3 sizes in 3 luscious colors . . . each is richly bound with wide, acetate satin binding. Washability is certified.

Size	*Rose*	*Sky Blue*	*Yellow*	*Retail*
Twin (65x90")	**73-6603 B1295**	**73-6611 B1295**	**73-6629 B1295**	**$17.95**
Dble (78x90")	**73-6637 B1495**	**73-6645 B1495**	**73-6652 B1495**	**19.95**
King (108x90")	**73-6660 B2195**	**73-6678 B2195**	**73-6694 B2195**	**30.00**

F ST. MARYS "TWEED" . . . superbly styled to meet today's smartly casual trend. "Tweed" fits distinctively into any bedroom, student's room or den—doubles as a handsome couch throw. Finest homespun tweed fabric, boxed, bound on ends with luxurious wide satin binding. It's 100% pure wool, pre-tested to meet rigid strength standards Wears like iron! Double-napped for incredibly soft finish, extra warmth without weight. Pre-shrunk, certified washable.

Size	*Gray*	*Brown*	*Retail*
Twin (66x90")	**73-6553 B1495**	**73-6561 B1495**	**$19.95**
Double (78x90")	**73-6579 B1750**	**73-6587 B1750**	**23.50**

G HUDSON BAY "FOUR POINT" . . . best known blanket in the world' Renowned for supreme beauty, outstanding warmth and quality Loomed of 100% virgin wool . . . and practically indestructible. Washing restores its bright colors and resiliency without shrinkage Admiral Byrd's choice for use in the Antarctic. 72x90"

73-6298 B2660 White with multi-color stripes **$34.95**

H ST. MARYS LUXURIOUS "CASTLE" . . . in twin, double and king sizes. A royal blanket, destined to beautify your bedroom. Woven of finest wools . . . deep, double napped, and made exceptionally warm by an exclusive process. Slip under its cloud-softness . . . enjoy the most blissful sleep of your life! Luxurious satin binding. Regal new colors: Ciel Blue, Alpine Rose, Primrose Yellow, White, Frost Green, Honey Beige or Camellia Pink. From Ohio.

73-6223 D1895 Twin size (65x90"). Specify color. **$24.95**
73-6231 D2250 Double size (78x90"). Specify color. **29.95**
73-6249 D3195 King size (108x90") Specify color. **42.50**

K ST. MARYS "LAMAR" . . . unquestionably the most luxurious of all wool blankets! A treasure of warmth and beauty you'll cherish for a lifetime of sublime comfort Woven with care from the finest imported Merino wools, then dyed to exquisitely clear toned hues . . . it possesses a caressingly soft, smooth suede finish. Twin, double or king size in beautiful colors: Primrose Yellow, Alpine Rose, Ciel Blue, White, Frost Green, Honey Beige or Camellia Pink. From Ohio.

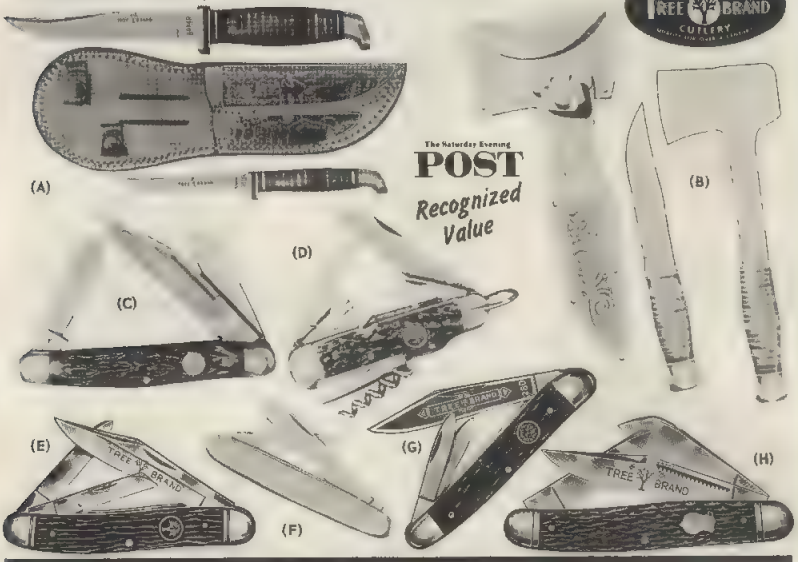
73-6769 D2395 Twin size (65x90"). Specify color. **$32.50**
73-6777 D2850 Double size (78x90"). Specify color. **37.50**
73-6785 D3795 King size (108x90"). Specify color. **50.00**

L FARIBO "FANFARE" . . . 100% ACRILAN. Pure luxury! Thick, soft, warm, lightweight . . . guaranteed to stay beautiful for 5 years! Washable, won't fade, shrink, mat. Mothproof, mildew-proof, non-allergenic. Shadow stripes on white ground. Acetate satin binding. 72x90"

Green on White	*Yellow on White*	*Blue on White*	*Retail*
73-6041 B1195	**73-6058 B1195**	**73-6066 B1195**	**$16.95**

POCKET KNIVES, HUNTING KNIVES, AXES

BOKER TREE BRAND CUTLERY



The Saturday Evening POST Recognized Value

These famous knives are produced from special formula alloy steel, which pass rigid inspections from forging to packing. Blades are high quality carbon steel, ground & honed to keen, long-lasting edges. Construction features milled brass or nickel silver linings, forged nickel silver bolsters; finest quality cutlery steel springs. Genuine Bone and Deer Horn Stag, Colored Pyroline, or Mother-of-Pearl Handles. Every knife is fully guaranteed as to quality and workmanship.

(A) SPORTMEN'S KNIFE SET

Dual knife combination in handsome, sturdy, leather sheath. Contains 6¼" hunting knife with 4½" blade; also 6½" companion knife with 3" blade. Lamination leather handles with brass and black fibre trim. Hand formed aluminum handle knobs. Mirror polished sabre blades.

A172/158M400 Lots 1-5 . . Retail $5.95
1500380 Lots 6 or more

(B) CAMPERS' KNIFE & AXE SET

A practical, serviceable knife and axe combination. Perfect for camp use. Blades on both knife and axe are hand-polished. Durable laminated leather handles with colored fibre trim and polished aluminum knobs. Embossed leather sheath. 9" knife with 5" blade; 10¾" axe with 2-3/8 blade. Wt. 1 lb.

A172/161M533 Lots 1-5 . . . Retail $7.95
161M506 Lots 6 or more

(C) IMPORTED STOCK KNIFE

Serpentine-shaped. Genuine bone stag handle. 8 stainless steel blades. 4" long, closed.

A172/7474M266 Lots 1-5 . . Retail $3.95
7474M255 Lots 6 or more

(D) SPORTMEN'S POCKET KNIFE

Boker Tree Brand imported knife with 2 stainless steel blades, genuine bone stag handle. Has can opener, cap lifter, screw driver, reamer, corkscrew. 3½" long, closed.

A172/7593M333 . . . . . Retail $4.95
7593M315 6 or more

(E) CARPENTER'S KNIFE

Medium size premium, serpentine style Tree Brand knife with genuine bone stag handle, nickel silver sabre clip blade, standard size blade special cut-off pen blade. 3¼" closed.

A172/8313M200 Lots 1-5 . Retail $2.95
8313M190 Lots 6 or more

(F) PEN KNIVES

Imported, 2-blade pocket knife. Stainless steel handle and blades. 3½" closed.

A172/7614M333 Lots 1-5 . Retail $4.95
7614M315 Lots 6 or more

(G) IMPORTED PEN KNIFE

Three premium, stainless steel blades, genuine bone stag handle. Serpentine shape. Actual size closed-3¾".

A172/280M300 Lots 1-5 . . Retail $4.50
280M266 Lots 6 or more

(H) PREMIUM STOCK KNIFE

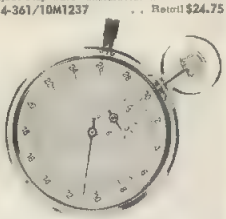
Large size premium, serpentine stock knife. Large size 4" closed. Famous "Tree Brand" genuine bone stag handle.

A172/8573M200 Lots 1-5 . Retail $2.95
8573M190 Lots 6 or more

HANHART STOP WATCH

Precision-built Hanhart stop-watch. Fully dust and water-protected, with unbreakable mainspring. Beautiful diamond-polished case. Pinlever, 1 jewel, 1/10 sec. Finest quality and fully guaranteed by the world's largest stop watch manufacturer.

A44-361/10M1237 . . Retail $24.75



(All Items Mailable)
F.O.B. ST. LOUIS
All Prices Subject To Change Without Notice

Dine with exquisite loveliness every day, every meal

NEW BOONTON *Patrician* PATTERNS

FINEST OF ALL MELAMINE DINNERWARE

Exquisite for all from eat-on-the-run breakfasts to the most special dining occasions. Safe with children or the dishwasher. Choose from the lovely patterns. Beautiful pieces of all Boonton ware accessories mix and match to perfection. **Guaranteed against breakage***

MEADOW SPRAY The delicacy of spring and classic beauty graciously lends itself to the spirit of modern living

16296A1330—16 pc. Starter Set	**Retail**	**$19.95**
16299A1797—20 pc. Service for Four	**Retail**	**26.95**
16302A4330—45 pc. Service for Eight	**Retail**	**64.95**

SCANDIA—Elegant Scandinavian charm adapts to traditional or modern settings

16297A1330—16 pc. Starter Set	**Retail**	**$19.95**
16300A1797—20 pc. Service for Four	**Retail**	**26.95**
16303A4330—45 pc. Service for Eight	**Retail**	**64.95**

LEAVES Floral loveliness, fresh and enchanting, created for everyday living.

16298A1330—16 pc. Starter Set	**Retail**	**$19.95**
16301A1797—20 pc. Service for Four	**Retail**	**26.95**
16304A4330—45 pc. Service for Eight	**Retail**	**64.95**

16 Piece Starter Set. Service for four contains 4 each. 10½" dinner plate, 10 oz. dessert or soup bowl; 8 oz cup; 6" saucer Wt. 7 lbs.

20 Piece Service for Four. Contains 4 each: 10½" dinner plate; 6½" sandwich plate, 18 oz soup or salad bowl; 8 oz. cup; 6" saucer Wt. 8 lbs

45 Piece Service for Eight. Contains 8 each: 10½" dinner plate, 6½" sandwich plate; 18 oz. soup or salad bowl; 8 oz. cup, 6" saucer, plus 14½" platter, 10" serving dish or salad bowl, 3 pc. sugar and creamer set. Wt 18 lbs.

*Written Guarantee With Every Purchase

Color Combinations On all sets, dinner and sandwich plates have lovely decorated rims. All cups are white Colors of other pieces are Turquoise with *Meadow Spray*, Pink with *Scandia*, Yellow with *Leaves* Place settings only also available with patterned dinner and sandwich plates, other pieces all white

COMPLETE YOUR SET WITH LOVELY SERVICE PIECES

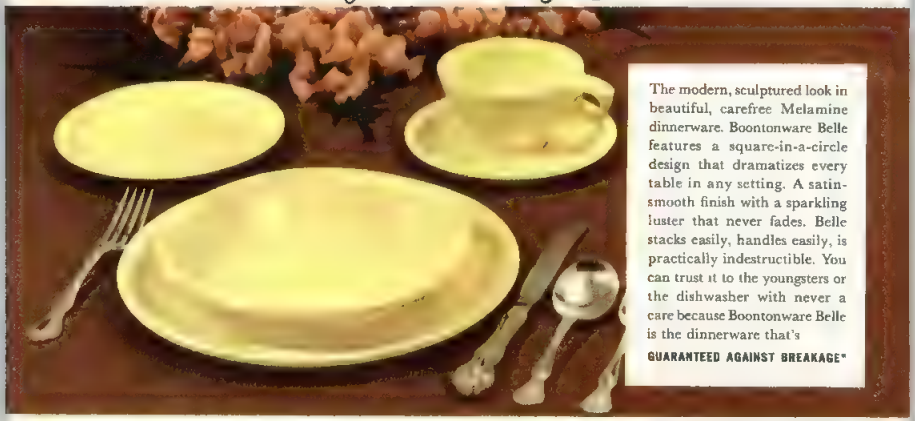
5 Piece Continuation Service Set. Contains: 14½" platter; 10" serving dish or salad bowl; 3 pc. sugar, creamer set Wt. 4 lbs.

16315A782—5-pc. Service Set—White	**Retail**
16305A782—5-pc. Service Set—Yellow	**$11.85**

7 Piece Completion Service Set. Contains. 10" divided vegetable serving bowl; vegetable bowl cover; bread server or centerpiece; 2 pc. butter dish, salt, pepper set. Wt. 4 lbs.

16316A1030—7-pc. Service Set—Harlequin	**Retail**
16310A1030—7-pc. Service Set—Pink	**$15.45**

Sculptured Beauty in Exciting Gourmet Colors



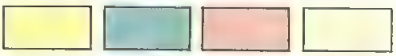
The modern, sculptured look in beautiful, carefree Melamine dinnerware. Boontonware Belle features a square-in-a-circle design that dramatizes every table in any setting. A satin-smooth finish with a sparkling luster that never fades. Belle stacks easily, handles easily, is practically indestructible. You can trust it to the youngsters or the dishwasher with never a care because Boontonware Belle is the dinnerware that's

GUARANTEED AGAINST BREAKAGE*

Boontonware® Belle

Finest of All Melamine Dinnerware

EXCITING "GOURMET COLORS"



16 Piece Starter Set. Service for four. Contains 4 each: 10" dinner plate, 6½" dessert or sandwich plate; 8 oz. cup and 6" saucer. Solid colors or Harlequin (1 place setting in each color). Wt. 6 lbs.

16306A930	**Butter Yellow**	**16309A930**	**Bon Bon Pink**
16307A930	**Turquoisette**	**16308A930**	**Shell White**
16317A930			**Mixed Color Harlequin**
Retail Price			**$13.95**

48 Piece Service for Eight. Contains 8 each: 10" dinner plate; 6½" dessert or sandwich plate; 20 oz. soup bowl, 8 oz. cup and 6" saucer -plus 14½" platter, 11" platter 10" vegetable serving dish, 3 piece sugar and creamer set; salt and pepper set. Solid colors or Harlequin (2 place settings in each color). Weight 17½ lbs

16311A3330	**Butter Yellow**	**16314A3330**	**Bon Bon Pink**
16312A3330	**Turquoisette**	**16313A3330**	**Shell White**
16318A3330			**Mixed Color Harlequin**
Retail Price			**$49.95**

COMPLETE YOUR BELLE SET WITH LOVELY SERVICE PIECES

7 Pc. Completion Service Set. Contains 10" divided vegetable serving bowl, vegetable bowl cover, bread server or centerpiece 2 pc. butter dish; salt, pepper set. Wt. 4 lbs.

16316A1030—7-pc. Service Set—Harlequin . . . Retail $15.45
16310A1030—7-pc. Service Set—Pink

5 Pc. Continuation Service Set. Contains. 14½" platter, 10" serving dish or salad bowl, 3 piece sugar and creamer set. Wt. 4 lbs.

16315A782—5-pc. Service Set—White . . . . . Retail
16305A782—5-pc. Service Set—Yellow $11.85

*Guaranteed for one year. The manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use

Sales Prove Success

Actual over-the-counter sales daily prove Boonton Patrician patterns the most-wanted of all in the Melamine dinnerware field. This new Patrician success is another example of Boonton's effective, year 'round planned and proved merchandise promotions that insure you maximum volume. Boontonware is backed by striking, full-color consumer advertising in national magazines and roto sections of Sunday newspapers, and appealing ads in newspapers from coast to coast!

Your customers recognize the Boontonware difference — its special beauty, extra durability, and the luxurious look and feel that come only from the particular care and extra Melamine that go into every piece. No wonder more people ask for Boontonware by name!

Boontonware®

finest of all Melamine dinnerware

GUARANTEED AGAINST BREAKAGE

BOONTON MOLDING CO., BOONTON, N. J.

16 pc. starter set, attractively gift-boxed **19.95** EVERYWHERE

NYLINT TOOL AND MFG. CO.

Pricing Schedule

996-4-1400	Roadgrader	Pkd. 6 ea.	AD466A	6.98 ea.
996-6-1600	Payloader	Pkd. 6 ea.	AQ533S	7.98 ea.
996-10-2000	Speed King	Pkd. 6 ea.	LA533S	7.98 ea.
996-12-2100	Tourmadozer	Pkd. 6 ea.	LO533E	7.98 ea.
996-11-2200	Michigan Shovel	Pkd. 1 ea.	PL665A	9.98 ea.
996-14-2400	Electronic Cannon	Pkd. 1 ea.	ON866F	12.98 ea.
996-15-2500	Telescoping crane	Pkd. 6 ea.	OM600P	8.98 ea.
996-16-2600	Missile Launcher	Pkd. 6 ea.	NN666A	9.98 ea.
996-17-2700	Uranium Hauler	Pkd. 6 ea.	MU533S	7.98 ea.
996-18-2800	Guided Missile Carrier	Pkd. 6 ea.	LK666A	9.98 ea.
996-19-2900	Jr. Jack Hammer Drill	Pkd. 6 ea.	YO266Q	3.98 ea.

BORGFELDT

13 PIECE CHINA SET

204-33-101/302 VG67U 1.00 ea.
Pkd. 48 ea.

17 PIECE CHINA SET

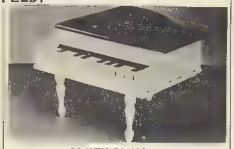
204-34-101/308 AM134P 2.00 ea.
Pkd. 24 ea.

23 PIECE CHINA SET

204-35-101/313 KK200N 3.00 ea.
Pkd. 12 ea.

CHINA SET

204-36-101/315 EL267H 4.00 ea.
Pkd. 12 ea.



10 KEY PIANO
204-37-178/52 SX134T 2.00 ea.
Pkd. 36 ea.

15 KEY PIANO
204-38-178/54 AS200Q 3.00 ea.
Pkd. 24 ea.

FIRE DEPT. W/BELL

204-39-200/452 CS134D 2.00 ea.
Pkd. 24 ea.

HELICOPTER

204-40-200/454 ME67H 1.00 ea.
Pkd. 72 ea.

BORGFELDT

HELICOPTER

204-41-200/476 KO134X 2.00 ea.
Pkd. 24 ea.

VOLKSWAGON

204-42-200/477 KS134U 2.00 ea.
Pkd. 48 ea.

FLYING SAUCER TRUCK

204-43-200/493 HO67B 1.00 ea.
Pkd. 72 ea.

SHOOTING SPACE MAN

204-44-200/501 BL200K 3.00 ea.
Pkd. 36 ea.

FIRE CHIEF W/BELL
204-45-200/505 VK267T 4.00 ea.
Pkd. 24 ea.

JUMPING PUPPY
204-52-550/8 FK134S 2.00 ea.
Pkd. 36 ea.

RADAR N SCOPE
204-47-502/348 TR267T 4.00 ea.
Pkd. 24 ea.

GORILLA TARGET
204-48-502/355 HY267T 4.00 ea.
Pkd. 12 ea.

ELEC. CHIPMUNK
204-50-504/311 HU267B 4.00 ea.

NEW FOR '58

PISTON LOCO
204-49-505/182 CH67B 1.00 ea.
Pkd. 48 ea.

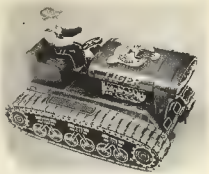
BORGFELDT

GREYHOUND BUS
204-51-550/3 GD67R 1.00 ea.
Pkd. 72 ea.

DRINKING MONKEY
204-46-200/509 JA67H 1.00 ea.
Pkd. 72 ea.

CIRCUS WAGON
204-53-561/34 GO67B 1.00 ea.
Pkd. 48 ea.

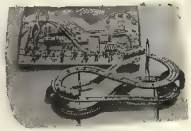
JEEP
204-54-621/53 SP67F 1.00 ea.
Pkd. 48 ea.



TRACTOR
204-55-621/56 BL67V 1.00 ea.
Pkd. 48 ea.

INFLATABLE PULL TOY
204-56-726/130 HA134Q 2.00 ea.
Pkd. 36 ea.

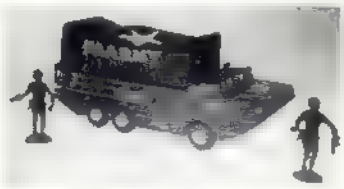
RADAR ARMOR CAR
204-57-736/75 CR200Z 3.00 ea.
Pkd. 24 ea.



TOBOGGAN
204-58-6129/108 KH267M 4.00 ea.
Pkd. 24 ea.

BORGFELDT

AMPHIBIOUS ARMY TRUCK



Measures 20 3/4" long, 6 1/2" wide, 8 3/4" high. Steel truck is equipped with large plastic driver and 3 dimensional action marine figures.

No. 2048-3069 ... Each $5.98

One in a Carton

JEEP WITH RADAR TRAILER

Unit measures 25 1/4" long overall. The metal Radar hauler features a durable motor housing unit in plastic and carries the sweeping radar screen.

No. 2047-879 ... Each $5.19

Three in a Carton

IDEAL

SATELLITE LAUNCHER

Launcher elevates, tilts up to 45°, fires satellite. Driver's cab rotates, is enclosed in transparent plastic. 17" long of high-impact plastic, finished in bright colors. Comes with 4 polyethylene satellites.

No. 2296-4874* ... Each $1.98

Six in a Carton

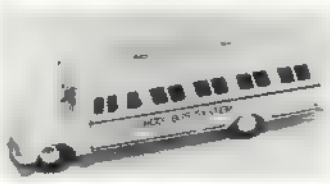
WRECKER SET

Truck measures 21 1/2" long overall, 6 1/2" wide, 8" to tip of boom. Sedan measures 8 3/4" long, 4" wide, 8 1/2" high. Wrecker set is a combination of a wrecker truck and a friction car that will see double duty in the playroom.

No. 2046-1026 ... Each $3.98

Six in a Carton

SCHOOL BUS



Electric Metal School Bus with rubber tired wheels finished in yellow and black, with stop and go action. Powered by 2 flashlight batteries. Bus has two red lights on front and rear of body which flash as bus stops. Measures 13 1/2" long. Batteries not included.

No. 2500-531 Each $2.98

Twenty-four in a Carton

MARX

BATTERY OPERATED REMOTE CONTROL GREYHOUND SCENICRUISER W/HEADLITES

Measures: 10 1/2" long, 3 1/4" wide, 3 1/4" high.

Made of heavy gauge steel, authentically lithographed and designed.

Equipped with lighted headlites, six rubber tired wheels, two transparent windshields-nickel plated trim, also nickel plated bumpers and headlites.

Two standard size batteries in control box operate vehicle, pushbuttons for headlites and forward and reverse action, large steering wheel for direction.

Control box attached to bus by 10" cable.

No. 2058-J1415 Each $1.98

Twelve in a Carton

BATTERY OPERATED REMOTE CONTROL CEMENT MIXER

Measures 8 1/2" long, 3 1/4" wide, 4 1/2" high.

Made of heavy gauge steel, finished in red and yellow baked enamel color; equipped with revolving drum, illuminated water tank (lites up when vehicle is activated), six rubber tired wheels, dumping chute, identifying medal Lions and characteristic chrome trim.

Powered by two standard size flashlite batteries in control box, two buttons for forward and reverse action and a steering wheel for left and right direction. Special added feature a two-way switch which operates mixer drum and water tank lite while truck stands still.

No. 2580-P1376 ... Each $2.98

Twenty-four in a Carton

MARX

BATTERY OPERATED REMOTE CONTROL MP JEEP WITH SOLDIER AND LIGHT

Measures 7 1/2" long, 3 1/2" wide, 4" high to top of windshield.

Made of heavy gauge steel, finished in authentic military olive drab design. Equipped with lithographed three dimensional soldier (he signals left hand turns), heavy duty rubber-tired wheels—spare wheel and Jerry-can attached to rear of jeep and a detailed simulated radio with lite and antenna.

Climbs over obstacles, travels straight ahead, in reverse and in a circle.

Powered by two standard size flashlight batteries and operated by two push buttons.

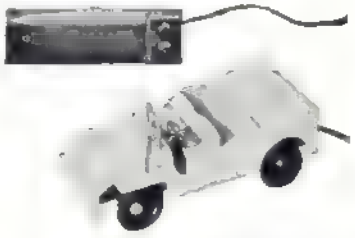
Control box attached to jeep by 54" insulated cable.

No. 2056-J1490 Each $2.00

Forty-eight in a Carton

GENERAL MOLDS

STEERING JEEP

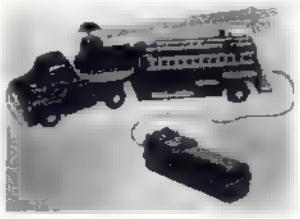


Jeep that actually steers! Remote controlled from steering wheel battery case.

No. 2256-81 ... Each $1.00

Twenty-four in a carton

FIRE ENGINE

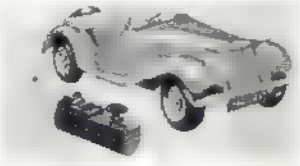


Fire engine red with white accessories. Realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action. Jackknife action in reverse. Dual rubber wheels. Size: 16 x 3 3/4 x 3 3/4.

No. 2265-051 ... Each $3.98

Twelve in a carton

REMOTE CONTROL M G SPORTS CAR



A model of the popular MG Sports Car steers left, right, forward or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors. Size: 8 3/4 x 3 1/2 x 2 3/4.

No. 2264-141 Each $2.98

Twelve in a carton

GENERAL MOLDS

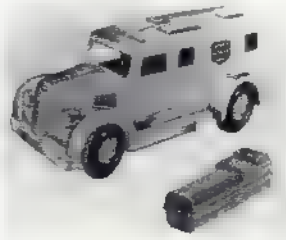
BATTERY OPERATED TOYS
SERVICE TRUCK

Colorful service truck with remote controlled steering. Removable ladder, rubber wheels. Size: 7 x 3 x 3.

No. 2260-119 .....Each $1.00

Twelve in a carton

ARMORED TRUCK

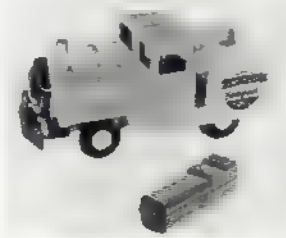


Impressive gold body with rubber wheels. And it steers! Left, right in forward and reverse. All from the battery case control box. Self-contained dime bank slot teaches thrift to youngsters of all ages. Size: 6¾ x 3 x 3⅜

No. 2258-82 ..... Each $1.00

Twelve in a carton

LOCOMOTIVE



Remote control locomotive with full steering action! Steers left or right forward and reverse motion. Dime bank slot for thrifty children. Size. 7½ x 3 x 3⅜.

No. 2259-83 ..... Each $1.00

Twelve in a carton

FIRE DEPARTMENT SET

The Jr. Fireman races to a fire with his own set of remote control fire fighting equipment and fireman's helmet. An Emergency Wagon Jeep. Fire Chief Car with dome light and siren plus the adjustable ladder Fire Truck. Set packed in attractive display carton 17⅝" x 17⅜" x 4⅜".

No. 2257-104 ..... Each $5.98

Six in a carton

POLK'S ARISTO

MODEL AUTO RACING

Slip track sections together, connect speed control to track, connect power pack (not furnished) any 12v D.C. power unit can be used and racers are ready to go. Three basic sets available.

Set No. 2612-01

Basic set comprising 2 scale model racing cars, control unit, connector straight, 1 straight, 8 inner curves. Also battery container (for 12 volt battery) and fencing. Size: 3'7" x 2'2"

No. 2612-01 Each $35.00

One in a Carton

Set No. 2613-02

Basic set plus 4 inner curves, 12 in all) and 30° Crossover. Size 6'1" x 2'7"

No. 2613-02 Each $50.00

One in a Carton

Set No. 2614-03

Basic set plus 2 inner curves (10 in all) 2 straights (6 in all) and Flyover. Size 7'3" x 2'9"

No. 2614-03 ..... Each $57.50

One in a Carton

UNGAR

HOT ROD KIT
Electric Powered

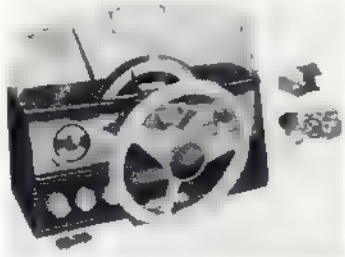
Consists of a completely wired electrical system, including friction electric motor and light bulbs! Flexible front and rear wheels; steering wheel, worm gear steering mechanism; frame radiator with headlights; engine; air filters, and plastic body shell with seat. Size: 9½" long, 4¾" wide, 2½" high

No. 1509-302 ..... Each $2.95

Six in a Carton

REMCO

FIREBIRD "99"



Automobile dashboard allows the child to . . insert and switch on the ignition key . . turn on and operate the motorized windshield wiper . . steer to the right or left . . . right and left directional signals blink in the direction you steer . . real horn blows . . . adjust rear view mirror . . check glove compartment for road map . . watch speedometer accelerate and decelerate.

Overall dimensions 13¼" long 6¾" deep 9¾" high. Operates on 2 "D" flashlight batteries (not included)

No. 1549-209 Each $9.98

Three in a carton

PRODUCT MINIATURE

1958 SCALE MODEL CARS AND TRUCKS

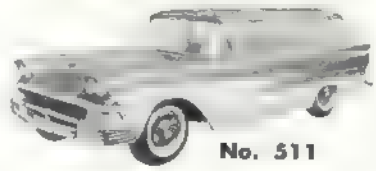
Spin Torque Friction Motor. 1958 Body Details faithfully reproduced. Impact proof cellulose acetate body. Sturdy steel Chassis. Chrome plated grille and bumpers. Rubber tires.

INTERNATIONAL TRUCK

No. 1476-510 .....Each $2.00

Twelve in a Carton

FORD COUNTRY SEDAN



No. 1477-511 ..... Each $2.00

Twelve in a Carton

CONVERTIBLE CORVETTE

No. 1478-512 ..... Each $2.00

Twelve in a Carton

CHEVROLET SPORTS SEDAN

No. 1479-514 ..... Each $2.00

Twelve in a Carton

1958 AUTO PARK ASSORTMENT

24 1958 $1.00 Retailers
All Poly Bagged

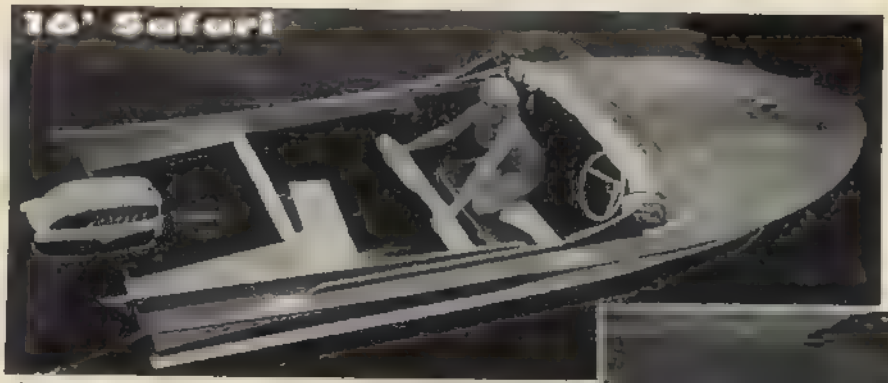
Six each of the following

- No. 70 Chevrolet Truck
- No. 71 International Truck
- No. 72 Chevrolet Corvette
- No. 73 Ford Country Sedan

These differ from the $2.00 items in that they are stripped down, with no window extensions, and are not boxed

No. 1475-103 ..... Each $24.00

One Assortment in a Carton



1958 BORUM SLEEPER

Next season's most beautiful outboard! The Safari is a 16' all-mahogany runabout that keeps a promise of day-long cruising comfort and safety, and a season full of fun for all the family.

This popular model provides comfortable sleeping accommodations for two adults by letting down the back of the forward seat to form a bunk for its mattress of interlocking pads. Top folds up quickly and with the snap-on aft curtain in place the happy travelers are secure for the night.

An original design by Otis C. Borum, leading small boat designer

Now is the time to see the boat you plan to buy next spring!

Write today for the name of your nearest Borum dealer.

OTIS C. BORUM BOATS, Inc.

Box 1164, Jacksonville 1, Florida

COMBINATION HORN-LIGHT-STAFF

A combination marine horn, navigation light and flag staff is one of the new marine product developments announced by Sparton Corp., Sparton Automotive Div., Jackson, Mich.

Named the Navigator, the unit has been carefully engineered to meet all U. S. Coast Guard Class I requirements for whistle signals and navigation lights. The Navigator is manufactured from die-cast metal, heavily chrome plated. The running light has red and green Fresnel lenses—the mast has chrome flag rings and is removable from the horn and light assembly. The Navigator has its own specially built horn with stainless steel diaphragm and spring plates; the motor is protected by a die-cast base and chrome-plated brass screen. All parts can be replaced in case of damage.

A companion accessory is the new Sparton Marine Horn Button, Model PB-1. Built specially for marine use, the all brass body is heavily chrome-plated with bakelite interior.

A combined horn, flag staff and navigation light for Class I boats is offered by the Sparton Division.

ANNOUNCE NEW RIGGING SERVICE

Merriman Bros., Inc., 185 Amory Street, Boston 30, Mass., outfitters of racing and cruising yachts, have introduced a special off-season rigging service plan for boat owners to insure against dismasting. Potential rigging trouble can be eliminated at less cost to the boat owner during this service plan, open until February 15, before the regular fitting out season begins.

Even the most complicated rigging problem can be solved by Merriman's experienced yacht riggers. As part of this service, all standing rigging and turnbuckles are tested to 40% of breaking strength.

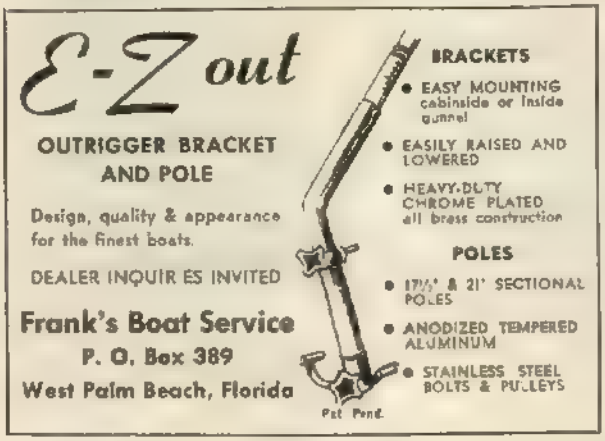
All end fittings, tru-locs and sockets, splices and running rigging fittings are thoroughly examined for indications of possible failure. After testing, engineering recommendations and costs for necessary replacements are sent to the boat owner, along with a permanent reference record to keep on board of each assembly, including size, length, type—plus testing results. There is no charge for service if replacement work exceeds ten dollars; otherwise there is a minimum service charge.

Merriman is now delivering new self-bailers for both sailboats and outboards. In the Gibb Bailer, machined metal-to-metal contact when closed insures absolute tightness. It operates at speeds of approximately 3 mph and higher. By pushing down on the lever, the inner portion of the bailer protrudes into the water and at the same time the bailing holes in the inner and outer portions coincide. When closed, the fitting is flush with the bottom of the hull.

Principle of the Lewmar bailer is similar to the Gibb, but addition of a self-sealing valve insures against accidental leakage when the boat slows momentarily.

For complete information about Merriman's self-bailers and all Merriman Lightweight Tufnol Hardware, send 25 cents to: "Tufnol Catalog," Merriman Bros., Inc., 185 Amory Street, Boston 30, Massachusetts.

Beautiful, Comfortable and Rugged for your Convenience and Pleasure — by Ed Hatch
No. R3
No. 4
No. Q4
No. F10
STOP IN AND GET ACQUAINTED DURING YOUR CRUISE TO SOUTH FLORIDA—WE'RE SURE YOU'LL WANT TO FIT OUT YOUR BOAT WITH THESE BEAUTIFUL FISHING AND PILOT CHAIRS.
POMPANETTE PRODUCTS
1719 Shenandoah St.
Hollywood, Florida


E-Z out
OUTRIGGER BRACKET AND POLE
Design, quality & appearance for the finest boats.
DEALER INQUIRIES INVITED
Frank's Boat Service
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West Palm Beach, Florida
BRACKETS
• EASY MOUNTING cabinside or inside gunnel
• EASILY RAISED AND LOWERED
• HEAVY-DUTY CHROME PLATED all brass construction
POLES
• 17½' & 21' SECTIONAL POLES
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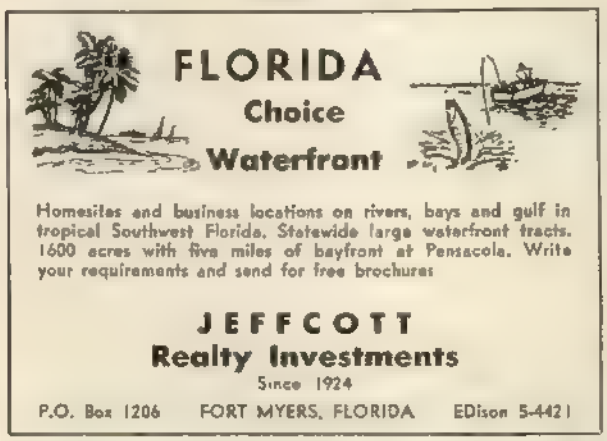
• STAINLESS STEEL BOLTS & PULLEYS
Pat. Pend.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Waterfront
Homesites and business locations on rivers, bays and gulf in tropical Southwest Florida. Statewide large waterfront tracts. 1600 acres with five miles of bayfront at Pensacola. Write your requirements and send for free brochures
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DEVELOP SPECIAL SKI BOAT

One of the most interesting collaborations in many years preserved the supremacy of the United States in the field of water skiing. The scene of this triumph was the International Water Skiing Championships held last fall at Florida's Cypress Gardens. Water ski champions from all over the world were present. Dick Pope, director of Cypress Gardens, needed a fast boat.

So began the teamwork of Dick Pope and Dick Pope, Jr., directors of the event, boat manufacturers and engine manufacturers. W. C. Meloon, of Correct Craft, Inc., was brought in as adviser. Ralph Meloon, Correct Craft president, supervised the building of a special boat, the International Skier. John Mulford, president of Gray Marine Motor Company, tackled the problems of installing a 225 hp Gray Fireball V-8. Top speed, stability, reliability and responsiveness to controls were the prime considerations. From this collaboration was born the Correct Craft International Skier.

The International Skier is 17' 6" long with a 6' 2" beam, and draws 1' 6" at rest. Its speedometer is calibrated up to 75 mph. Coupled with the speedometer, in a special instrument mount attached to the deck inside the windshield, is an electric tachometer which enables the pilot to calculate his timing to a split second. Reverse control is mounted on the wheel. A special extra-strength ski pull is anchored through the center deck. So many requests for the International Skier came in not only from foreign countries but from spectators and American water skiers that Correct Craft has added this model to their regular line.

The International Skier of Correct Craft is the official boat of the 1958 International Water Ski championships. Built of laminated mahogany it is 17' 6" over all with 6' 2" beam and is powered by a 225 Gray V-8 Hydraulic Clutch.

BOOKLET ON SAFETY OFFERED

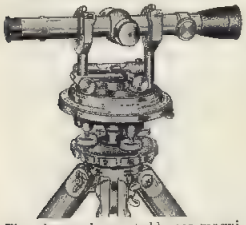
Boat buyers can check on safety factors with a copy of "Safety Savvy" offered, free of cost, by Marine Office of America, 123 William St., New York 38 N. Y.

The booklet discusses ways and means to prevent fires or explosions on a boat. The company, which has offices in 28 cities, offers comprehensive coverage in yacht insurance.

BOSTROM LEVELING INSTRUMENTS

Bostrom Levels are used and endorsed by engineers, contractors, builders, schools, extension service and individual landowners everywhere for terracing, ditching, grading, irrigating, tile draining, leveling foundations, getting angles, running lines and surveying. Bostrom Levels are simple, accurate, durable and complete, and are sold on the guarantee of satisfaction or money back.

NO. 5 CONVERTIBLE LEVEL

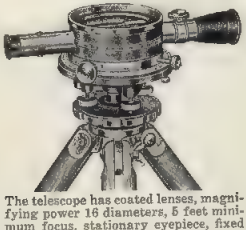


The telescope has coated lenses, magnifying power 16 diameters, 5 feet minimum focus, stationary eyepiece, fixed cross hairs, optical axis adjustment internal focusing, 1¼ in. objective, dust cap and sunshade For level work the telescope rests in 2 wyes. Has ground level vial 7 to 8 minutes, 4 inch movable graduated circle, 5 minute vernier, clamp and tangent, vertical arc and index, steel center post, 3 point bearing on horizontal limb, shifting center, 4 leveling screws, trivet and 5 foot tripod are some of the features. 9 foot rod, target, plumb bob, carrying case and directions are included.

No.	Equipment	Ship. Wt.	Each
5	complete	20 Lbs.	$95.00

Level in one carton. Tripod, Rod and Target in one carton.

NO. 4 CONTRACTORS' LEVEL

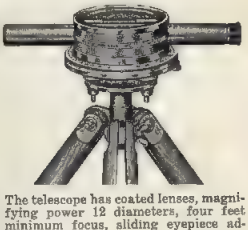


The telescope has coated lenses, magnifying power 16 diameters, 5 feet minimum focus, stationary eyepiece, fixed cross hairs, optical axis adjustment, internal focusing, 1¼ inch objective, dust cap and sunshade. Has ground level vial 7 to 8 minutes. The telescope and level vial are mounted in a revolving turret which is simply turned over on the leveling plate to check the adjustment of the line of sight. Four inch movable graduated circle, five minute vernier, clamp and slow motion screw, 3 point bearing, steel center post, shifting center, four leveling screws, trivet and 5 foot tripod are some of the features. 9 foot rod, target, plumb bob, carrying case and directions are included.

No.	Equipment	Ship. Wt.	Each
4	complete	19 Lbs.	$64.00

Level in one carton. Tripod. Rod and Target in one carton.

NO. 2 FARM LEVEL

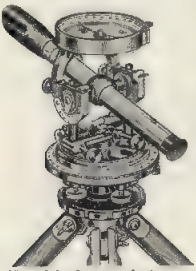


The telescope has coated lenses, magnifying power 12 diameters, four feet minimum focus, sliding eyepiece adjustment and fixed cross hairs. The level vial is ground 8 to 9 minutes. The telescope and level vial are mounted in a revolving turret which is simply turned over on the leveling plate to check the adjustment of the line of sight. Three point bearing on the leveling plate, movable graduated circle with lock screw, three leveling screws, center screw with spring and five foot white ash tripod are some of the features. Nine foot hardwood rod, metal target, plumb bob, carrying case and directions are included.

No.	Equipment	Ship. Wt.	Each
2	complete	17 Lbs.	$47.40

Level in one carton. Tripod, Rod and Target in one carton.

NO. 5C CONVERTIBLE LEVEL



The No. 5C is the same instrument as the No. 5 except that the No. 5C is equipped with a detachable compass mounting and a 3 inch surveying compass, graduated to ½ degrees and numbered 0 to 90 in each quadrant from the north and south points. Has three inch gold-plated jewel mounted needle with lifter stop and is provided with variation adjustment.

No.	Equipment	Ship. Wt.	Each
5C	complete	21 Lbs.	$119.00

Level and Compass in one carton. Tripod, Rod and Target in one carton.

LEVELING RODS AND SPECIAL EQUIPMENT

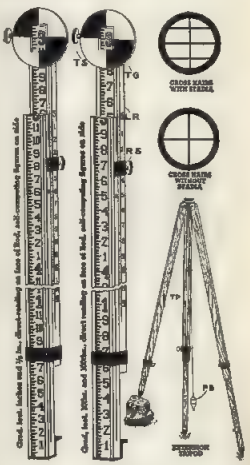
The standard Bostrom Hardwood Rod furnished with the No. 2, No. 4 and No. 5 Levels is in two sections, telescoping to 9 feet, graduated in feet, inches and eighth inches, self-reading and direct-reading on the face of the Rod and self-computing ruler graduations on the side of the Rod. Unless otherwise specified, No. 5C Level or any Bostrom Level equipped with Stadia Hairs, comes equipped with Hardwood Rod graduated in feet, 10ths. and 100ths.

If three section 13 foot Hardwood Rod is desired in place of standard 9 foot Rod, add $4.00 to list price of Instrument. If Verniers are desired on Rod and Target, add $1.00. Extension Tripod Legs in place of standard straight Legs, add $7.50. Fixed Stadia Hairs for any Bostrom Level, add $6 00.

PRICES OF ROD AND TARGETS ONLY

Sections	Length	Rod	Target	Complete
two	9 ft.	$ 9.50	$2.50	$12.00
three	13 ft.	13.50	2.50	16.00

When ordering Rods or Vernier on Rod and Target, be sure to specify graduation desired—inches or tenths.

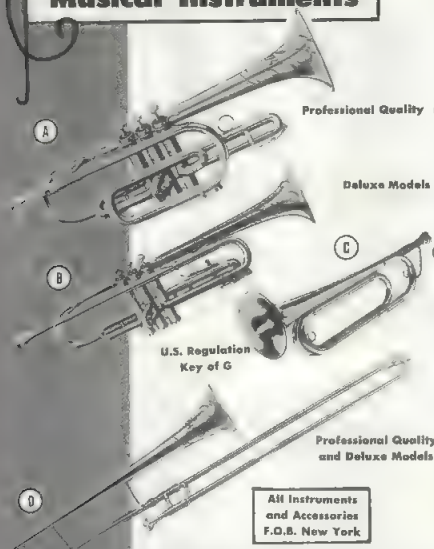


Prices shown on this page are list. We have a wholesale distributor near you who will quote discount and make prompt delivery from stock. Write for their name and address.

BOSTROM-BRADY MANUFACTURING CO., 516 Stonewall St. S.W., Atlanta 3, Georgia

Mention Hardware Age When Writing

Brighton Musical Instruments



All Instruments and Accessories F.O.B. New York

(A) PROFESSIONAL QUALITY TRUMPET AND CORNET—Finest made in America, played by many top artists. Unequalled tone and intonation. Absolute scale flexibility, response, performance control. Nickel-silver outer slides, trim. Finest bronze bell. Extra heavy construction. Perma-lacquered

5M31D8000 Trumpet. (Sh. wt. 15 lbs.) ..... **List $150.00**
5M30D8000 Cornet. (Sh wt. 14 lbs.) ..... **List 150.00**

DELUXE GLADSTONE CASE FOR ABOVE TRUMPET OR CORNET—Two accessory compartments. Vinyl scuff-proof covering, silk plush lining. Sewed, bound edges. Rust-proof hardware.
5M63D2150 (Sh. wt. 6 lbs.) ..... **List $40.00**

(B) DELUXE QUALITY TRUMPET AND CORNET—Extremely fine American made instruments at an unusually low price. Perfect tone, intonation, response. Precision ground, honed valves. Pure nickel-silver outer slides. Perma-lacquer finish.

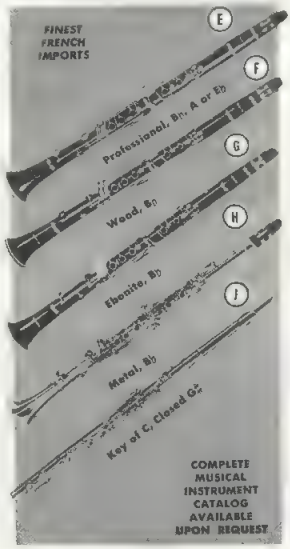
5M36D5350 Trumpet. (Sh wt. 15 lbs.) ..... **List $99.50**
5M35D5350 Cornet. (Sh. wt. 14 lbs.) ..... **List 99.50**

LUGGAGE-TYPE CASE FOR ABOVE TRUMPET OR CORNET—Vinyl covered, silk-plush lined. Bound edges. Rust-proof hardware. Sh. wt. 5 lbs.
5M32D1070 ..... **List $20.00**

(C) U. S. REXCRAFT REGULATION BUGLE—Key of G, slide change to F. Extra quality, American made. Heavy flanged bell. Extra quality mouthpiece. Lacquered brass finish.
5M65D975 (Sh. wt. 8 lbs.) ..... **List $15.75**

(D) PROFESSIONAL QUALITY TROMBONE—Finest American made played by leading artists. Pure nickel slides, lapped, fitted for smooth slide action and perfect positioning. Beautiful balance, extra heavy construction. Full bore, extra long slide cups. Superb tone, intonation. Perma-lacquered finish. Sh. wt. 20 lbs.
5M33D7350 ..... **List $137.50**

DELUXE QUALITY TROMBONE—Exceptional tone, intonation and response. Precise balance, sturdy construction. Medium bore, pure nickel-silver, precision ground slides. Perma-lacquer finish. Made in America. (Not illustrated)
5M38D5040 (Sh. wt. 20 lbs.) ..... **List $94.50**

GLADSTONE-TYPE TROMBONE CASE—Vinyl scuff-proof covering. Silk-plush lined. Bound, sewed edges. Rust-proof hardware.
5M34D2150 (Sh wt. 8 lbs.) ..... **List $40.00**

Imported Alto and Tenor Saxes

(E) PROFESSIONAL CLARINET—Imported from outstanding French maker of superior woodwinds. Boehm system, 17 keys, 6 rings . . . B♭, A or E♭. (Specify key.) Finest Grenadilla wood, carefully seasoned and selected. Pure nickel-silver keys, hand forged for maximum strength and durability. Unexcelled tone, intonation and response of any clarinet made. Complete with DeLuxe Gladstone carrying case.
5M24D10675 (Sh. wt. 6 lbs.) ..... **List $200.00**

(F) B♭ WOOD CLARINET—Professional caliber import. Boehm system, 17 keys, 6 rings. Finest Grenadilla wood, seasoned and selected. Case hardened, nickel-silver keys. Perfect tone, intonation, response. With DeLuxe Gladstone case.
5M44D7275 (Sh. wt. 6 lbs.) ..... **List $135.00**

(G) B♭ EBONITE CLARINET—Excellent imported choice. Upper joint completely lined with nickel-silver to prevent breakage. Boehm system, 17 keys, 6 rings. Hardened nickel-silver keys, nickel plated. Includes DeLuxe Gladstone case.
5M45D6950 (Sh. wt. 6 lbs.) ..... **List $129.50**

(H) B♭ METAL CLARINET — Outstanding tone, intonation import. Boehm system, 17 keys, 6 rings. Nickel-silver body, key mechanism. Non-tarnish nickel-plated finish. With case.
5M46D5600 (Sh. wt. 10 lbs.) ..... **List $105.00**

(J) KEY OF C FLUTE—Closed G♯ key. Brilliant tone, intonation and response. Solid nickel-silver construction, silver-plated and burnished. With DeLuxe plush-lined case.
5M47D6675 (Sh. wt. 6 lbs.) ..... **List $125.00**

(K) TENOR AND ALTO SAXOPHONES—Finest professional quality imports. Newest, most preferred by bandsmen and artists. Integral, one-piece tone holes, drawn from body. Hardened key mechanism, easy to play low tones. Full rich tones, instant response. Modern key covers. Perma-lacquer finish.
5M26D17650 Tenor Sax, B♭. (Sh. wt. 27 lbs.) **List $275.00**
5M28D14495 Alto Sax, E♭. (Sh. wt. 18 lbs.) **List 225.00**

DELUXE GLADSTONE SAXOPHONE CASES—Vinyl acetate, scuff-proof covering. Silk-plush lined.
5M25D2270 Tenor Sax Case. (Sh. wt. 18 lbs.) **List $42.50**
5M27D2000 Alto Sax Case. (Sh. wt. 8 lbs.) **List 37.50**

MANUFACTURER'S NAME OF EACH INSTRUMENT FURNISHED ON REQUEST

BRISTOL BOATS PRESENTS FOR '58

THE COMPLETE BOATING LINE

THE 16' BLUE FISH ➤

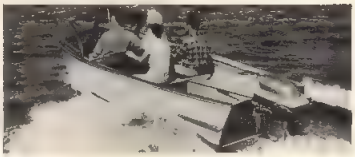
LOA 15 11'—Beam 5'8"—Freeboard 2'8"—Weight 425 lbs. Fast, rugged seaworthy and dry. Full length spray rails, oak frame, full length side and bottom panels. Seating capacity for 8—Speeds to 40 mph.

THE 25' BARRACUDA ➤

LOA 24'7"—Beam 8'—Draft 2'—Freeboard 3'8". All new for '58—a superb small family craft with 2 berths, complete galley. Powered to 165 hp for 35 mph. Like all Bristols, she's a rough-water craft.

36' SAILFISH ➤

LOA 36'—Beam 12'—Draft 2'4"—Freeboard 4'8". Available as a sedan with 4 berths or a fisherman with 2 Six-foot headroom. Like all Bristols, bottoms and sides are full length panels made in our plant

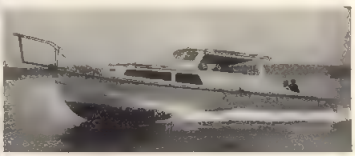


◄ THE 21' BONITO

LOA 21 2'—Beam 7'9"—Draft 18"—Freeboard 3'6". Now sister to the well known inboard Bonito Bass boat—with all her features—fine workmanship, stability, safety and roominess. She has two berths.

◄ THE 33' DOLPHIN

LOA 33'4"—Beam 11'4"—Draft 2'2"—Freeboard 4'8 . True sea-ability for the cruising fisherman and his family with full cruising accommodations and speeds to 25 knots with twin engines to 225 hp each.



◄ THE 42' MARLIN

LOA 42—Beam 12'6"—Draft 2'6"—Freeboard 4'8". A real rough water craft, easy to maneuver even in following seas. She hes four double berths and full cruising accommodations. A boatman's boat.

BRISTOL BOATS

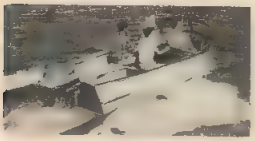
a division of **allen quimby veneer co. bingham, maine**

120 River Street

THE FINEST FOR THE FISHERMAN

THE FINEST for the FISHERMAN

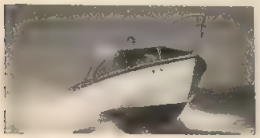
BRISTOL BOATS



16' BLUEFISH

Length	15'11"
Beam	5' 8"
Freeboard	2' 8"

Seating Capacity 8 People, Speeds to 40 M.P.H. Priced from $535.



21' BONITO OUTBOARD
(Inboard also available)

Length	21' 2"
Beam	7' 9"
Draft	18"
Freeboard	3' 6"

2 Berths, Speeds to 30 M.P.H Priced from $1,960.

25' BARRACUDA INBOARD

Length	24'7"
Beam	8'0"
Draft	2'0"
Freeboard	3'8"

Powered with 100 to 165 H.P. Single Engine. Speeds to 35 M.P.H. 2 Berths, Icebox, Separate Head and Galley. Priced from $5,180.

33' DOLPHIN CRUISER-FISHERMAN

Length	33'4"
Beam	11'4"
Draft	2'2"
Freeboard	4'8"

Powered with Twin Engines 110 to 225 H.P. Each. Cruising Speeds to 25 Knots. Up to 4 berths. Priced from $11,900.

36' SAILFISH SPORT FISHERMAN

Length	36'
Beam	12'
Draft	2' 4"
Freeboard Fwd.	4' 8"
Freeboard Aft.	2'10"

Powered with Twin Engines 160 to 225 H.P. Each. Cruising Speed 20 Knots. 4 berths. Priced from $18,600.

42' MARLIN SPORT FISHERMAN

Length	42'
Beam	12'6"
Draft	2'6"
Freeboard Fwd.	4'8"
Freeboard Aft.	3'0"

Powered with Twin Engines 225 H.P. Each. Cruising Speed 20 Knots. 4 Double Berths. Priced from $27,000.

FOR SPORTS OR FAMILY USE—The new 1958 Bristol fleet features adaptability in a number of sizes to fit your needs

HIGHEST QUALITY MATERIALS AND WORKMANSHIP—Mahogany plywood made in our own plant—Everdur fastenings—bronze fittings—Monel tanks —oak frames.

FINEST PERFORMANCE—Fast, seaworthy, soft riding and dry even in really heavy going. Large cockpits, roomy and comfortable accommodations.

BRISTOL BOATS

a division of allen quimby veneer co. bingham, maine
120 River St.

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LOA 42—Beam 12 6"—Draft 2'6"—Freeboard 4'8". A real rough-water craft, easy to maneuver even in following seas. She has four double berths and full cruising accommodations. A boatman's boat.

BRISTOL BOATS

a division of allen quimby veneer co. bingham, maine

120 River Street

THE FINEST FOR THE FISHERMAN

ALBRIGHT OUTBOARD INBOARD **BOATS for '58**

famous for

✓ QUALITY ✓ PERFORMANCE ✓ BEAUTY

Power and beauty combined with latest engineering advances make the "Falcon" 17' 3" inboard a leader in '58. Baked marine enamel finish over African and Philippine Mahogany add striking new beauty in a wide range of colors. Gray power to 225 hp V-8. Also a 16' 6" Falcon, 70 to 109 hp.

VISIT THE ALBRIGHT DISPLAY — BOOTHS 34 & 35
CHICAGO NATIONAL BOAT SHOW
Floyd Harper and Bob Girard
February 7th - 16th

ALBRIGHT BOAT & MARINE CO. P. O. BOX 3749, CHARLOTTE 1, N. C. PHONE: FE 9-0280

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A MIDTOWN MARINE CENTER

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Most Dependable

GENERATOR-CONVERTER

Afloat!

ELECTRO-MARINE
GIVES YOU

Sea/Electric Power

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in one compact unit!

Whatever your electric power needs, there is an Electro-Marine belted D. C. generator for you. Operating an alternator system from power take-off of the main engine, or a rectifier system from dockside 110V AC, this unit gives you full electric power at sea and at dockside—keeps your batteries at full charge at all times. It has only two moving parts, completely static-free. Available also as separate units.

Here is the solution to all your electric power problems. For full information and prices write today to—

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Formerly Marine Division of Bushings, Inc.

LEGISLATION & WATERWAYS

(*Continued from page 378*)

coastal Waterway have that 55' limit on their height (Myrtle Beach, S. C., for one) and there is a project on the books for erecting one over the inside passage at Barnegat Bay with only 35' vertical clearance.

Bertram points out that "the bridge question is of national importance insofar as the yachtsmen are concerned, and yet we have not found any organization of national scope which will organize the opposition. When you stop to consider this point, you realize that there is no organization of national scope composed of the owners of a large number of our masted vessels."

It is obvious from all of the foregoing that there is no shortage of major problems awaiting the formation of an association with the means to attack them and that there is a concomitant feeling that such an organization should be brought into being.

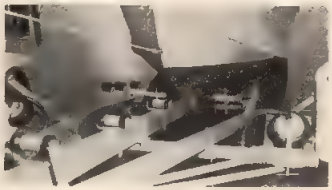
It remains only for the yachtsmen themselves to take one relatively simple step—throw their lot in together. After that it won't be difficult to fight pressure with pressure. If something isn't done soon, tall-sparred vessels will have the choice of making New York-Florida passages entirely offshore, or taking out their rigs before venturing into a waterway criss-crossed by fixed bridges too low for them to sail under.

▶ SAN FRANCISCO Y. C. BUILDS HARBOR: An outstanding example of how to finance and develop a small boat harbor, complete with breakwater and berthing facilities, has just been completed at Belvedere by the San Francisco Yacht Club. The $300,000 project, financed by notes sold to club members, derives its revenues from the facilities provided which include berths for 136 boats. Belvedere is just east of Sausalito across Richardson Bay.

▶ PUBLISHER NEEDLES CHARLESTON: Charles F. Eaton, publisher of Inland Waterway Guide, is one of those fortunate yachtsmen who does his boating in Northern waters in the summer and follows the sun South in the winter. On a recent inland waterway passage from Marblehead to Fort Lauderdale, he paused long enough in Charleston, S. C., to be interviewed by a reporter from the *News and Courier* and tell the old Carolina port what he thought was wrong with it from a yachting point of view.

"Charleston has everything to offer yachtsmen, but is making no use of it," he said. "The city is in a phenomenally advantageous position for those traveling the Intracoastal Waterway and, in addition to its proximity to the waterway, offers historical background plus all types of commercial and amusement facilities."

On the subject of specific recommendations he said: "I don't know where to begin. For one thing, there are no showers, clean or otherwise, available at wharfside for visiting yachtsmen. The docks here are virtually the same as those that



The Beaver Trailer's drop-bed frame "sits down" in the water for easy launching and loading

BEAVER TRAILERS BY BASSICK

► New models of the Bassick Co.'s Beaver boat trailers are in production for 1958, retaining all the quality features of the 1957 line. One is the Firestone Airide air springs for wheel suspension with their automatic adjustment of spring rate to load. The load capacity of a Beaver is adjustable up to 1400 lb by altering pressure in these air springs. The hydraulic control drop-bed trailer frame is another feature providing easy launching and loading. The Beavers are available with a variety of hull supports accommodating any standard hull and many special designs.

THE BASSICK CO., MARINE DIV., 427 Howard Ave., Bridgeport 9, Conn.

UNIVERSITY LOUDSPEAKER PRODUCT CATALOG

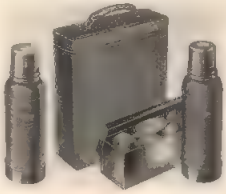
► A new 12-page illustrated catalog describing University Loudspeakers' complete line of public address and high fidelity loudspeakers, for use in marine, railway, automotive and transportation fields, is now available. Full product descriptions, specifications and application information, as well as prices are incorporated in this publication, which offers a wide variety of speaker equipment ranging from paging and talk-back speakers to super-power projectors. High-fidelity speakers, systems and enclosures and accessories are also included.

UNIVERSITY LOUDSPEAKERS INC., 80 S. Kensico Ave., White Plains, N.Y.

MASURY SWEDISH MARINE PAINTS

► A new "Marin" complete line of Swedish-formulated boat paints is offered by Masury, in all the popular colors. The line includes topside, deck, bottom and cabin interior enamels, hard racing finishes, copper bottom paint, varnishes, primers and removers. A specialty is the fume-proof, non-yellowing white marine enamel called Marin Emalj White O'Sweden, in full gloss, semi-gloss and dull finishes, recommended for both exteriors and cabins.

JOHN W. MASURY & SON, INC., 1700 Bayard St., Baltimore 30, Md.



This Sportsman's Set is one of many items in the Stanley vacuum and thermal goods line, which includes pitchers, thermal jugs for hot or cold food or drinks, and similar articles in many sizes by LANDERS FRARY & CLARK, New Britain, Conn.

RIVERSIDE YACHT CLUB'S 70TH ANNIVERSARY

THE Riverside Yacht Club, whose station is near the mouth of the Mianus River in Riverside, Conn., will mark the 70th anniversary of its founding this year by pushing ahead on a three-year program of improvement and expansion calculated to make the club establishment one of the finest on the Atlantic seaboard.

The responsibility for undertaking the club's most ambitious project since the present clubhouse was built in 1929 will rest on the shoulders of Commodore Albert Blattmann, his flag and staff officers, and a number of special committees.

It is obvious from the magnitude of the operation that Riverside has faith not only in the future of the sport of yachting, but an appreciation of the role Riverside will play in its development on Long Island Sound.

The first step was the dredging of a considerable area in the Mianus River last year to permit the erection of a marina that will accommodate 24 boats of up to 50′ length and 7′ draft. This project, scheduled for completion before the 1958 season, will tend to relieve crowding in Riverside's over-populated mooring area which is being restricted further by silting in the river and has virtually no room for visiting yachts in the sheltered part of the anchorage.

Additional deep water is available to permit the expansion of the marina to double the size and capacity it will have by June of this year. Fuel, ice, shoreside electricity and fresh water will be available at the marina.

The second section of the expansion plan calls for the filling in of recently purchased tideland acreage adjacent to the club property. Reclamation has already begun and the new land, built up several feet above high water, will be the site of tennis courts, automobile parking lots and a clubhouse for Riverside's flourishing Junior Yacht Club, construction of which will be delayed until 1959. The tennis and parking facilities will be completed this year.

The final phase of the program will see the installation of a large swimming pool and filtration plant, and a new set of bathhouses. A start has been made on the pool and it is expected to be ready this summer. Existing bathhouses will serve until the new structures go up in 1959. The pool will be L-shaped so that high and low board diving exhibitions can be held at the same time that swimming races are taking place. Either fresh or salt water can be used to fill the pool.

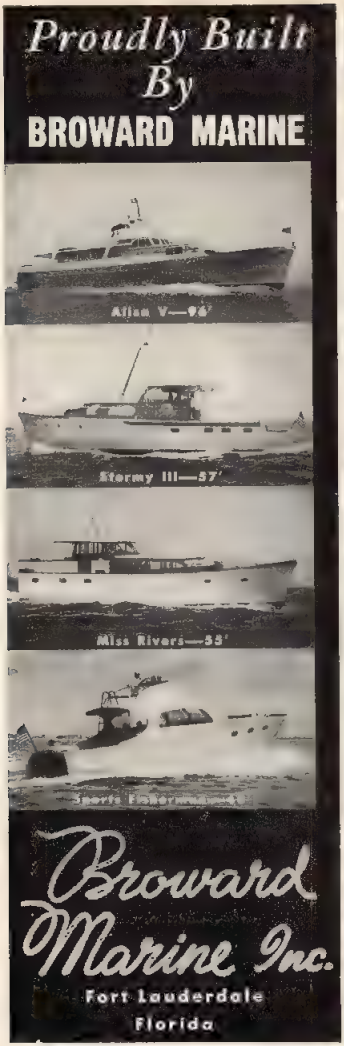
Serving with Commodore Blattmann, a former official of the Junior Y. R. A. of Long Island Sound and present secretary of the North American station of the Royal Swedish Yacht Club, are Kenneth C. Ballantyne, vice commodore; Frederick S. Doscher, rear commodore; James A. Mulcahey, fleet captain; Kenneth J. Clapp, secretary; Allan F. Ayres, Jr., treasurer, and John W. de Milhau.

Riverside is the base of a large Lightning Class fleet, a unit of the Quincy Adams One-Design Class, and several auxiliary cruising-racing yachts. It conducts racing on a year-round basis for its locally owned fleet of dinghies, sponsors annually an overnight race to Stratford Shoals Lighthouse and return for cruising vessels, and for several years has been a leader in the support and development of junior yachting at the Western end of Long Island Sound.

The growth of the community of which the yacht club is a part, mounting pressure on the club to stretch its membership limits, and a desire to provide better than adequate facilities for the club's growing family activities influenced the decision to expand instead of trying to maintain the status quo.

ACCESSORIES, STEM TO STERN

The skipper can accessorize his boat from stem to stern with linens, china and glass offered by Hammacher Schlemmer, 145 East 57th St., New York 22, N. Y. Furthermore they will flag the owner's burgee on all items. If the owner has none, the company will be glad to help design a burgee. A brochure is available on request.



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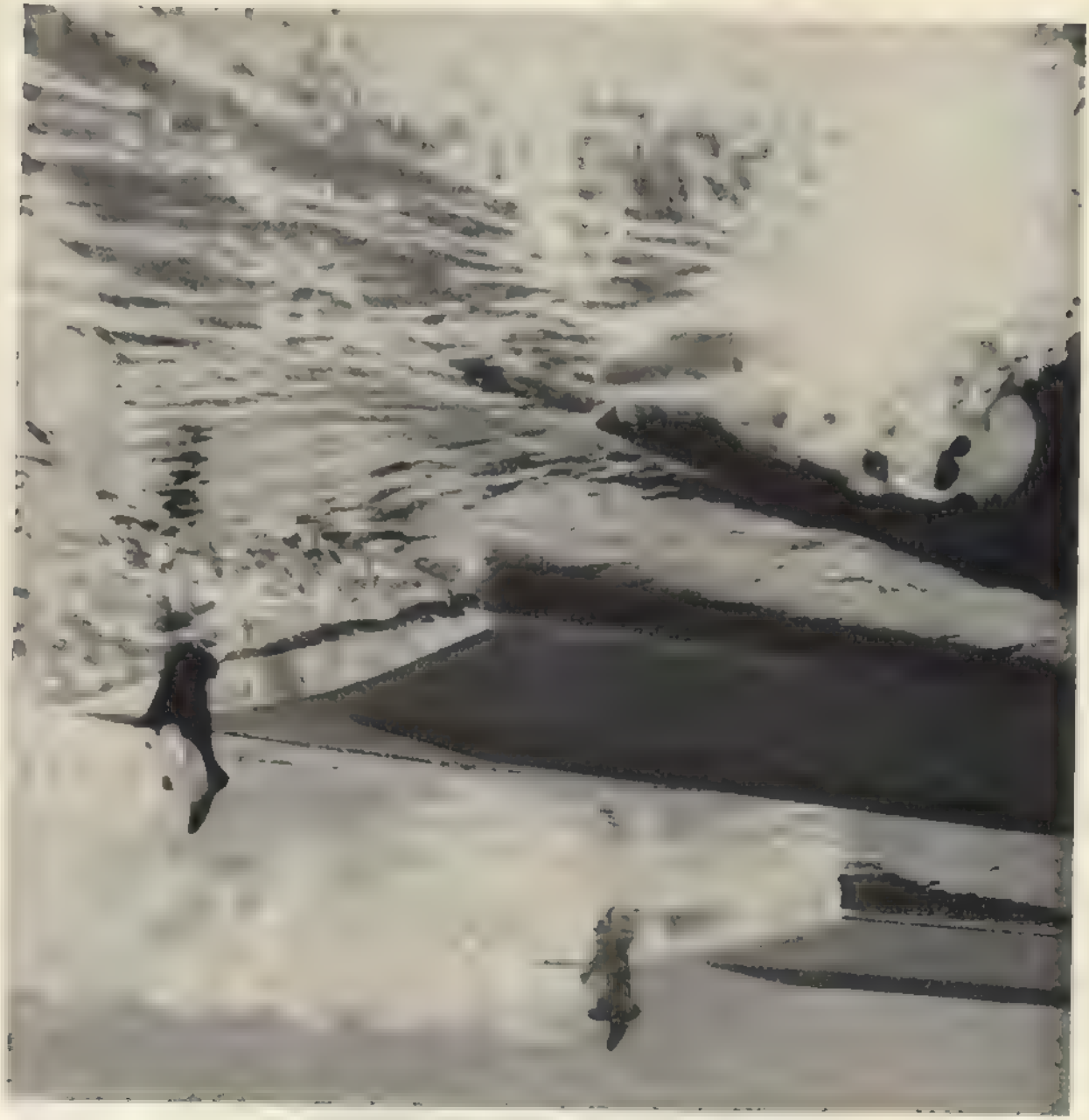

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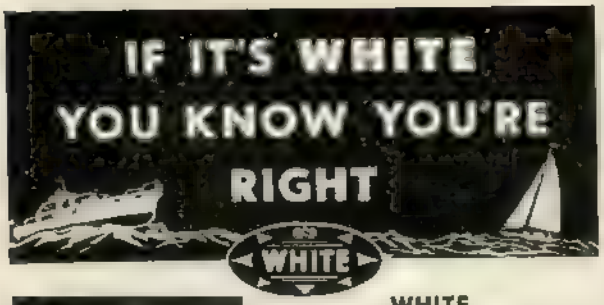
Buccaneer has devised a bold stratagem to capture the imagination of adventurous spirits like yourself. It's a secret treasure. But the secret is an open one. The people who've made Buccaneer the fastest-growing outboard motor in America have already discovered it. You can too.

CLUE 1 Take Buccaneer's special features. The new automotive-type ignition, for instance. Turn the key "ON" to start, "OFF" to stop. Or the new tilt-lock that holds the motor safely out of the water for beaching. To these special features, add Buccaneer's top-to-bottom silencer system and its full-powered engine responding instantly to your touch. That's *part* of it.

CLUE 2 Take a good lo-o-ong look at the photograph above and picture yourself on top of the world of outboard motoring. All alone, away from it all . . . or taking the family for a holiday spin. That's a *big* part of it.

CLUE 3 Man of action? Discover the secret treasure for yourself. Grab the nearest "Yellow Pages" and find the Buccaneer dealer under "Outboard Motors." Or drop us a card. We'll send you the material for dreaming. You can take your pick of eight sparkling models, from 3 hp to 35 hp.

GALE Buccaneer GALE PRODUCTS DEPT. 818, GALESBURG, ILL. DIVISION: OUTBOARD MARINE CORP



WHITE AUTOMATIC PILOT
$397.50

Simply dial your desired course, and the Pilot does the rest. Suitable for yachts up to 55 feet. Easy to install. For dodging, you have portable remote steering control on a 25 ft. cable. 12, 32 V. D.C. operation. Low current consumption. Special transistor used in place of tubes for greater dependability and compactness.

CONSTELLATION EXPRESS COMPASS

- America's favorite
- Undeniably the finest
- 5" Constellation Compass
- Built-in corrector system
- Adjustable light shield
- Easily adjustable for taking bearings or for stowage
- Top performance and utility

$130.

Be safe — and sound with a
WHITE ECHO DEPTH SOUNDER
2 to 80 feet
Only $169.75

30 soundings every second. No need to haul to install. For 6, 12, 32 V. operation. High quality motor for extra dependability. Very compact. Easy to install. Bright flashing bulb. Thousands in use.

K-W BRACKETED CORSAIR

- Our most popular model
- Over 36,000 in use
- High performance — low cost
- Built-in corrector system
- Special red lighting
- Versatile mounting bracket
- Half point card available

$35.

WRITE FOR CIRCULARS

WILFRID O. WHITE & SONS, INC.

178 ATLANTIC AVE., BOSTON 10, MASS
406 Water St., Baltimore 2, Md. — 40 Water St., New York 4, N. Y.
Export Dept., 100 E. 42nd St., New York — Cable address: PHILYORK

14'S PROTEST ROACH LIMITATION

To all intents and purposes, virtually every International 14' Dinghy mainsail made on this side of the Atlantic in the last three years is now illegal. This state of affairs was precipitated by an edict of the International Yacht Racing Union which, at its November meeting, put a limit on the amount of roach it would regard as proper.

Heretofore roach size has been limited only by what could be carried effectively with the prescribed 30" and 40" battens.

The United States Fourteen Association and the Canadian Dinghy Association take a dim view of the situation. They do not question I.Y.R.U. jurisdiction in the matter, but they do protest the manner in which the change was put through, particularly in view of the fact that England is to play host this summer to a gala international team racing series for 14's.

Dick Besse, U.S.I.F.A. vice president, thinks that his prexy, Dr. Stuart Walker, and the Canadians, whose activities are very closely coordinated with those of the Americans, will set up their own roach limitation based on the largest sails built to date and then work for a practical reconciliation of ideas at the 1958 meeting of the I.Y.R.U.

BLOMQUIST FASTEST FIREFLY

Bob Blomquist, of the Marblehead Frostbite Sailing Club and one-time intercollegiate star for Northeastern University, won the Essex Yacht Club's first invitation series for Fireflies in mid-November. Piling up the points with four firsts and a third in the second day's heavy going, Blomquist wiped out a big lead negotiated in light weather the previous day by Bunny Glazebrook of the Boston Y.C.

Blomquist scored 71 points and Glazebrook, a crack Jolly boat skipper in his own right and George D. O'Day's International "14" crew, had 69½. Other scores: H. Jones 62¼, Fred Quirk 61¼, A. Perry 60, Stan Renehan 51, B. Guertin 40, L. Winer 26, A. Closson 21, S. Keating 4.

Essex, incidentally, has been "frostbiting" in its Blue Jay fleet ever since the regular racing season ended and had 21 of them out the week end the Fireflies entertained. The Essex crowd, always noted for the eagerness with which it tackles interclub competition, has arranged one team match with Yale Corinthian, is working on another with the Jet 14's which Bill Dodge has sailing at Masons Island, and hopes to challenge Larchmont to a match for the Bermuda Cup.

INTERCOLLEGIATES ON WEST COAST

The Intercollegiate Yacht Racing Association of North America has awarded the finals of the 22d annual Henry A. Morss Memorial Trophy competition for the intercollegiate dinghy sailing championship to Newport Harbor, Calif., June 18-20. The event will be conducted by the Pacific Coast I.Y.R.A. with the cooperation of Occidental College of Los Angeles and the Newport Harbor Y.C.

In addition to the Morss Trophy finals for which two crews from each of the four college sailing associations will be nominated, there will be inter-district team racing for the Sir Thomas Lipton Memorial Trophy on June 16-17 and an Afterguard regatta for old grads on June 20.

Morss bowl racing will be done in sloop-rigged International 14's without spinnakers and in 12' cat-rigged Metcalf dinghies.

BRUNONIANS RETAIN ANGSTEN TROPHY

Despite a disqualification which cost the team a first place in one of the last day's races, the defending Brown University pair of Bob Turner and Charley Shumway won the eleventh annual Timmy Angsten Trophy series for college dinghy sailors at Chicago's Belmont Harbor on December 1.

Turner, a sophomore from Savannah, Ga., won the final race of the meet and by so doing gave Brown first place with 241 points to Michigan's 237 in 24 races spread over three days. The other finishes: Notre Dame 209, Ohio State 194, Wisconsin 180, Cornell 165, Purdue 164, Wooster 164, Wayne 138, Fordham 135, Marquette 139, Northwestern 107.

Turner scored 124 points and Shumway, an International 14' dinghy sailor from Rochester, registered 117 in the other division despite his foul. Michigan's Dexter Thede had 119.

B. SCALE MODEL HI-WAY GIANT TRAILER ▲

Realistic GMC Scale Model "box car of the highway" rumbles along. Exact replica of famous over-the-road transport. Detachable trailer stands on own retractable support gear. Tail-gate door doubles as loading ramp. 18 dual-tandem tires. 31" long. Wt. 10 lbs.

2T99X663 **List $9.95**

A. SCALE MODEL TRUCK FLEET ▲

Hours of exciting fun for the young Truck Fleet Operator. Four authentic GMC Scale Model Trucks complete with typical cargoes, plus a rubber belt loading Conveyor which really works. Includes Builder's Supply Truck with lumber and barrels, Airway Express Van with cargo, Coca Cola Truck with Coke Cases and Freight Hauler-Trailer. Includes Hand Trucks too. Sturdy 20 gauge auto fender steel construction throughout. Non-Mar" tires. Beautifully gift pkgd. Box size 28½" l. Wt. 21½ lbs. Shpd. Frt. or Exp.

2T95X1663 **List $24.95**

C. SIT-N-RIDE WRECKER WITH HORN ◀

Here's real excitement for any boy! He sits-n-rides to the traffic jam, clears the way with his two-tone siren horn, and hauls the disabled vehicles off the road. The easily removable seat and boom quickly convert Wrecker to Hauler. Sturdily constructed. 25" long. Wt. 7¾ lbs.

2T98X567 **List $8.50**

D. DOUBLE UNIT TANDEM HYDRAULIC DUMP AND HYDRAULIC TRAILER ◀

Double-barrelled hydraulic dumping action to thrill any youngster. Hooked in tandem, genuine hydraulic cylinder raises Hi-Tip dump box. Reaching the top, it automatically releases trailer's hydraulic dumping action. Can be used as separate units. 10 heavy-duty rubber tires. 38" long. Wt. 12 lbs.

2T97X767 **List $11.50**

E. HI-TIP HYDRAULIC DUMPER ◀ Single unit. Same as above but without trailer. 4 rubber tires. 23" long. Wt. 8¼ lbs.

2T101X400 **List $5.98**

F. ARMY COMMANDO SET ▶

Junior Commandos enjoy fast, thrilling action as they send their complete highly realistic Army unit into the field. Includes Army Supply Truck, Platoon of 8 Soldiers, powerful Mounted Electric Searchlight Unit, Mobile Cannon that really shoots (safety pellets supplied) Field Hospital and Stretchers. Authentic Army design (Batteries not included.) Beautifully gift packaged. Box size 30" long. Wt. 9¾ lbs. Mailable

2T96X797 **List $11.95**

G. ARMY ELECTRIC SEARCHLIGHT UNIT ▶

Electric Searchlight Truck only. (Operates on 2 standard flashlight batteries—not included). 15" long. Wt. 4 lbs.

2T100X300 **List $4.50**

REMOTE CONTROL FIRE DEPT. The Jr Fireman races to a fire with his own set of fire fighting equipment Fireman's helmet Emergency wagon jeep. Fire chief car with dome and siren Fire engine with extension ladder, forward and reverse action, siren and flash ng dome. Red plastic *Batteries not incl.*
149/101M700 . . . . Retail set **$10.00**
149/101M665 Lots 6 or more Retail set **10.00**

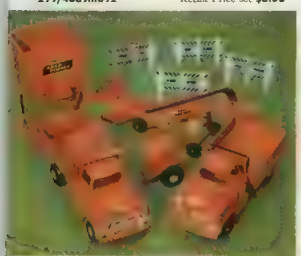
REMOTE CONTROL TOURNAMENT KNIGHTS. Vitor's plume lights up when his spear hits opponent's shield Single knight competes by picking off rings or bowling over a shield on a target stanchion Plastic and metal, rubber wheels. Powered by 2 flashlight batteries *(not incl.)* and electric motor
149/142M1050 Retail set **$15.00**
149/142M998 Lots 3 or more .Retail set **13.00**

REMOTE CONTROL EXCAVATION EQUIPMENT Big Jim crane raises and lowers bucket, has magnetic attachment for picking up metals Foreman's jeep and dump truck have forward and reverse action Dump truck hauls many times its own weight Colorful plastic Powered by motors. *Batteries not included*
149/102M1050 . . . . Retail set **$15.00**
149/102M998 Lots 3 or more Retail set **15.00**

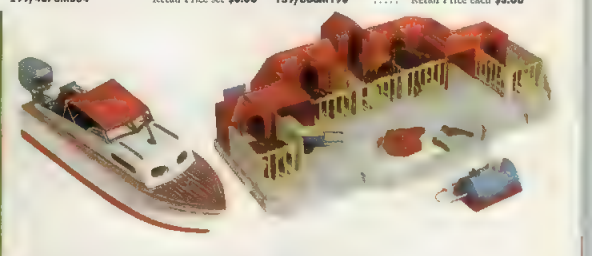
FLYING BOX CAR AND COMBAT TEAM by IDEAL. 2 engine plastic and-metal cargo plane 22x18x5½" high Nose opens for loading Radar trailer with rotating scanner Howitzer with elevating mechanism . . shoots shells. Missile trailer with rotating launcher that shoots missiles. Searchlight trailer, truck cab jeep soldiers etc included
299/4869M392 Retail Price set **$6.00**

SKY SWEEPER TRUCK by IDEAL. Rocket launcher with built-in sight and projector searchlight mounted on trailer pulled by truck cab Light beam projects 6 enemy aircraft images on wall. Sighting device elevates and rotates to track image on wall Twin rocket launcher fires missiles tipped by suction cups. 24x6½x8½" high.
299/4875M534 Retail Price set **$8.00**

"THIMBLE-DROME" FLYING CIRCUS PLANE. Assembled ready to fly! Performs thrilling aerobatics! Powered by T D .049 Babe Bee engine; true-flight 17" aircell wings. Of hi-impact plastic. Sh. wt. 2½ lbs.
139/602M661 Retail Price each **$10.00**
Accessory Kit for above glow fuel, filler & hose, battery wires, Skylon reel, flying lines. Sh. wt 1 lb.
139/660M198 . . . . . Retail Price each **$3.00**

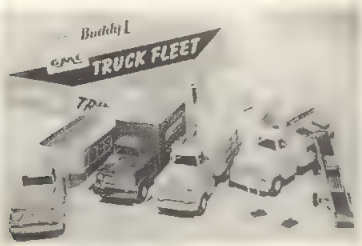


10-PC GMC HI-WAY MAINTENANCE SET. For the boy-builder! Authentic realistic Buddy "L" steel sand toys. Playset includes; sand & stone dump (15x5⅞x7¾"), scoop-n load sand conveyor (18x3½x8"); truck with trailer (19½x6¼x5¼"); sand hopper (14x5x5¾"); shovel, road signs. Sh. wt. 12½ lbs
150/5610M1176 Lots 1 to 2 Retail set **$18 00**
150/5610M1117 Lots 3 or more Retail set **18.00**



"THE RANGER" SPEEDBOAT. Captain this beautiful craft! Complete with powerful switch-controlled electric Hurricane outboard motor Water-proof hull, non peel marine paint. Mahogany-stained grooved plywood deck Nickel plated fittings. 13½" cabin outboard, 4⅜" beam *Batteries not incl.* 1½ lbs
370/251M495 . . . . . Retail each **$7.50**
370/251M470 Lots 6 or more Retail each **7.50**

MINIATURE ZOO . . lions, giraffes, elephants and other animals in a complete model of a real zoo. Cages have sliding gates Shelters have sliding rear doors. Pool may be filled with water for the seals Food cart top opens. Spray mobile for cleaning cages . . water runs in pool.
300/299M343 . Retail set **$5.25**
300/299M325 Lots 6 or more Retail set **5.25**



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BUDDY "L" GMC TRUCK SET - Fun-Packed Fleet

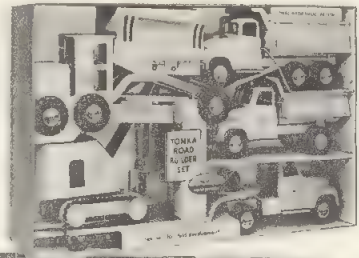
Tremendous action and fun with this giant fleet of authorized GMC trucks. Consists of builder's supply truck with a load of lumber and barrels, airway express van with a cargo of drums, freight hauler tractor and trailer with shipping cases, and a Coca-Cola truck loaded with cases of bottles and hand truck, plus an adjustable rubber belt loading conveyor that really works. All the big trucks made of 20 gauge steel, have husky rubber tired wheels, fine detailing.

36244 C1660 Box size: 28¾"x25' x7" deep. Sh. Wt. 18#....**$24.95**

(B) TONKA SHOVEL AND CARRY-ALL - A Perfect Pair

Hard-to-beat combination for lasting fun. Rugged 33" long carry-all delivers shovel to construction site, metal ramp lets down so it can roll easily onto the ground. Heavy chain and crank return it to truck bed when job is finished and it's time to move. Shovel is 15" long, glides on rubber tracks, has full rotating cab, crank control with heavy-duty link chain. Truck and shovel are sturdy all metal construction, baked enamel finished. Shipping weight 9 Lbs.

36255 C530 Shovel and Carry-All Combination.....**$7.98**



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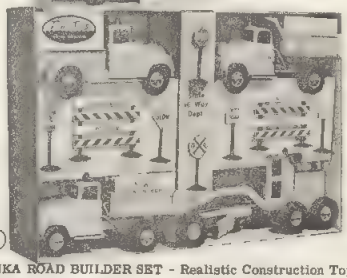

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(C) TONKA ROAD BUILDER SET - Realistic Construction Toys

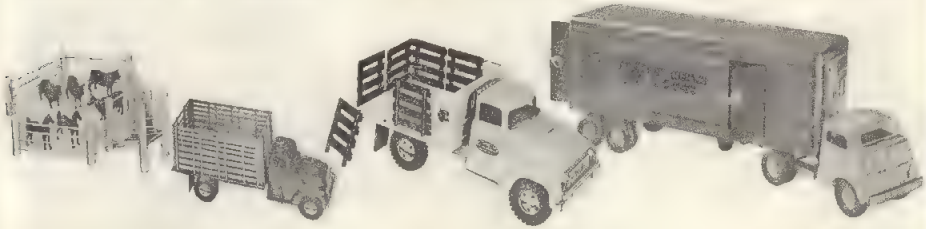
Six big, handsome construction toys ruggedly constructed for hours and hours of highway building. Manually operated dump truck; road grader with adjustable blade; steam shovel on a separate carry-all trailer, both realistic in action and detail; Big Mike dual hydraulic dump truck automatically dumps a heavy load when control is released; scraper blade with mounting bracket can be attached to any of the trucks. Packed in sturdy storage carton. Ship. Wt. 26 Lbs.

36230 C1667 Road Builder Set.....**$24.95**

(D) STATE HI-WAY DEPARTMENT - Every Boy's Delight

Four big burly construction vehicles, realistically scaled and detailed plus a full set of road signs. A junior highway engineer's dream. Manually operated dump truck with 2 position tail gate; road grader with all weather cab; Hi-Way hydraulic dump truck that dumps its load automatically; pick-up truck with simulated "flasher" light; 6 road signs and 2 road barriers.

36264 C1330 Complete outfit. Shipping Wt. 19 Lbs..... **$19.95**
36247 C199 Sign set only - 6 signs, 2 barriers **2.98**



TONKA STOCK FARM

Six durable plastic farm animals frolic in a realistic wood corral that even has a chute for loading into the big 16" stock truck with operating sliding gate. Beautifully detailed toy that stimulates hours of creative play since it can be made a part of so many games and activities. Shipping Wt. 7 Lbs.

36231 C530 Stock farm complete...**$7.98**

FARM STAKE TRUCK

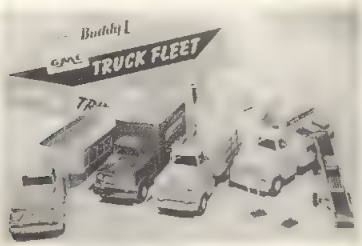
Ready to perform countless tasks on playroom and backyard farm. Stake panels can be removed for big hauling jobs and have safe, rounded edges. Attractively decorated in two-tone blue. Rugged tires add to the appeal of the scale model realism. Measures 13¾" long, 6" high, 6" wide. Ship. Wt. 4 Lbs.

36245 C267 Stake Truck.....**$3.98**

STRUCTO DELUXE MOVING VAN

A giant van constructed of heavy gauge steel and reinforced for extra strength. Has side door, two rear doors, loading ramp and "play cartons" for cargo. Chrome plated aluminum cab and die cast chassis, 14 wheels with big rubber tires, two retractable dolly wheels. 31" long, 6" wide, 8½" high.

36239 C463 Shipping Wt. 7 Lbs.....**$6.95**



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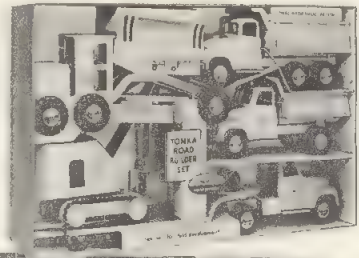

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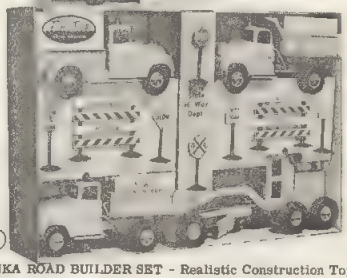

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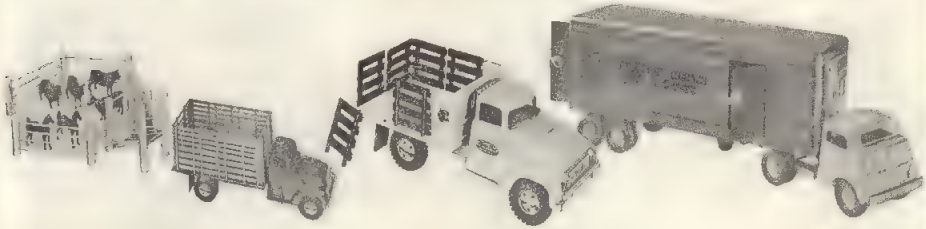

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THE

Burger Line

Five standard steel hulls, ruggedly constructed for lasting beauty, easier to maintain, safer, and roomier, by far, than any conventional wooden hull, constitute the Burger line of modern cruisers for 1958.

Burger, the country's oldest, most experienced builder of fine steel yachts, offers the ultimate in cruising comfort and pleasure. Custom interiors are expertly arranged and beautifully finished in fine woods, with the most modern fixtures and building materials available. Your inquiries are welcome.

Burger BOAT COMPANY
MANITOWOC, WISCONSIN

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Burger BOAT COMPANY
MANITOWOC, WISCONSIN
70
65

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Burger BOAT COMPANY
MANITOWOC, WISCONSIN
70'
65'
60'
64'

So eager to play...

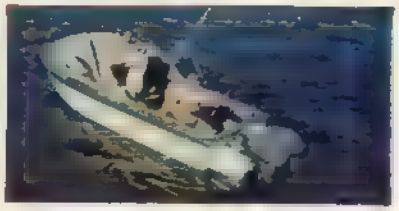
Lone Star's '58 Carefreedom boats

Effortless to handle

Try it in a turn. Just flex your wrist. Or plane it out. New Tension-Ease Steering makes your "*Carefreedom*" boat so easy ... so safe to handle

Always ready to go

In your garage . . or out on the lake, your "*Carefreedom*" boat stays like new! The reason? Maintenance free aluminum or Fiberglas. Saves money in upkeep



Wonderfully safe

In rough waters, you'll know that your "*Carefreedom*" boat can take it! Generous Styrofoam flotation and solid, family-safe sturdiness built-in! It's unsinkable!

"Carefreedom" is not just a frame of mind. It's an actuality in boating enjoyment with Lone Star's carefree new fun fleet of 25 aluminum and Fiberglas outboards. Now there's no work nor worry to boating! New Tension-Ease Steering, new Automotive-Style Seating, new family-safe Lifeguard Construction! Advanced styling and vivid, glistening colors! Once again, Lone Star sets the pace in performance, design, dollar value — and FUN! See these fun-giving new outboards at your Lone Star dealer's.

(Large photo, left to right) 14' aluminum **BIG FISHERMAN** 57" beam; 3-12 hp. range; 133 lbs. • 14' aluminum **MALIBU** 61" beam; 18-40 hp. range; 303 lbs. • 23' aluminum **CRUISE LINER**: 96" beam; 35-120 hp range; 85" x 136" cabin; 70" head room; 1,205 lbs.

(Small photos, left to right) 15' Fiberglas **CONTINENTAL** 66" beam; 20-60 hp. range; 436 lbs. • 14' aluminum **KING COMMANDER**: 61" beam, 10-35 hp. range, 242 lbs. • 18' aluminum **EL DORADO**: 85" beam; 25-80 hp. range; 73" x 106" cabin; 52" head room; 810 lbs.

Sold through Authorized Dealers served by plants in Grand Prairie, Texas; Bremen, Indiana; Tallahassee, Florida.

"Carefreedom" Companions

Explore different waterways on different outings . . . with a Lone Star Custom engineered trailer. Five models to fit all 2-25 outboards . . like this tilt-cradle

ROAD KING for 14'-16' boats

"Carefreedom" LINE

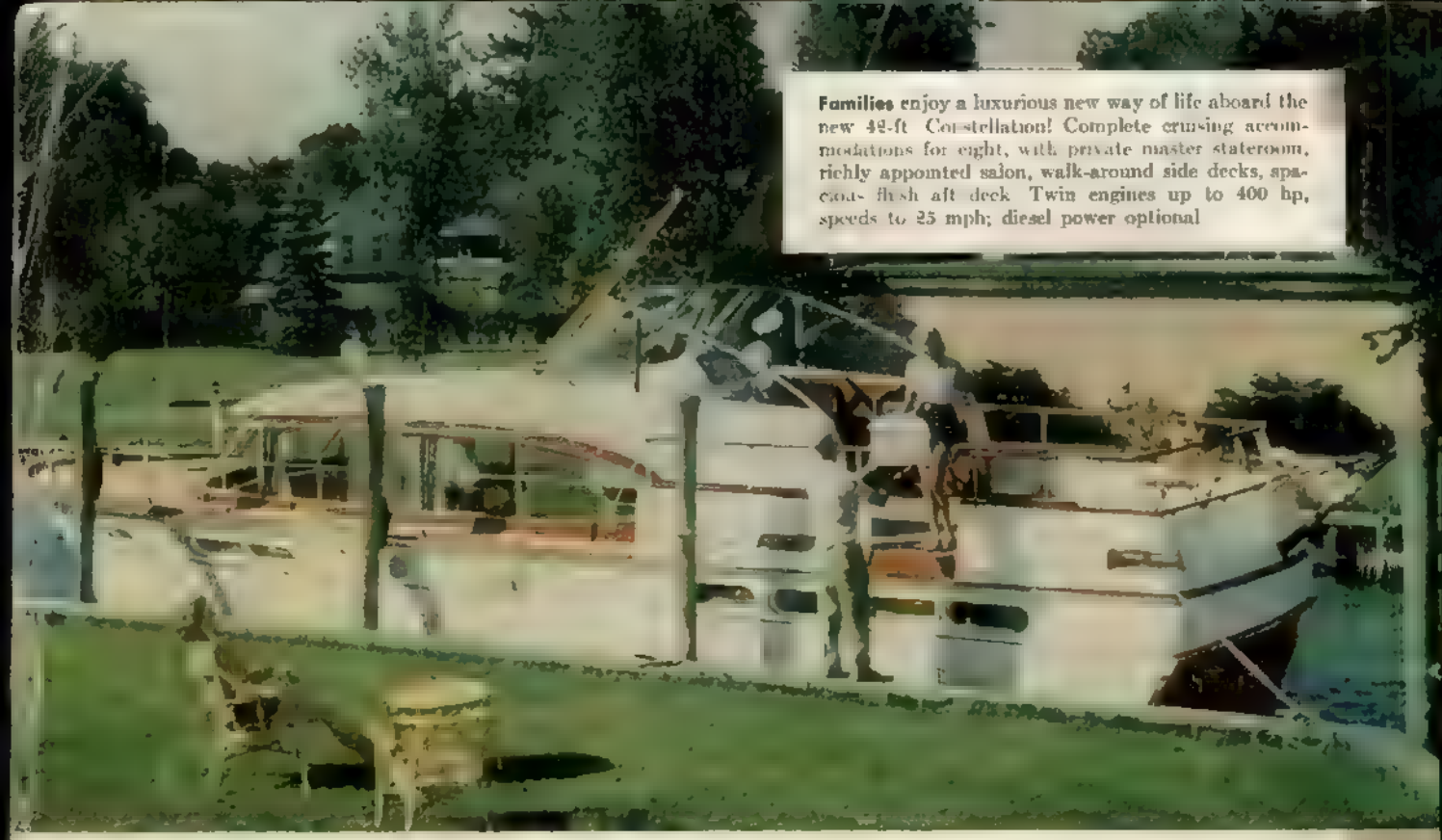
LONE STAR BOATS

1956 E. Main Street, Grand Prairie, Texas

"Carefreedom" sounds terrific. Send me your free color folder showing all the details designed for complete freedom from care!

Name _____

Address _____ City _____ State _____



Families enjoy a luxurious new way of life aboard the new 42-ft Constellation! Complete cruising accommodations for eight, with private master stateroom, richly appointed salon, walk-around side decks, spacious flush aft deck. Twin engines up to 400 hp, speeds to 25 mph; diesel power optional

Preferred for value! Praised for beauty! Planned for you!

NEW Chris-Craft for '58

For 1958, Chris-Craft brings you boating at its value-packed, comfort-planned, fun-filled best! Choose from spirited new sports boats, smart new family cruisers, magnificent new motor yachts . . . in all, 40 incomparable models, 17 ft. thru 65 ft., with advanced new styling, new power options, exciting new arrangement plans and interior appointments. See your dealer, today, and select *your* 1958 Chris-Craft—standard of value the world over for fine motor boats.

Chris-Craft Division, Chris-Craft Corporation, Pompano Beach, Florida

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Faraway places are a cinch for the new 32-ft Commander! Sleek clipper bow, visored bridge and cabin roofs, rakish transom give it a look of eager action. Live aboard comfort for six, with modern galley, dinette, enclosed toilet compartment. Streamlined hardtop standard. Engines to 350 hp, speeds to 32 mph.

Fun! It's there for you, at the wheel of the spirited new 21-ft. Continental with landau top (optional extra). For water skiing, fishing, or fast-action sports cruising, you'll be the envy of your crowd! Seats eight in comfort. Sliding aircraft-type canopy retracts into hardtop. Engines to 300 hp give speeds to 43 mph!

L M N P R

METERS Assure the Correct Exposure

No two situations are the same. Guesses waste film, often miss prize shots!

L NEW GENERAL ELECTRIC GUARDIAN

• Gives exact lens setting in 5 seconds!
• For movie, still, Polaroid and stereo!

New from General Electric . . . an exposure meter more sensitive than ever before! It's lightning-fast, fascinatingly simple. To set exposure index, simply press GE monogram in center. To set shutter speed, just turn dial until desired number shows (no confusion . . . just one appears). Then, aim Guardian and press memory button . . . there's your reading, an exact lens setting for a perfectly exposed picture in *five short seconds*! No need to keep eyes glued to pointer . . . famous GE pointer-lock holds your reading for as long as you like. Temperature-compensated for year 'round use. Technically speaking . . . shutter speeds from 1/800 to 120 second, ASA film speeds up to 12,000. Also calibrated in Polaroid-Land numbers, movie frames per second and new Exposure Value numbers (LVS). The new GE Guardian comes complete with leather case.

21-8602 A2610 GE Guardian **$34.50**

M NEW WESTON III Exposure Meter

• Follow the arrow! That's all!

Sure and instant . . . for all cameras and systems! Simply set arrow to light reading and, automatically, you have all f/stop-shutter combinations, correct number settings for Polaroid cameras and accurate exposure for light value shutters. Flipped baffle turns high light scale into low. Shock-absorbent spring-backed jewels. With case.

21-8636 A2430 Weston III **$32.50**

N WESTON 850 Exposure Meter

• No figuring! No involved calculations!

Simple enough for the amateur, versatile enough for the "pro". Measures incident light only . . . natural or artificial. Based on exposure setting of 1/50 second (with allowance high as 1/200), calibrated in Weston system of 8 to 125 emulsion speeds. Reads direct from f/2 to f/32 in full stops. Easy to take along in leather case.

21-8693 A1275 Weston 850. . . . . **$16.95**

P ARGUS L-3 Exposure Meter

• Hand-held type! One movement sets it!

Gives direct setting data for reflected or incident light! Set film speed, aim and read . . . correct f/stop from f/1.4 to f/22 and shutter speed from 1/1000 sec. to 2 minutes! Flexible carrying chain; case. For widest range, plug in booster . . . get accurate reading, even in dim light.

21-7075 A1350 Argus L-3. . . . . **$16.95**
21-7083 A635 Plug-in Booster **7.95**

R NEW ARGUS L-44 Exposure Meter

• Clip-on type! Covers every condition!

Direct-reading meter clips onto camera, leaves hands free. Slip-on adaptor achieves indirect incident light reading. f/stop scale from f/1.4 to f/22, speeds from 1/1000 to 120 seconds, movies from 8 through 64 f.p.s. Plug-in booster cell increases low light sensitivity ten times. With case.

21-7166 A1325 Argus L-44. . . . . **$17.50**
21-7174 A395 Plug-in Booster **7.50**

BELL & HOWELL Stereo Colorist Outfit

• Adds a dimension of fun to the picture (and to its taker, too)!
• Stereo Colorist camera, deluxe viewer, flash unit and case!

Take pictures as your eyes see, then . . . shoot in three dimensions and in full color! It's actually easy when you equip yourself with the TDC Stereo Colorist camera by Bell & Howell. Beginners like its built-in "deep focus" that assures sharply defined details . . . and experts echo this praise with kind words of their own. There's never a chance of a double exposure with the Colorist because advancing the film automatically cocks the shutter. Precision f/3.5 Rodenstock Stereo-Trinar lenses produce perfectly matched pictures and Gauthier shutters have speeds from 1/10 to 1/200 second. Synchronized for all flash, too . . . so the fun doesn't set with the sun! Rich leather covers rugged die-cast aluminum body. You save money and collect all the fun of stereo by getting the complete outfit . . . the camera, deluxe viewer, flash unit, handy carrying case

22-0533 A7450 Bell & Howell TDC Stereo Colorist Outfit. . . . **$109.50**
22-0541 A4750 Bell & Howell TDC Stereo Colorist camera only. **69.50**

BELL & HOWELL Stereo Vivid Outfit

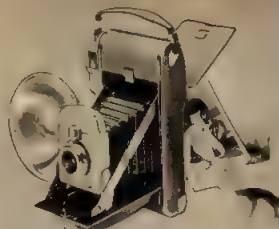
• Here's how to take breathtaking stereo in five easy steps!
• Complete . . . everything you need, from camera to viewer!

"The most automatic stereo camera you can own" is a phrase that describes only the TDC Stereo Vivid. These five steps get you 3-D color pictures as simply as snapshots: select shutter speed, set exclusive Exposure dial (this automatically sets the lens, takes the arithmetic out of stereo), sight through one window (rangefinder and viewfinder are coupled), adjust focus (exclusive depth-of-field scale shows nearest and farthest objects in focus) and shoot! Five steps . . . that's all there is to it! Film advance cocks shutter and indicator counts exposures . . . both automatically. Matched f/3.5 Rodenstock lenses, minimum focusing distance of 2½ feet (take close-ups!), Gauthier shutters, full flash synchronization. All-metal body is covered by rich leather. Complete outfit includes camera, TDC Stereo Vivid Deluxe Viewer, flash unit, pair of filters and handy carrying case.

22-0558 A12150 Bell & Howell TDC Stereo Vivid Outfit. **$178.00**
22-0566 A8750 Bell & Howell TDC Stereo Vivid Camera only **129.50**

Take a picture one minute and see it 60 seconds later with a

POLAROID LAND CAMERA!



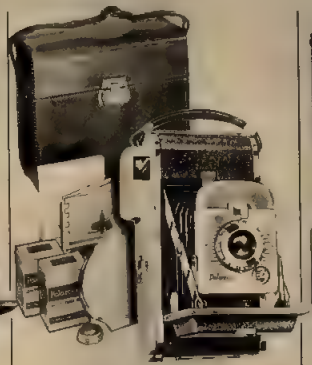
More than a camera! A Polaroid takes the picture, develops the picture and prints the picture . . . all by itself, and in 60 seconds! No wonder people call the Polaroid camera . . . "revolutionary"—"a portable photo lab"—"one of the greatest advances in the history of photography". You must discover the Polaroid camera for yourself . . . because your own pictures-in-a-minute are worth others' words-by-the-thousands!

NEW POLAROID SPEEDLINER OUTFIT

• New version of the Polaroid "pioneer"!
• 4 shutter speeds and 5 lens openings!

Today's advanced model of the original Polaroid camera! Why not order the Speedliner . . . and join the half-million owners who have made 60-second photography a dream come true? Single dial selects correct setting for both 4-speed shutter and 5-opening lens. At your service is a fast, coated anastigmat lens with quick-action lever for focus from 3 ft. to infinity. Its combination optical and press-type viewfinder guides you to excellent composition . . . extremely helpful in close-ups. Complete with built-in flash synchronization for conventional and electronic flash. Prints measure an over-sized 3¼x4¼". Kit includes die-cast, chrome-trimmed camera . . . flash gun, bounce flash bracket, case, 2 rolls film, orange filter, 1 package Postcarders, 2 write-in albums.

21-7307 A1099S Speedliner Outfit **$124.95**
21-7315 A787S Speedliner Camera only **94.50**
21-7356 A1195 Case for above & Pathfinder. **19.95**
21-7406 A475 Filter Kit **5.95**
21-7422 A715 Close-up Kit. **8.95**



NEW POLAROID HIGHLANDER OUTFIT

• "First-street" model with a price tag to match!
• Convenient small size, clip-on flash!

Look how inexpensive pictures-in-a-minute can be with the Highlander! And think of the thrills . . . around the house and at parties, picnics, parades! It goes where you go in your pocket or purse. Easy to load, easy to operate. Just drop film into place, turn one dial to set sharp lens and precision shutter, sight and shoot. Viewfinder frames picture exactly. You get what you see and get it in a minute . . . a 2⅝x3¼" picture, plastic-coated to preserve its brightness. Synchronized flash clips to camera without cords. Contents of the outfit two-tone gray Highlander camera with convenient handle, flash gun, bounce flash bracket, compartment case, 2 rolls film, orange filter, 1 package Postcarders and 2 write-in albums to proudly display shots.

21-7190 A695S Highlander Outfit . . **$109.95**
21-7208 A605S Highlander Camera only. **72.75**
21-7240 A1030 Compartment Case **17.50**
21-7406 A475 Filter Kit. **5.95**
21-7422 A715 Close-up Kit. **8.95**

POLAROID DELUXE PATHFINDER OUTFIT

• No other system, no other camera like it!
• 9 speeds to 1/400 sec., coated f/4.5 lens!

Imagine . . . just 60 short seconds between shooting and showing a 3¼x4¼" picture! Here's a creative hobby for the individual, group activity for the family . . . fun for all! You'll also find the Pathfinder at work . . . in research labs, art studios, publishing firms.

To understand why the popular Pathfinder camera is the deluxe model of the Polaroid family . . . consider these features one by one. There's a Rapax II shutter with 9 speeds from one to 1/400 second . . . and a famous, fast f/4.5 Wollensak 127mm lens that focuses from 3 ft. to infinity. Single dial automatically sets lens and shutter without complex figuring. Coupled to the lens is a built-in Kalart rangefinder. Merely by focusing this rangefinder, you simultaneously bring the lens into needle-sharp focus. And there's full flash synchronization so you can take your wizardry indoors, after-dark. Truly deluxe, this outfit includes camera, flash, bounce bracket, case, 2 rolls film, postcards, write-in album.

21-7265 A1675S Pathfinder Outfit **$208.95**

Polaroid Film and Accessories

FILM FOR POLAROID CAMERAS

• A complete package, ready-to-load!

These films are made especially for Polaroid cameras. No darkroom, chemicals or waiting periods needed! You'll say . . . "it's like magic"! From each roll, you get 8 black/white prints.

21-7372 A995 Type 42, ASA 200. For Speedliner and Pathfinder. Carton of 6 rolls . . . **$11.88**
21-7380 A1100 Type 44, ASA 400. For Speedliner and Pathfinder. Carton of 6 rolls . . **$13.14**
21-7398 A771 Type 32, ASA 200. For Highlander camera. Carton of 6 rolls. **$9.18**

"Polaroid" products available only to retailers buying for resale outside of non-metropolitan areas. Not available where authorized Polaroid dealer is located

NEW POLAROID EXPOSURE METERS

• Extra-sensitive to make you extra-sure!

A correct shutter setting is the clue to a perfect picture every time (saves time, money and disappointment as well). With this new meter, accuracy is yours without doubt or delay. Simply point meter at the picture you're after, then set camera's shutter to number indicated. Readings come in today's popular "EV" numbers. You can clip to cameras or hold in hand.

21-7299 A1209 For Speedliner camera **$14.50**
21-7224 A1209 For Highlander camera **[illegible]**

FLASH GUNS FOR POLAROID CAMERAS

• For indoor thrills . . . attach and fire!

A flash gun designed for use with your Polaroid camera opens the door on prize shots inside the house! Provides "fill-in" light outdoors, too. Each comes with a B-C unit, diffusing filter, built-in exposure guide and safety shield. Fits easily on side of camera, frees hand to concentrate on picture-taking. Complete with battery, powered to fire flashbulbs by the hundreds.

21-7331 A1130 For Speedliner camera . **$13.95**
21-7216 A1075 For Highlander camera. . . **12.95**

REFLEX CAMERAS

"Taken with a Rollei"

Most widely used credit line in the photographic world!

E

F

(E) NEW ROLLEIFLEX f/2.8E

- *Experts cheer the new Rollei . . . now ahead of its time!*
- *New built-in exposure meter! New depth-of-field scale!*

Improve the best? Rollei did it . . . because tomorrow's features are Rollei's today! Example: built-in exposure meter with two scales for accurate readings of dimmest to brightest light. Example: automatic indicator, always visible from above, that shows exact depth-of-field at all distances. Example: diaphragm-coupled Synchro-Compur shutter with speeds to 1/500 second . . . change one and the other adjusts automatically. Example: f/2.8 Zeiss Planar lens with new five-element, air-spaced construction for improved definition, more even illumination. Plus Rollei's unique parallax compensation and unequalled automatic transport. Collapsible hood shades ground glass as full 2¼x2¼" image springs sharply into focus at the turn of a knob. Magnifiers allow eye- and waist-level focusing. With Eveready case.

21-7570 A27995 New Rolleiflex f/2.8E Reflex Camera **$349.50**

(F) NEW ROLLEIFLEX AUTOMAT f/3.5

- *A better-than-ever model of the best camera ever!*
- *No depth-of-field confusion! No exposure guessing games!*

This new model of the world's most famous twin lens reflex camera challenges you to create your finest . . . whether you take pictures for love or money, for personal use or publication. New, exact, exclusive depth-of-field indicator extends the photographer's control, eliminates confusion by showing only the zone being covered. Now, the exposure problem belongs to the past . . . thanks to a linear-coupled Synchro-Compur shutter. You simply translate light reading from exposure table on back of camera to one setting for both lens and shutter speed. Adjust one and a mechanism changes the other. Light Value Scale permits rapid setting without recalculation. Ground glass viewing screen shows image in full 2¼x2¼" negative size. f/3.5 Schneider Xenotar lens. Built-in flash "synch". Eveready case.

21-7581 A19995 New Rolleiflex Automat f/3.5 Reflex Camera **$249.50**

G

H

(G) NEW ROLLEICORD Va . . . f/3.5

- *Versatile . . . to everything from angle to size of picture!*
- *Light Value Scale helps prevent error in determining exposure!*

Sound the trumpets and beat the drums . . . here comes one camera that takes five picture sizes! You get the following with interchangeable exposure counters on 120 film . . . 35mm, bantam, super-slide, 1⅝x2⅛" and 2¼x2¼". Candids, close-ups, worm's eye views, dramatic high angles . . . you're master of all with this new Rolleicord Va. Its Schneider Xenar f/3.5 lens takes sharp 'n sure pictures from 3 ft. to infinity. You take exactly what you see in the ground glass viewer . . . same composition, same details. Extra-large focusing knob tells film speed at a glance. Light Value Scale determines shutter control position . . . and, in turn, sets lens and shutter. Speed/stop selector stops down to f/22, speeds to 1/300 second. Internal flash synchronization. With 12 exposure counter, leather case.

21-7547 A11150 New Rolleicord Va Reflex Camera. **$139.50**

(H) ROLLEIFLASH FOR ALL LATE MODEL ROLLEI CAMERAS

- *Mounts on lens, bayonet-style, without brackets!*

Capacitor-type for long-lasting 22½v battery. Crackle finish of 5½" reflector throws more light than smooth surface. Flexible coil spring prevents camera vibration. Built-in extension cord reel and extra-long cord for off-camera use. Open switch with safety lock, test light, bulb ejector.

21-7584 A1995 Rolleiflash for Rollei f/3.5 Cameras. **$24.95**
21-7562 A1995 Rolleiflash for Rollei f/2.8 Cameras **24.95**

YASHICA • MINOLTA

Two Japanese imports, world-famous for craftsmanship!

K

L

(K) YASHICAMAT TWIN LENS REFLEX CAMERA

- *Top quality . . . with an inviting price tag to top it off!*
- *Sturdy die-cast body, leather-finished and chrome-trimmed!*

Here's the twin lens reflex camera you've always wanted . . . at the low price you've been waiting for! Every detail of this exciting new Yashicamat reflects quality . . . from the fully automatic shutter setting to the focusing knob with distance and depth-of-field scales. As for optics, Yashica craftsmen offer lenses befitting this masterpiece of camera engineering . . . a superb four-element Luxamar f/3.5 taking lens and f/3.2 viewing lens. Crank action not only advances film but sets 9-speed shutter for the next shot . . . prevents double exposures. Sportsfinder and magnifier for close-up shot. Synchronized for flash. Velvet-lined leather carrying case.

21-7536 A6825 Yashicamat Twin Lens Reflex Camera. **$85.50**

(L) MINOLTA AUTOCORD "L" TWIN LENS REFLEX CAMERA

- *Revolutionary . . . from loading of film to system of focusing!*
- *Lowest-priced reflex camera with a built-in exposure meter!*

"Exclusives" of its own plus features of more expensive reflex cameras . . . you really get your money's worth! For one perfect exposure after another, give credit to the built-in exposure meter. Super-simple . . . just add up diaphragm and shutter scales to equal light value. Exclusive helical focusing lever sweeps focus from 3 ft. to infinity, frees one hand entirely. By loading from top to bottom, film can't curl before exposure. Features galore: Fresnel viewing screen, four-element Rokkor f/3.5 lens, one-to-1/500th synchronized shutter speeds, automatic film transport, depth-of-field.

21-7810 A9950 Minolta Autocord "L" Twin Lens Reflex Camera. . . **$124.50**
21-7828 A875 Case for Minolta Autocord "L" **10.95**

Musical "FOREVER TOYS"

...Designed with the Child in Mind

... A PRODUCT OF CARDINAL DOLL CORPORATION

Musical JOCKO THE CHIMP
Body of monkey-fur curly plush, dressed in corduroy coverall and plastic shoes. Molded skin-like vinyl face, ears and hands. Chain leash Fully 2 feet tall.
8T101X665 . . . .Retail $9.95

JOCKO THE CHIMP, without music box
8T102X500 . . Retail $7.49

Musical FLOPPY DOG
Nice, soft and washable too . bathe me and I'll look like NEW. 13" long.
8T91X400 ..... Retail $5.98

we're both stuffed with DU PONT ORLON and we're WASHABLE too!

REMOVE MUSIC BOX FROM HIDDEN ZIPPERED POCKET BEFORE WASHING

Musical BEAR
Soft, cuddly and 13" tall, brown and gold. Can be washed to look like NEW
8T89X400 ..... .Retail $5.98

Musical PANDA Not illustrated
Black and white.
8T88X400
Retail $5.98

Musical FRENCH POODLE
Taken from real life, this family pet comes in long hair plush with colorful leash . . . life-like size.
8T95X530 ..... Retail $7.95

FRENCH POODLE without music box.
8T96X365 ..... Retail $5.49

Musical TUMBLING CAT
An exciting built-in-action toy in double-tone grey featuring a hand-embroidered face Wind his tail and watch him perform.
8T87X335 ....Retail $4.98

Musical TUMBLING DOG, not illustrated, in brown
8T86X335 Retail $4.98

Musical TIGER & BABY
A two-in-one toy. Realistic, with yellow and black stripes on high pile plush . . . 18" long.
8T97X530 ....Retail $7.95

TIGER & BABY without music box
8T98X365 . . ..Retail $5.49

GUARANTEE

Our Swiss Music Boxes cannot be overwound. Each CARDINAL "Forever Toy" contains a 5-year service guarantee certificate for the consumer.

Musical "FOREVER TOYS"

..Designed with the Child in Mind

Musical DANCING SUSAN
Life-like—life size. Fully three feet tall. Satin and lace costume. As concealed Swiss Music Box plays, child has a real dancing partner who follows every step when child slips her feet into elastic foot-straps
8T103X730 ... Retail $10.95

Musical PANDA
Amusing animal in attractive black and white rayon plush . . . 11" tall.
8T83X335 ..... Retail $4.98

Musical HONEY BEAR
Not illustrated, in brown and gold
8T84X335 ... Retail $4.98

Musical CUDDLY DOLL
Life-like, washable soft vinyl face, rayon plush, 14" tall.
8T90X400 ..... Retail $5.98

Musical COLLIE
A blue ribbon winner. In brown and white high-pile plush. Soft vinyl face. 22" long
8T99X530 Retail $7.95

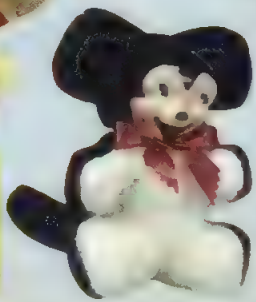
COLLIE, without music
8T100X365 ... Retail $5.49

Musical SNO-MAN
All white plush toy with vinyl face, dressed in colorful hat and matching scarf.
8T92X400 ..... Retail $5.98

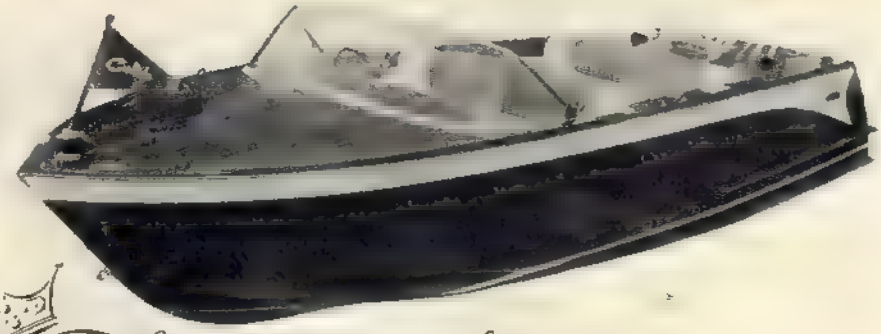
Musical LION
Real fur mane . . . an unusual gift to be used as a toy or as a decoration. 18" long
8T93X465 Retail $6.95

LION, without music box
8T94X300 ..... Retail $4.49

GUARANTEE
Our Swiss Music Boxes cannot be overwound. Each CARDINAL "Forever Toy" contains a 5-year service guarantee certificate for the consumer



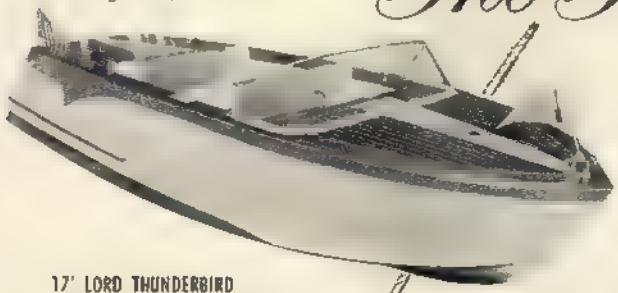
Musical MOUSIE MOUSE
A lovable toy. Black and white plush, 8" tall. Soft vinyl face
8T85X335 Retail $4.98



17' AQUA KING
Deluxe sports, cruising inboard. 6'6" beam. Rich natural mahogany hull, sweeping white band at top. Matching two-tone upholstered seats. Wheel, gold and white. Carries 6 easily. 57" aft deck. Ample stowage. Three-unit instrument panel dash deck. Complete with accessories, including battery.

17' AQUA-QUEEN
Deluxe sports, cruising inboard. 6'6" beam. Dramatic green and white two-tone hull, matching upholstered seats. Wheel, green. Carries 6 easily. 57" aft deck. Ample stowage. Three unit instrument panel dash deck. Complete with accessories, including battery.

The Royalty Line
by Carlisle



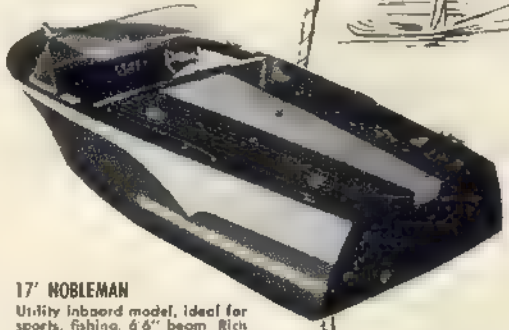
FIVE MAGNIFICENT, TOP-PERFORMING INBOARD AND OUTBOARD RUNABOUTS

Cruise in a Carlisle and all other runabouts become commonplace.

Action-packed performance and dash are combined with highest dollar value and unrivaled quality in this incomparable Royalty Line.

See and drive these five flashing beauties! From the breath-taking 17' Aqua-King deluxe to the pert, rugged 17' Squire, you'll thrill to speed, maneuverability and riding comfort seldom equalled. All five are eminently safe and seaworthy.

17' LORD THUNDERBIRD
Deluxe inboard. 6'6" beam. Flashing red and white two-tone hull, matching upholstered seats and seatbacks, steering wheel. Carries 3 easily, 4 without discomfort. Features 9.3 hp covered motor well aft deck. Three-unit instrument panel. Ample stowage. Complete with accessories, including battery.



17' NOBLEMAN
Utility inboard model, ideal for sports, fishing. 6'6" beam. Rich Sierra gold and cream hull. White and gold steering wheel. Features walk-through front seat. Mahogany back rests. Carries 5 easily. Instrument panel. Complete with accessories, including battery.

17' SQUIRE
Utility outboard. Two-tone Sierra gold and cream hull. Walk-through front seat, mahogany back rests. Carries 5 easily. Extremely wide beam. Complete with accessories including battery.

CHRIS-CRAFT ENGINES, 60-105 H.P. RANGE

TOPS FOR SKIING . . . THRILL RIDING . . . FISHING
IDEAL FOR ALL THE FAMILY

MATCHLESS PLANING, BUOYANCY, BALANCE, STABILITY
ACTION IN EVERY LINE (none faster getting up on top!)

SPARKLING TWO-TONE COLOR STYLING
YEARS-AHEAD DESIGN

ALL MAHOGANY CONSTRUCTION • LUXURY APPOINTMENTS

FULL-VISION WRAP-AROUND WINDSHIELD OF PLEXIGLAS

LOW COST MAINTENANCE

YOUR CARLISLE DEALER IS THE MAN TO SEE!

Carlisle
MARINE MANUFACTURING COMPANY
MORRISVILLE PENNSYLVANIA

Visit us at the New York Boat Show, fourth floor of The Coliseum. Also at the Miami Boat Show in February.

ALL NEW for '58

MAVERICK
WELLS FARGO
KIT CARSON

8 important reasons for buying Carnell

GREY GHOST
ROUNDUP
DRAGNET

Now making its OWN GUNS for even more value.

The only NEW INNOVATION in Holsters in 20 years
An AUTOMATIC FIRING HOLSTER (Pat. Pend.)
This holster to be featured in National TV show
"Wells Fargo".

New names: Grey Ghost, Maverick, Wells Fargo.

New Styling, New Packaging

Can be seen only in the
200-5th Avenue Building ROOM 324

NEW
STYLING
NEW
PACKAGING

CARNELL

MFG. CO., INC.
418 JOHNSON AVE., B'KLYN, N.Y.

MAVERICK
WELLS FARGO
KIT CARSON

8 important reasons for buying Carnell

GREY GHOST
ROUNDUP
DRAGNET

Now making its OWN GUNS for even more value

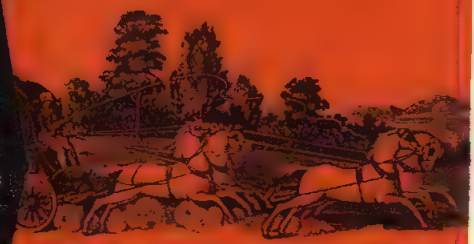
The only NEW INNOVATION in Holsters in 2 years. An AUTOMATIC FIRING HOLSTER (Pat. Pend.). This holster to be featured in National TV show, "Wells Fargo."

New Names: Grey Ghost, Maverick, Wells Fargo

New Styling, New Packaging

Can be seen only in the 200 5th Avenue Building, ROOM 324

NEW
STYLING
NEW
PACKAGING



CARNELL

MFG. CO., INC.
418 JOHNSON AVE., B'KLYN, N.Y.

On Exhibit AT THE TOY FAIR

MARCH 18-19
ROOMS 918-920
SHERATON-ALPINE HOTEL

KALAMAZOO Champion SLEDS

- Four Lines Covering All Price Classes
- Plenty of Sparkle and Color at Competitive Prices
- Fast, Geared-to-the-Weather Shipping Service Throughout the Season

COMING to the Toy Fair? Be sure to drop in and see us at Rooms 918-920, Sheraton-McAlpin Hotel. We'll offer you a warm welcome and show you the greatest line of Kalamazoo Champion sleds that we've ever produced.

There are *four* lines, covering all price brackets, and each number is tops for quality and sparkle, at strictly competitive pricing.

Let us tell you, too, about Kalamazoo's amazing "geared-to-the-weather" shipping service that helps you do *more* business on a *smaller* inventory, with a *faster* turn-over and a *larger* profit margin!

New Low Prices

ON FABULOUS FIBREGLASS FLYING DISCS

Amazingly popular new snow toys, originated by Kalamazoo, now available in two models. Light, safe, durable, and world's of fun. Dents pop right out. Bright colors won't wear off because they go clear through

KALAMAZOO SLED CO. 844 CROSSTOWN PARKWAY, EAST KALAMAZOO, MICHIGAN

JUST ONE MORE REASON . . . WHY WE MANUFACTURE AND YOU SELL MORE CARNELL HOLSTER SETS THAN ANY OTHER BRAND IN AMERICA

CARNELL MANUFACTURING COMPANY INC. - 200 FIFTH AVE., NEW YORK 10, N.Y.

FIRST BIG FAMILY CAR—

WITH A SPORTS-CAR HEART

PICTURE a big and spacious automobile with the heart and soul, the sparkle and spirit, the control, obedience, response and maneuverability of the sportiest sports car ever.

We're talking about the bold and buoyant Buick for '58—and until you drive it you don't know what driving is.

For here in this straight-from-tomorrow Buick you boss a B-12000 engine as modern as the look of the car itself.

Here, you pilot a Flight Pitch Dynaflow* literally born of aircraft design.

Here, you glide, soar, float—with a Miracle Ride plus Buick's Air-Poise Suspension.*

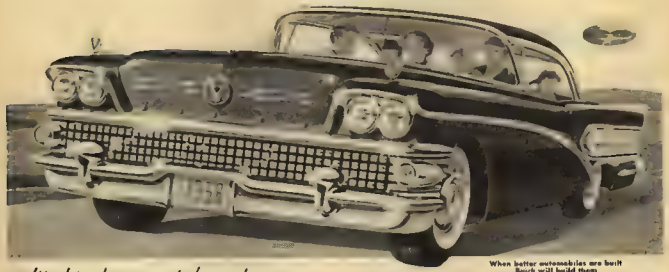
Here, in brief, you discover totally new concepts in driving delight—extending from noise and vibration suppression to ingeniously air-cooled aluminum brakes*...

Because this is a car born of more aircraft principles—including greater use of aluminum—than any other car yet built. This is the first big car that's really light on its feet.

Drive a B-58 Buick—at your Buick dealer's—*today.*

BUICK *Division of* GENERAL MOTORS

**Flight Pitch Dynaflow standard on* LIMITED *and* ROADMASTER *75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Front Brakes standard on all Series except* SPECIAL.

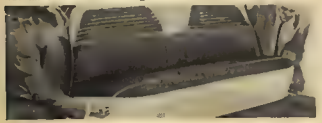


When better automobiles are built Buick will build them

It's big, buoyant, beauteous

the AIR BORN B-58 BUICK

STRETCH OUT IN LOUNGE-CAR COMFORT Immaculately tailored seats are more than 5 feet wide and sofa-soft. Headroom, hiproom, legroom and footroom for all 6 riders including those in the middle.



THRILL TO THE B-12000 ENGINE—Most advanced Buick V8 yet. 12,000 pounds of thrust behind every power stroke. Plus nodal-point mounting and center-of-percussion balance for softness, sweetness, silence.

See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV

The Bel Air Sport Coupe with Body by Fisher. Every window of every Chevrolet is Safety Plate Glass.

YOUR PRIDE WILL PERK UP *whenever you're seen in your* **'58 CHEVROLET.** *One look at those low, wind-whisked lines and you know you're bound to be noticed. And you'll find still more to be proud of in the quick, sure way Chevy responds to your touch.*

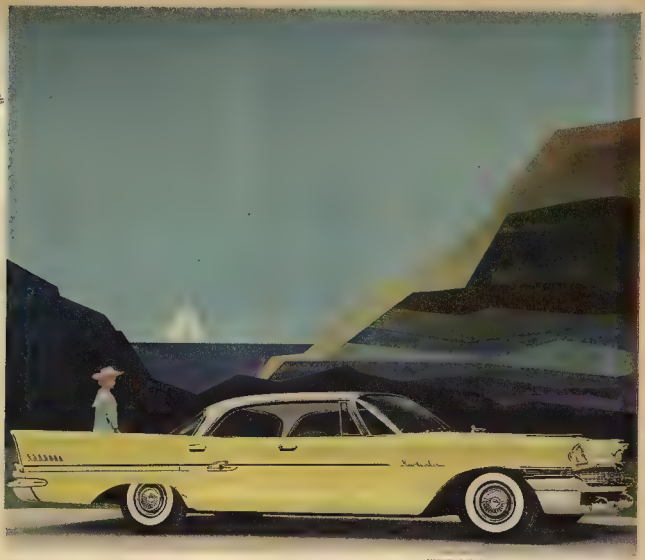
Sure as it's a Chevy, you're going to be looked at when you drive this good-looker. Don't be surprised if you even hear a soft whistle of approval now and then. There's just something about Chevy's low, straining-at-the-bit beauty that makes people sit up and take notice.

The way this Chevrolet *moves* is something to be admired, too. Its quick-sprinting power, for example, and the reassuring way it keeps its poise, even on sudden dips and curves.

Another big reason you'll be prouder of a Chevy is that it's the only honest-to-goodness *new* car in the low-price field. There's a new X-built Safety-Girder frame . . . new Turbo-Thrust V8* . . . new longer, lower Body by Fisher . . . a choice of new standard Full Coil suspension or a real air ride.* Cars just don't come any newer—or nicer—than this one.

Stop by your Chevrolet dealer's real soon. What he's selling is high on pride but low on price. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*



MIGHTY CHRYSLER NEW YORKER 4-DOOR HARDTOP

Enjoy Chrysler's bold new look of success!

New thousands are hailing the success of Chrysler's smarter Flight-Sweep styling...the supremacy of Chrysler's ride and performance . . . the brilliance of Chrysler's forward-thinking engineering!

In every way you can judge an automobile today, The Mighty Chrysler is literally beyond compare. Its almost unbelievable roadability, comfort and restfulness are years ahead of contemporary engineering.

See the glamorous Chrysler New Yorker at your Chrysler Dealer's, also the luxurious Chrysler Saratoga, and the all-new Chrysler Windsor —now offered in a lower-priced field.

TREMENDOUS–Four-beam dual headlighting!
SERENE–New Torsion-Aire Ride!
EFFORTLESS New Constant-Control power steering!
CONVENIENT–New Pushbutton TorqueFlite!
SUPERSCENIC–New Compound-Curved windshields!
EXCLUSIVE–New Auto-Pilot!*

*Optional at extra cost

THE **MIGHTY CHRYSLER**

GLAMOUR CAR OF THE FORWARD LOOK

THE MIGHTY CHRYSLER SARATOGA 2-DOOR HARD-TOP SPORT NEAR NY SEEN FIFTH AVE.

The Man who owns it owns more!

EVERYWHERE TODAY...THOUSANDS OF MOTORISTS ARE DISCOVERING THAT IN THE THINGS THEY MOST WANT IN A CAR—LUXURY, COMFORT AND PERFORMANCE—THE MIGHTY CHRYSLER GIVES THEM MORE!

Today, there's no question about it—the man who owns the Mighty 1958 Chrysler owns *more* of the good things in motoring.

And *you* could, too.

You, too, could enjoy the reward of Chrysler ownership . . . the deep, personal pleasure of being far out front in styling and design.

You, too, could experience the greatest comforts and luxuries any car can offer—and all at no extra cost! The restfulness of Torsion-Aire Ride . . . the ease of Pushbutton Torque-Flite driving . . . the effortlessness of full-time Constant-Control Power Steering . . . the safety of Total-Contact Brakes . . . the security of four-beam dual headlighting.

You, too, could enjoy all the "extra bonuses" this Mighty Chrysler gives you as standard equipment.

Discover all this tomorrow at your Chrysler dealer's. See the glamorous new Chrysler New Yorker . . . new fabulous Chrysler Saratoga . . . and the all-new Chrysler Windsor, now in a lower-priced field.

OLDSmobility

A new mode in motion that takes you out of the ordinary into the Rocket Age!

All '58 Oldsmobiles feature Safety Plate Glass... all around!

Wherever you go, it's adventure ho! For the '58 Olds is an inspired car . . . with an exciting mobile look that mirrors your own good taste. It confirms your own good judgment, too. For the new Rocket Engine brings you a marked advance in fuel economy . with all the power you can use! Discover, too, the total thrill of *OLDSmobility*! Ride on air . . . with New-Matic Ride*—a *true* air suspension that's incredibly smooth and comfortable. Come have a new adventure at your Oldsmobile Quality Dealer's in a Rocket road test now!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

*Optional at extra cost

OLDSMOBILE

1908 OM 1958

FORWARD FROM FIFTY INTO THE ROCKET AGE

SEE IT!...PRICE IT!...A NEW SPRING SERIES BY CHRYSLER!

An Exclusive New Style!...Beautiful New Spring Colors!

Here's Chrysler's flashing new Dartline styling . . . bright and cheerful as Spring itself—all yours at Chrysler Windsor's low price! New elegance in style—distinctive new side treatment, exclusive new rear chrome design, new front-end design!

Also exclusively yours in the Windsor Dartline—and other cars in the Chrysler line—the newest, most exciting colors that ever brightened a car! Fireglow and Frosty Tan . . . all-new, super-metallic Chrysler colors . . . plus brilliant Bimini Blue.

The Most Exciting Performance!...Newest Features of Any Car!

All this can be yours for only a few dollars a month more than an ordinary car! *The Chrysler Windsor sedan actually is priced lower than last year's model with the same equipment!* See the new Chrysler Windsor Dartline at your Chrysler dealer's.

Enjoy performance as flashing as Windsor Dartline's new beauty! No other car offers all these fine car features at no extra cost: New Torsion-Aire Ride! New four-beam dual headlights! New foam rubber cushioning! New Total-Contact Brakes!

FIVE BIG REASONS WHY YOUR NEXT STATION WAGON SHOULD BE A Plymouth

If you're driving a wagon now, you've already moved ahead into that pleasant realm where motoring is a little more interesting . . . a little more satisfying . . . than it is for the owners of less exciting cars.

But are you paying an undue premium for your fun? Are you getting all that station wagon money can buy these days at a low, low, budget price?

Plymouth has a story for you if you're driving a wagon of any other make. Size, for example: it's the biggest of the low-price 3. And value: you can pay almost twice as much and not get an inch more room . . . an inch bigger car (You just can't buy a bigger station wagon at *any* price.) There are other advances and features that put Plymouth far ahead now and make it worth more when you trade.

Nobody wants to put enjoyment solely on a bookkeeping basis, but a good look at the Plymouth wagon . . . a ride in it . . . a study of its low cost and high value . . . is likely to satisfy you that now you can have your cake and eat it too.

1 Biggest in the low-price 3! Longest over-all . . . 122-inch wheelbase. As big as wagons costing thousands more! Ideal for your vacation travel!

2 Holds more than "other two"! 7 cu. ft. more cargo space than wagons C and F. Extra 7.5-cu-ft. secret luggage area in 6-passenger models.

3 Wide-view Observation Seat! Folds into floor. A Plymouth low-price 3 exclusive.

4 Rear window disappears! Rolls down into tailgate. Only Plymouth has it in its field.

5 Rides with big-car luxury! Luxurious Torsion-Aire Ride—only on Plymouth in low-price 3

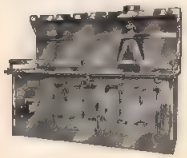
Est 1894 Inc. 1906

WEBBPERFECTION
OIL RANGES

AKRON
ELECTRIC RANGES

Distributors of Equipment & Supplies for Deck, Engine & Stewards Dept.

We are familiar with export business and invite inquiries from Shipyards, Ship & Yacht owners abroad



Write for '58 Catalog

ELISHA WEBB & SON CO.
136 S. Front St., Phila. 6, Pa.

Waterway living!
In-town convenience!

At downtown Port of Smyrna Beach Florida, docks being but a short distance from the community's 300 miles of waterways and mooring facilities at every home. Your inquiry is invited.

Venezia

Venezia V-1

The Finger Islands
New Smyrna Beach, Florida

Let me know more of Venezia

Name

Address

City State

NORTH WINS TITLE

(*Continued from page 60*)

Flying fishes, sparkling sunlight, lazy whitecaps, mingled with slightly heeled Star boats in what might be considered perfect racing weather on Long Island Sound, or San Diego, or Acapulco, or the Bay of Naples—but not in Havana. Six former World's Champions, another dozen Silver Star or Olympic Champions, plus other top skippers, viewed all this with a jaundiced eye.

But Lowell North and Jim Hill of San Diego, Cal.—good in any going—seemed particularly pleased with the conditions like those in which they won the North American Championship last August in their own home waters. They alone, out of the welter of champions present, turned in a consistent performance. No skipper won more than a single race, but *North Star III*, after winning the opener, and with it the George Elder Memorial Trophy, took a second, third and a fourth, a sequence marred only by a 10th in the second race. A serious contender for half a dozen years and runner-up last year at Naples, Lowell North, ably assisted by Jim Hill, corralled his Gold Star.

Not one of the six former Gold Star winners nor any of the three Olympic Champions, finished in the money. A well-earned second in the series went to Albert Debarge of Paris, whose crew was Paul Flystrom of Denmark three times Olympic dinghy champion.

Going into the fifth and last race there was a two-way tie between North and Debarge—to all intents and purposes a three-way tie, because Jor Duplin, representing Boston Harbor Fleet, was only one point behind. As the next in line, Bill Ficker of Newport Harbor, Cal., was 13 points back of Duplin, these leaders could put on a three-way battle without much fear of letting a dark horse through.

But when the wind settled for the start and Harry Nye's race committee, which did a splendid job throughout, hoisted signals for a windward-leeward course, it was obvious that Lowell North had already drawn a couple of aces. The breeze was light, and no sign of much else. Albert Debarge, with no light weather sail, and Joe Duplin, with his masterly touch in heavy weather, just didn't hold the right cards. Very soon North had his series competitors where he wanted them. At the end of the second beat North was in second place. Alvero de Cardenas and Dick Stearns had alternated up front, and Stearns had stepped out to round the last mark with a 50-yard lead. North was second and Bob Lippincott third.

The run home was a battle the spectators will never forget. Bob Lippincott, on occasion a master at running, pressed down on North and North, not having a

Designed especially for Boats by CASCO—World's Leading Maker of "Pop-Out" Car Lighters

- Made of special non-corrosive metals for years of trouble free use. Weatherproof!
- For cockpit or cabin installations!
- Illuminated easily located when dark.
- Beautifully styled, gleaming triple-plated chrome finish, handsome nautical motif

Lights pipes, cigars and cigarettes safely and automatically. Ingenious telescoping sleeve stops flying sparks. Styled to blend with the finest trim. Quickly installed; flush or with special mounting brackets.

NEW! CASCO MARINE FAN with 6" Rubber Blades

Safe!

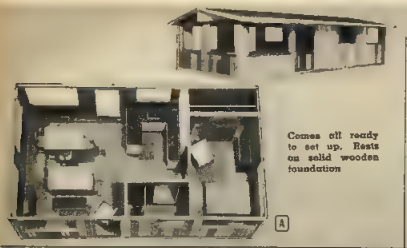
Keeps galley, heads, cabins ventilated and fresh. Keeps windshield clear of fog. Dependable—made of finest non-corrosive materials especially for marine use.

AT ALL MARINE SUPPLY STORES. IF NOT YET STOCKED, WE WILL SEND DIRECT TO YOU

CASCO, DEPT. Y1, BRIDGEPORT 2, CONN.
Please send the following items prepaid
CASCO BOAT LIGHTERS (Quan.)___$7.50 ea.
Voltage: 6V ☐ 12V ☐
CASCO MARINE FANS (Quan.)___$14.95 ea.
Voltage: 6V ☐ 12V ☐
Enclosed find my check for $_____
NAME _____
ADDRESS _____
CITY _____ ZONE____ STATE____
MY DEALER'S NAME IS _____
ADDRESS _____

SEE US AT THE N.Y. BOAT SHOW—BOOTH D-250

Delightful Life-Like Toys for the Playtime World

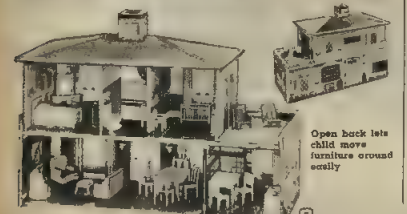


Comes all ready to set up. Rests on solid wooden foundation

A

Colonial-styled just like real houses—open in back for play

B



Open back lets child move furniture around easily

C

Brightly-painted plastic with landscaping, and flag-stoned terrace

D

A CEDARWOOD RANCH-STYLE HOUSE

Modern luxury for the modern doll—scaled especially for 8 to 10½ in dolls. Just like the famous California-styled houses has low-slung roof big picture windows open doorways. Genuine sweet-smelling cedar panelling with natural brown finish. 4 rooms—living-dining room, bedroom, bath room, and kitchen—built-in wardrobe closet with sliding doors that really work. All kitchen and bathroom fixtures—kitchen has counter table and sink. Handsomely furnished—television set, graceful Swedish coffee table, modern styled dining table and chairs, double bed, bureau, and chair. Made of sturdiest materials—cedarwood with corrugated board floors and roof. Comes all ready to set up—rests on solid wooden foundation. 24¼ x 42½ x 12 in. high. Wt. 12 lbs.

85-2327 W 1197 Set.....Retail **$17.95**

B 6-ROOM DOLL HOUSE—FURNITURE TO FIT

Six-Room Colonial-Style Doll House. Lots of room for play. A little girl's dream come true! Outside of simulated brick with stone chimney, handsome white louvered shutters on every window—authentic Early American styling in every miniature detail. Made of wood and Tekwood with plastic window frames and wood grain flooring. Six large rooms, decorated walls. Open back—easy to play with. Order furniture for all six rooms below. 28 x 14 x 22 in. high.

87-4750 A 665—Shpg. wt. 10 lbs.....Retail **$9.98**

Doll Furniture. Scaled to fit the Colonial house. Bright-colored plastic—realistic details. Wt. 1 lb.

87-5849 A 67—7 pc. kitchen set.....Retail **$1.00**
87-5856 A 67—8-pc dining room set..Retail **$1.00**
87-5864 A 67—7-pc. living room set..Retail **$1.00**
87-5872 A 67—6-pc bedroom set.....Retail **$1.00**
87-5880 A 67—6-pc. nursery set.....Retail **$1.00**
87-5898-A 67 6-pc. bathroom set ..Retail **$1.00**

C COLONIAL-STYLE FURNISHED DOLL HOUSE

Six rooms—living-dining room, kitchen, bedroom, nursery, bathroom, and terrace. With 25 pieces of plastic furniture. Lithographed inside and out in 4 colors—walls are decorated with pictures, mirrors. Outside is simulated clapboard and stone—tile-like roof. Open back. Ground floor windows and doors open. Sheet steel. 23¼ x 9½ x 16⅜ in. high.

87-4594 A 415—Set. Wt. 7 lbs.....Retail **$5.98**

D RANCH-TYPE PLASTIC DOLL HOUSE

Just like the prettiest ranch home in your town! Durable plastic construction—simulated clapboard and cannon-stone exterior with real shutters and window boxes. Four completely furnished rooms and terrace interior complete with Venetian blinds, refrigerator. Landscaping all around the house and terrace in back. One-piece floor and roof, permanently hinged walls. Easy to open. 34 x 14 x 11½ in.

85-2301 A 532—Set. Wt. 8 lbs..Retail **$7.98**

Plenty of space for dolly's entire wardrobe!

WOOD FOUR-DRAWER DOLL CHEST

Little children love to play "grown-up" with delightful life-like toys. This doll-size modern wood chest of drawers is just like the real thing—and it provides plenty of space. Now "little mother" will have no trouble tidying up. Sturdy chest of top quality hardwood construction with handsome blend finish. Four large drawers open and close easily with wood pulls. Cleans quickly with a damp cloth. 11¼ x 7 x 18¼ in. high.

87-0881 A 367 Shpg. wt. 7 lbs..Retail **$5.50**

WOOD WARDROBE FOR DOLLY

A place for everything! Sturdy wood wardrobe in lovely blend finish. Has hanging rod with six 5-in. metal hangers included. Inside shelf for hats, shelf on outside top for extras. Large drawer in bottom of wardrobe holds doll's shoes, socks, or other toys. Metal reinforced hinges on doors, decals on front add "design interest." Plenty of space. Sturdy construction designed to last for years. Measures 14 x 7½ x 22 in. high.

87-4180 A 500—Shpg. wt. 10 lbs..Retail **$7.50**

REALISTIC DELUXE DOLL-E-BATH

Little "mothers" love this realistic baby bath—it has everything the big ones have! All-steel frame, accessory tray—nursery-blue baked enamel finish. Leakproof tub and adjustable dressing-table top with safety strap—pink plastic, white decorations. Splash guard with pockets for accessories—pink plastic. Drain hose with "off" and "on" clamp. Non-skid leg tips. Bottle, bottlebrush, washcloth, soap. 22 x 14 x 28 in. high overall.

85-2293 A 399—Set. Wt. 6 lbs. ..Retail **$5.98**

$1,539 in Three Weeks! Homelite Chain Saw

Mr. Robert Thomas, Arvada, Colorado is another in the long list of American farmers who have turned their trees into money with the help of a Homelite Chain Saw

Mr. Thomas has 40 acres of old apple orchard on his 600-acre ranch. Last year, Mr. Thomas cut 70 tons of the wood in just three 40-hour weeks with his Homelite Chain Saw and only occasional help.

At $25. a ton, Mr. Thomas' wood is worth $1,750. His total expenses, including the part-time help, were only $211, leaving him a net profit of $1,539!

Mr. Thomas is sharing the income with his two teen-age sons who helped him haul the wood and sell it as cordwood.

6 HORSEPOWER
19 POUNDS
DIRECT DRIVE

Turn Your Trees into Money the HOMELITE Way

Like Mr. Thomas, you can turn your trees into a cash crop with a Homelite chain saw. The EZ-6, shown here, is one of a full line of Homelite fast-cutting chain saws. Lightest, most powerful direct drive chain saw ever made. Full 6 horsepower. Only 19 pounds. Fells trees up to 5 feet in diameter; cuts through 8" oak in 4 seconds, 18" pine in 14 seconds. Does every kind of cutting job around the farm. See your nearest dealer for a free demonstration.

As Little as $4.87 Weekly!
after small down payment

Homelite's quick, easy finance plan lets you buy now, pay in small weekly installments out of the money you earn with your new Homelite chain saw.

5 MODELS AVAILABLE
3½ TO 7 HORSEPOWER
19 TO 29 POUNDS

Ask Your Homelite Dealer In the Yellow Pages

HOMELITE — *A DIVISION OF TEXTRON INC.*
4502 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

☐ Please call me about a free demonstration. ☐ Please send me further information. ☐ Please send me name of nearest Homelite dealer.

Name.....

Address.....

Town/City.....County.....State.....

POULTRY

Mystery "Disease" Kills Broilers in Nine States

The mysterious broiler-killing "disease" which swept across nine states east of the Mississippi last month is apparently being brought under control.

When FARM JOURNAL first reported it last month, it was killing birds in four states—half or more of the birds in some flocks. Field Editor Jack Bickers reports that one Georgia operator lost 74% of his birds.

But as FARM JOURNAL went to press, Dr. S. C. Schmittle, head of the University of Georgia Poultry Disease Lab, had just reported that losses had been brought almost to a standstill.

No one knows for sure yet just what was causing the deaths. But growers think that it might be bad fat in the feed.

Dr. Schmittle says: "Fat in itself is not responsible. As far as we can tell now, it is some contaminant associated with the fat. We do know that the killer is not contagious to other poultry or humans."

The trouble usually begins showing up when the chicks are very young. They start gasping and become inactive. By the time they're three weeks old, some are dying.

From there on, mortality increases rapidly. Henry Miller, a hatcheryman and dealer near Gainesville, Ga., tells FARM JOURNAL that he lost 600 birds out of a batch of 7,000

Dr. Schmittle believes that an enlarged heart sac is what finally causes death. The only sure way to diagnose the trouble is by autopsy.

How many broilers have been lost over-all is hard to guess. But it might be enough to help prices in the next few weeks, one marketing expert guesses.

A week or two after the Georgia outbreak, Dr. E. F. Waller of the University of Delaware reported that the killer was showing up increasingly on the DelMarVa peninsula and had been traced to five different feeds.

Meanwhile, the feed companies have been taking drastic action to track down the exact reason and to stop the heavy losses.

Rather than run the chance of losing the birds when they were larger, they've gone in and killed entire batches of chicks. In the Gainesville area alone, 200,000 chicks were killed for this reason.

Most feed companies in the affected states are paying off the heavy claims.

And they're pouring money into research to find the answer. Early this month they got together with scientists in Cincinnati, Ohio to map out their next moves.

MORE CHAIN POWER

Now...get up to one extra horsepower for your money!

MORE CHAIN POWER IN 5-HP CLASS. New Golden "Logmaster" has Roller-Bearing nose, direct drive, 18", 24" and 30" bar sizes. Engine weight 22 lbs. Retail price from $265.00* complete.

MORE CHAIN POWER IN 3-HP CLASS. New Silver "Logmaster" has Roller-Bearing nose, direct drive, 18", 24" and 30" bar sizes. Eng ne wought 21 lbs. Retail price from $229.00* complete.

Each Remington chain saw has the revolutionary Roller-Bearing nose that cuts wasteful friction . . . delivers up to 20% more usable chain power. That means up to one extra *horsepower* in the 5-hp Golden "Logmaster" and faster, easier cutting for you!

But a bonus of power is just one advantage. Remington chain saws are *dependable*, built for the most demanding service . . . with non-clogging air filter, positive rewind starter with nylon cord, thumb-button oiler, sturdy cast-aluminum housing and numerous other features.

Get acquainted with these powerful, direct-drive saws that offer fast, efficient cutting in any position...ask your dealer to demonstrate Remington chain saws. They're your best dollar value in saws today!

ORIGINAL ROLLER-BEARING NOSE revolves on precision-ground steel Roller Bearings. This means less friction, more power and longer wear for Remington chain saws.

*Specifications and recommended retail prices subject to change without notice. Canadian prices slightly higher.

Remington Mall

MALL TOOL COMPANY
Division of Remington Arms Company, Inc., Bridgeport, Conn.
In Canada: Mall Tool, Ltd., 36 Queen Elizabeth Blvd., Toronto, Ontario

SEND FOR FREE CATALOG which shows complete Remington line of Mall chain saws gives specifications . . . describes saw best suited for your needs.

MALL TOOL COMPANY FJ-3
Division of Remington Arms Company, Inc.
Bridgeport 2, Connecticut

Please send me without obligation new FREE catalog on Remington chain saws.

Name _____

Address _____

City _____ *Zone* _____ *State* _____

now, in chain saws, too,

if it's Remington, it's right!

Shown above—Golden "Logmaster." Direct-drive, 6-hp. class. Bar sizes 18", 24", 30". From $285.00* complete. Also available in Silver "Logmaster." Direct-drive, 3-hp. class. Bar sizes: 18", 24", 30". From $229.00* complete.

Cuts faster because there's more chain power

It's power in the chain that cuts wood . . . and you get more power for faster cutting in a Remington chain saw by Mall. The original Roller-Bearing nose cuts friction, delivers up to 20% more usable horsepower.

You also get higher chain speeds . . . increased production . . . and the economy of longer equipment life. Add dependable push-button oiling . . . easier handling in all cutting positions . . . and you've got the greatest chain-saw value on the market.

REMINGTON—*manufacturer of sporting firearms and ammunition—famous for quality for 141 years.*

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Division of Remington Arms Company, Inc., Bridgeport 2, Conn.
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Nose revolves on precision-ground, high-grade steel roller bearings. Means less friction, more power, longer wear.

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Division of Remington Arms Company, Inc.
Bridgeport 2, Conn.

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TIMEX and INGERSOLL. . . by U.S. TIME

Automatic—normal wrist motions keep it wound!

NEW TIMEX AUTOMATIC 14.95

Winds itself! Tells the time accurately, with never a second lost . . . for the normal movements of your wrist give it constant power. Can't overwind, won't run down. Water and shock-resistant. Chrome case with steel back; gold color hands and numerals.
19-3003 A998 With leather strap... .....**$14.95**

E **INGERSOLL "SWEEP"** . . . popular choice for youngsters. Get them to school on time, home when they're supposed to be—give your boy or girl this reliable, shock-resistant Ingersoll watch to consult! Red sweep second hand. Chrome case, stainless steel back.
19-3011 A487 With Plain dial, leather strap... **$6.95**
19-3029 A597 With Luminous dial (Timex).... **8.95**

F **TIMEX MARLIN** . . . always the favorite of the man on the move. A watch with all the features of a rugged and reliable timepiece . . . it is water-proof (as long as crystal, crown and back remain intact), dust-proof and shock-resistant . . . dependably accurate. Radiolite dial, sweep second hand. Chrome case. Unbreakable crystal.
19-3037 A863 With stainless steel expansion band . . **$12.95**

G **TIMEX SPORTSTER for Boys and Girls.** It's small size and ruggedness make it ideal for sport wear by ladies of any age. Young men like the way it fits their wrists, yet looks so adult. Waterproof, dustproof (as long as crystal, crown and back remain intact), shock-resistant. Chrome case. Radiolite dial; sweep second hand.
19-3045 A863 With expansion band **$12.95**

Watches for Youngsters

- *Shock-resistant*
- *Unbreakable crystals*
- *Fully guaranteed*
- *Gift boxed*

H **DISNEY'S SNOW WHITE** . . . dressed in her red cape and yellow gown, smiles from the dial of this enchanting watch by U.S. Time Chrome case, stainless steel back; red band. Pretty gift box contains watch and plastic Snow White figure.
19-3060 A487 Snow White Watch.....**$6.95**

K **DISNEY'S CINDERELLA** . . . lovely as she was in her movie appearance, poses prettily on the dial of this delightful watch for very young ladies Made by U.S. Time . . . watch has chrome case, stainless steel back, blue band. In "glass slipper" gift box.
19-3052 A487 Cinderella Watch..... **$6.95**

L **MICKEY MOUSE** . . . with time on his hands, delights young fellas, little girls too. Frisky Mickey points to red numerals on the full color dial of this shock-resistant watch by U.S. Time. Chrome case, stainless steel back; red strap.
19-3086 A487 Mickey Mouse Watch... . .**$6.95**

M **HOPALONG CASSIDY** . . . tells time Western style, for all young cowboys. Hoppy's picture and signature are on the dial of this sturdy, shock-resistant watch by U.S. Time. Chrome case; branded black leather band with "silver" buckle.
19-3078 A487 Hopalong Cassidy Watch...**$6.95**

WEN-MAC CORPORATION

Pricing Schedule

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S61-3-100	Aeromite	Pkd. 6 ea.	RE730F	10.95 ea.
S61-4-101	Challenger w/Kit and Battery	Pkd. 6 ea.	AS865T	12.95 ea.
S61-5-105	Turbojet	Pkd. 6 ea.	AD865W	12.95 ea.
S61-6-110	Beechcraft Bonanza	Pkd. 6 ea.	RW667T	9.95 ea.
S61-7-111	Powder Puff Spec.	Pkd. 6 ea.	EA667T	9.95 ea.
S61-8-115	Hiller Flying Platform	Pkd. 6 ea.	QA930P	13.95 ea.
S61-9-120	Navy Cutlass	Pkd. 6 ea.	EA1130L	16.95 ea.
S61-10-122	Navy Cutlass	Pkd. 6 ea.	LA1000M	14.95 ea.
S61-1-125	U. S. Marine Corsair	Pkd. 6 ea.	LL600N	8.95 ea.
S61-11-130	U. S. Satellite	Pkd. 6 ea.	RD667K	9.95 ea.
S61-12-135	Yellow Jacket	Pkd. 6 ea.	WE465U	6.95 ea.

RACE CARS

S61-13-201	Automite Indianapolis Race Car	Pkd. 12 ea.	AS930K	13.95 ea.

BOATS

S61-14-301	Aquamite	Pkd. 6 ea.	SA865L	12.95 ea.
S61-15-305	Corvette Hydroplane Hull	Pkd. 12 ea.	SW264T	3.95 ea.

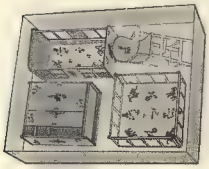
.049 ENGINES

S61-16-440	Wen-Mac Rotomatic Engine	Pkd. 24 ea.	EL330P	4.95 ea.
S61-17-445	Wen-Mac Cyclomatic Engine	Pkd. 24 ea.	LA400T	5.95 ea.

MISC. ITEMS

S61-2-600	Accessory Kit	Pkd. 48 ea.	SA100M	1.49 ea.
S61-18-601	Accessory Kit Deluxe	Pkd. 48 ea.	AS130B	1.95 ea.
S61-19-602	Accessory Kit Custom	Pkd. 30 ea.	WY200L	2.95 ea.

CHEIN



DOLL FURNITURE SET

4 piece furniture set for 8" dolls. Heavy gauge, gaily decorated, with all edges turned for safe play.

245-32-300 DS135W 2.00 ea.
Pkd. 6 ea.

TEA SET

40 piece set, setting for 6 featuring gleaming flatware.

245-37-240 AS135R 2.00 ea.
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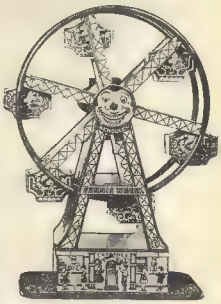

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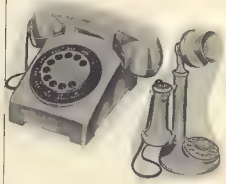

OLD TIMER TELEPHONE

It's big, 3/4 actual size, molded in unbreakable polyethylene. Adjustable mouthpiece. Bell rings when dial is returned.

J64-1-1000 FR66N .98 ea.
Pkd. 24 ea.

JUMBO TELEPHONE

9/10 actual size. Authentic detail carefully reproduced. Molded in polyethylene, unbreakable and harmless. Bell rings when dial is turned.

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Self steering "Steeraway Sportster" electronic car.

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Unbreakable poly military transport set with master "Remotoflex" electric control drive. Includes: Staff Car, Wrecker and dump truck.

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Launcher of 3 unbreakable targets — 15 feet tubing for distant release. Rifle with 2 darts.

693-56-2104 KL267T 4.00 ea.
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IRWIN

POPEYE SKEET SHOOT GAME

Launches skeets which are shot at with dart rifle.

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FIRE HYDRANT BANK

Hydrant bank made of unbreakable polyethylene 10½" tall x 4½" diameter.

693-81-2238 LL67N 1.00 ea.
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"MICKEY MANTLE" BALL GAME

11 1/4" tall x 9 1/2" long automatic mechanical pitching machine with 15 ft. long tube end bulb control, three unbreakable balls.

693-70-2621 ZX467F 7.00 ea.
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BATTING PRACTICE GAME

Automatic Baseball Batting and Pitching Game with 3 balls made of durable, unbreakable plastic.

693-83-2624 BB267A 4.00 ea.
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TEA SETS

Plastic tea set 20 pieces. Service for 4. Polyethylene with 2 - color printed design.

693-84-7100 HY67T 1.00 ea.
Pkd. 24 ea.

Plastic tea set 14 pieces. Service for 2. Polyethylene and metal.

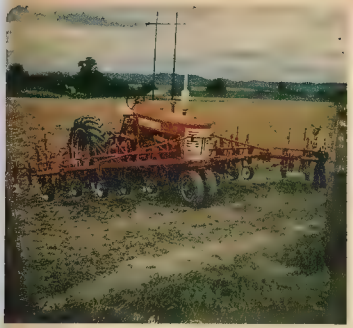
693-85-7104 DS67B 1.00 ea.
Pkd. 24 ea.

Plastic tea set 12 pieces. Service for 2. Polystyrene and metal.

693-86-7105 SE67W 1.00 ea.
Pkd. 24 ea.

Plastic tea set 12 pieces. Service for 2. Polyethylene with 2 color printed design.

693-87-7108 HT67Y 1.00 ea.
Pkd. 24 ea.



NEW 6-ROW CULTIVATOR covers 100 acres a day. To go through gate or travel on road, you swing outer gangs around front. International Harvester Co. is also introducing a high-speed 6-row planter.

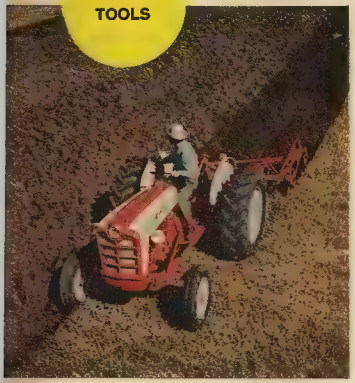
LOOSENS TIGHT SOIL. New Massey-Ferguson heavy duty tiller rips up soil down to 10 inches deep. Steel shanks flex in hard ground, trip loaded springs when you hit a rock. Springs re- set automatically. Hydraulic lift, rolling coulters optional.

PREVIEW

MACHINERY PARADE

FOR 1958

TILLAGE TOOLS



NEW FOUR-BOTTOM PLOW developed by Ford for their new *Powermaster* tractors is "semi-mounted." Hydraulic cylinder at rear automatically pivots the tail wheel frontward to help raise the plow.

BIG TWO-WAY DEEP PLOW turns a furrow 3 feet wide, 4 feet deep. You use hydraulic controls on D-8 or D-9 Caterpillar tractor to raise moldboards, which weigh 3 tons each. Post Brothers Co., 9908 Bolsa Ave., Santa Ana, Calif., make plow.

Here with

New Hustle!
New Muscle!
New Style!

New Chevrolet trucks for '58 roll in with a new broad-shouldered build, with new power in both V8's and 6's! They're here with the latest truck developments designed to lighten your hauling chores!

Here are new trucks that are built to get more work done on the farm—and save your dollars while doing it! They rate a blue ribbon on their good looks alone—on snappy new styling that makes 'em stand out in a crowd. Yet, '58 Chevrolet trucks are tough! Some models show their new muscle with high-capacity rear axles and extra-strong rear springs. They haul heavier loads with lower-than-ever maintenance and upkeep expenses. And they can hustle, too! New engines with higher horsepower, greater durability, and money-in-the-bank economy make light work of big jobs. See your Chevrolet dealer today! See the trucks that stay and save on the toughest jobs! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

NEW CHEVROLET TASK·FORCE 58

Latest editions of the "Big Wheel" in trucks!

Chevrolet Nomad—4-door 6-passenger

NEW WAGONS WITH WONDERFUL WAYS—THESE NEW '58 CHEVROLETS!

There's new lilt in the way they look. New verve in their way with roads and loads. And you have five to choose from. Pick a two-door model or four, six-passenger or nine, you can be sure of this: You'll move in the smartest station wagon set there is!

You never had handsomer reasons to move into a new wagon. These 1958 Chevrolets are dramatically lower and wider—nine crisp inches longer.

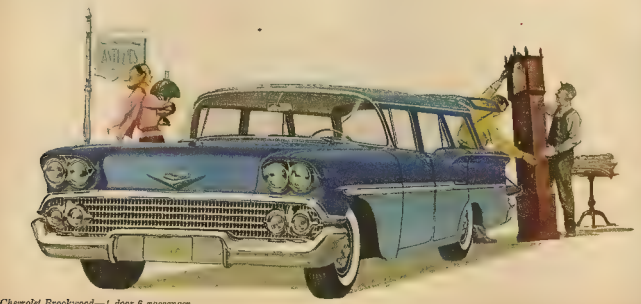
Note that the larger liftgate curves clear around at the corners. It's hinged into the roof and raises completely out of the way for easier loading.

Chevrolet's new standard Full Coil suspension puts an extra-soft cushioning of deep coil springs at every wheel. Or, as optional choice at extra cost, you can have the ultimate of a real air ride—Level Air suspension. Bumps get swallowed up in cushions of air. And your wagon automatically keeps its normal level, regardless of how heavy the load.

There's still more to like. More steam in Chevy's budget-minded Blue-Flame 6. More really potent performance with the new 250-h.p. Turbo-Thrust V8,* an ideal running mate for honey-smooth Turboglide* drive. Better see your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*

CHEVROLET

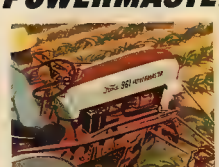


Chevrolet Brookwood—4-door 6-passenger

NEW Ford *POWERMASTER* Tractors

MORE PULL-POWER PER DOLLAR!

Here's big-tractor power without the penalty of big-tractor costs. You can pull a four-bottom plow in many soils—handle a 10- or 11-foot tandem disc at a surprising pace. Cost? Ask your dealer to tell you about Ford's low price per horsepower! About Ford's many plus-value features!



EASIEST HANDLING TRACTORS EVER!

They're Ford comfort-engineered throughout—handy controls, Rest-O-Ride seat, ample leg room, light-pressure brakes, easy on-and-off design. They're compact—short turning, get around easier. And POWER STEERING—available on all Ford tractors—is standard on all Ford row crop models!

LIVE PTO AND DOZENS MORE FEATURES!

Ford offers you many other great advantages—standard on some models, optional on others. Ford's live PTO operates from the regular clutch pedal—safer, more convenient. With exclusive Ford Vari-Weights, you tailor traction to the job. Also power-adjusted rear wheels; new powerful headlights . . . much more!

The finest Ford tractors ever await you at your nearby dealer's. So stop in and look them over—find out all that's new and better. Then compare Ford's low prices—see how much more you get, how much more you save. Ask about convenient terms—take up to three crop years to pay. Stop in soon!

Ford Farming

IS POWER FARMING AT ITS BEST

GENERAL MOTORBOAT

The General Motorboat Company, Mayo, Maryland, manufacturers of the Little Mariner boats, has added three new outboard runabouts, called the Sea Flyer line. The new line will include a standard runabout, a ski boat and a deluxe model, all designed for speeds up to 40 mph.

The Sea Flyer Standard Runabout has a walk-through center deck, and a walk-through rear seat back. Designed especially for water skiing enthusiasts, the Sea Flyer Ski Boat has a forward seat with back along with a conventional aft seat. The Sea Flyer Deluxe Runabout features a full-view windshield and 32" mahogany rear deck.

Dimensions for all three models are the same: overall length, 14' 5", with a 65" beam and freeboard of 26" forward and 18" aft for greater safety. The 21" high, 1½" thick mahogany plywood transom will take the largest outboard motors made.

New, redesigned models of the famous Little Mariner Fishawk and Day Cruiser have been developed. Features of the new Fishawk design are a lengthened cabin with sleeping facilities for two and increased headroom under the Navy top. To take long shaft motors, the motor mount has been increased to 20" high. Removable aft seat allows easier handling of outboard motors.

The new Day Cruiser with complete sleeping arrangement, for two, now has increased headroom in the deckhouse and a 32" deep cockpit that provides extra safety. A 20" high motor mount and removable rear seat make the Day Cruiser well suited for use with the larger outboard motors.

Specifications for both the Fishawk and Day Cruiser are the same: length overall—20' 5", beam—7' 3", draft—9¾". with outboard power and 1'6" inboard power. All Little Mariners can be adapted for inboard or outboard power. Speed to 35 mph is possible depending upon power selection.

FERRIER MARINE

Ferrier Marine, Ltd., Newton Abbot, Devon, England, has announced the appointment of Ferrier Marine, Ltd., 150 Spring Street, New York as exclusive American sales representatives for their 17' Mark II Silhouette, an English two-berth sailboat. The builders report that they have reached a capacity of 20 boats per day.

The Silhouette has a water line of 12' 6", a beam of 6' 7". Its overall length is 17'. Mainsail area is 75 square feet, working jib 45 square feet, storm jib 25 feet.

While the boat does not have an engine, there is a bracket on the transom for an outboard motor. Standard layout indicates berths to port and starboard, with galley space under the bridge deck. While it was originally designed for off-shore racing, it is equally at home in estuaries and small lake areas.

DURATECH

For 1958 the Duratech Manufacturing Corporation now of Peekskill, New York, announces a complete line of all-aluminum boats—from 8' dinghies to 19' day cruisers. Duratech's three series of boats —Pramline, Vceline and Sealine—comprise seventeen separate models, offering a full range of craft suitable for all rowing or outboard boating needs.

Duratech offers three new Sealine models. Sealine Model S-168RD is a wide beam, deep 16' deluxe runabout featuring full seat and backrest upholstery. It has bow, side and stern Duradecking; self bailing motor well; and stern hatch and is rated for use with the new 50 hp motors.

The Sealine Model S-168RF with a wide beam is a deep fishing runabout featuring forward steering, forward seat upholstered walk-through backrests, and a full rear floorboard.

For open water Duratech offers the Sealine Model S-198RF, an aluminum 19-footer designed for single or twin outboard installation. Its deep (44") bow, wide (85") beam, round chine, soft riding, fast hull design provide comfort and room for the deep water fisherman.

For 1958 the Duratech Pramline series of lightweight 8, 9 and 11½' aluminum prams remain unchanged in design. Nor are any design changes contemplated for its Vceline series of 12' and 14' cartop and utility hulls.

For 1958 the Duratech series of 14' and 16' round chine hulls have undergone modifications, including higher styling of its standard and deluxe runabouts general cleanup of detail designs, and the addition of features such as lower seats in Model S-148R and tank shelves in all 14' and 16' runabouts.

THOMPSON

Leading boats featured by Thompson Brothers Boat Manufacturing Company of Peshtigo, Wisconsin, and Cortland, New York, include the flared bow Thompson 18' Off Shore which seats four persons. The open cockpit makes this an all-purpose craft. The comparable Thompson 17' Sea-Lancer performs excellently with 35 hp.

The Thompson 16' Sea-Coaster is fast on the straightaway and takes hairpin turns safely. It is popular with skiers. The Thompson 14' Lap-Chine takes larger motors than comparable boats and is patterned after Thompson Sealap line.

Sea-Lap or Safety-Lap construction means that each lap of planking on lapstrake models is brass-bolted from stem to stern. Before this is done a rubber mastic is applied to each lap, completely sealing the boat.

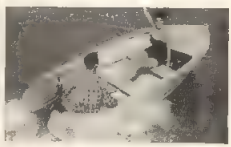
Thompson boats are of all-wood construction. Extra-heavy keels and transoms plus the Sea-Lap construction protect the boats while trailering as well as on water. Information on these and their many other models can be obtained by writing to either of their two plants.

SAVE BIG MONEY!

Chris-Craft

'58 BOAT KITS

- As low as $61
- Save ⅓ or more
- Easy to assemble—fun to own
- Over 100,000 in use!
- 20 models—FREE CATALOG



12' Vagabond, kit $169. Trim, action-packed, easy-assembled. Other utility kits. 5 models, 8' thru 15', from $61

14' Barracuda, kit $268. Blazing performance, walk-thru center deck! Great value! Other run about kits: 7 models, 12' thru 17', from $225.

16' Outboard Sports Cruiser kit $672. Full sitting headroom, can sleep 2. Terrific savings. Other outboard inboard cruisers. 3 models, 15' thru 22' (2 and 4 sleepers), from $438

Chris-Craft Boat Kits are packed with advanced-design features that spell BIG VALUE! Up-to-the-second styling, wrap-around windshields, fiber-glass cabin roofs. Choose from 20 models, ranging from 8' Pram to 22' Cruiser. Highest quality pre-cut, machined or pre-assembled parts and simple directions make assembly quick, easy and fun! See dealer or write for brochure. *Distributors, dealers: valuable franchises available.*

Prices f.o.b. factory, subject to change

Chris-Craft Corporation, Boat Kit Division, Pompano Beach, Fla.

Please send me full color catalog showing the complete line of exciting new Chris-Craft Boat Kits for 1958.

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Whether you're Cruising North or South.

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  17 0 Purdy Avenue
  (Foot of Venetian Causeway)
  Tel. JEfferson 8-0583
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  1500 No. Federal Highway
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AUTHORIZED FACTORY DEALERS

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ALL MAKES OF BOATS

—YACHT BROKERS—

SALES ★ REPAIRS ★ STORAGE ★ PARTS

COPEROYD
REG U S PAT OFF
Improved
NOW BETTER THAN EVER

CAN'T CAKE IN BOTTOM OF CAN

Method has been perfected for holding in *permanent* suspension the heavy loading of copper powder that makes COPEROYD and COPERIT such effective and long lasting anti-fouling bottom coatings. Now no matter how long they stand they'll be ready to use easy to stir, thoroughly mix and apply. Products unchanged otherwise. No increase in price.

See us BOOTH D-85 *New York Boat Show*

METALLIC COATINGS CORP.
919 N. MICHIGAN AVE., CHICAGO 11, ILL.

EXCELLENT SURPLUS

GM DIESEL MARINE ENGINES WITH REVERSE GEAR

Good Running Condition
671 SERIES. . . .$1,750

INSPECTION *INVITED*

40' 1953 Chris-Craft Express Cruiser. Loaded with extras. Motors rebuilt 1957. Price $18,000.

HUNTER LINDSAY DIESEL COMPANY
471 Tremont Avenue, Orange, New Jersey
Orange 5-1480 or Orange 5-8482

Boat and Yacht LETTERING

Permanent bronze or chrome plated letters in script. Three sizes: 2" high, 3" high, 4" high. Block Capitals $8.00 each. 5½" lower case letters $6.00. Intermediate size 4½" high. Capitals, Numerals or Roman numerals $7.00 each. 3¾" lower case letters $4.00. Architectural style Hailing Port 4" high $5.00. For smaller craft the name is cast in one piece capitals 3" high lower case 1¾" $4.25 per letter. Separate block letters. Capitals and Numerals $1.25 each. Choice of natural, bronze or chrome.

Take PORT A PADDLE with you to areas to 2" stones out of way under seat of deck. Perfect for sturdy 4" canoe. Easy paddle when out of gas or motor failure or just to [illegible] fish. All hardwood and marine plywood. Boats I.e. only $12.50

BOAT NAMES COMPANY, 426 W. 5th, Kansas City, Mo.

FIBERGLASS BARRACUDA IS OFFERED

Roberts and Olthouse, 3945 Division Ave., Grand Rapids, Mich., are distributing the 19'6" Barracuda, constructed of polyester bonded fiberglass.

It is powered by the Dearborn V-8 Interceptor, 185 to 215 hp. The boat can develop up to 48 to 50 mph. Built by Arena Craft, the modern-designed Barracuda has a beam of 6'9" and weighs 2,300 pounds.

PAINTING THE MAYFLOWER

Hervey Garrett Smith, author-illustrator and an expert in the art of marlinspike seamanship, has recently completed a painting of Mayflower II for the National Geographic Society.

Writing in the November *Geographic*, Smith himself explained the problems he faced in painting the rigging and ancient fittings of the ship and in "striving to bridge the gap of more than three centuries and make her live."

Smith comes from a seafaring family and his love of ships and familiarity with the arts of the ship builder and sailor date from earliest childhood. He has condensed his wealth of knowledge into the text and illustrations of two practical little books: "Boat Carpentry," and "The Arts of the Sailor." They are published by Van Nostrand, 120 Alexander St., Princeton, New Jersey.

BROILWAY BOTTLED GAS RANGE

The new Broilway bottled gas range provides complete broiling facilities along with surface cooking. Made by Don Smith Marine Hardware, 3406 West Lake Road, Erie, Pa., the stove has stainless steel double reflectors.

The company says it is a clean and efficient way to broil. Besides a broiler pan and rack, it features white porcelain and chrome guard.

WEBBER'S 40' SPORT FISHERMAN

The 40' Sport Fisherman is popular for charter fishing. It has large cockpits. The round bottom and deep keel make it a comfortable boat in the seaway according to the manufacturer, Webber's Cove Boat Yard, East Blue Hill, Maine.

MONTGOMERY WARD

Flared tail fins, have been adapted to marine design for Montgomery Ward's 1958 line of sports boats. The fins flow into the aft deck forming a motor well in Wards Deluxe 14' Sea King Sport Boat, one of two new ones of this type that will appear in the company's 1958 catalog.

The Deluxe boat, designed for Wards by Wizard Boats, Inc., is made of fiberglass and can be powered by motors up to 50 hp. It has a red hull, gold-flecked deck and red and white vinyl upholstered seats and seat backs. Tail fins also are a style feature of a thrift-priced 14' fiberglass sports boat.

Wards is expanding its line of fiberglass cruisers, begun this year with a 15' model, to include 17' and 19' models. The 17' cruiser has a cabin 5½' long and an 8' open cockpit. It is designed to be powered by motors up to 60 hp. The cruiser is equipped with running lights, portable head, deck hardware, grab-rails and steering. An open runabout model, on the same hull as the 17' cruiser, will be available. The 19' cruiser has a 6' cockpit, 94" beam and can be powered by motors up to 70 hp with speeds up to 30 mph.

There is something new under the sun!

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34' Clayton EXPRESS-CRUISER, flagship of the dramatic Clayton Fleet

Clayton Skiffs for '58

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* INCOMPARABLE QUALITY

See Clayton's five luxury models for 1958. You'll know they are the year's most exciting cruisers.

Leading the Clayton array are two new 34-footers — the racy "Sportfisherman" and the glamorous, but rugged, "Sedan." Also included are the luxurious 34' Clayton Express-Cruiser, the superb 26' Clayton "Hard-Top" and the dashing Clayton "23."

Choose a magnificent Clayton cruiser and be assured
- REGAL "MULTITONE" COLOR STYLING
- UNRIVALED SEAWORTHINESS, MANEUVERABILITY, SPEED
- LAPSTRAKE CONSTRUCTION FOR BRAWN, LOW MAINTENANCE
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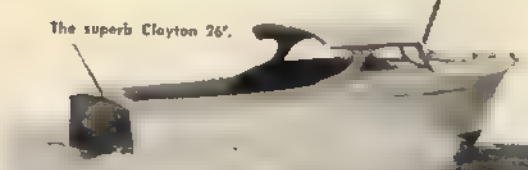
All Clayton 34-footers available with flying bridge



The superb Clayton 26'.

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FISCHER BOULEVARD, TOMS RIVER, NEW JERSEY

PLUMMER'S CHINA, LAMPS, STATIONERY

Yachts can be outfitted with china, crystal, silver, linen stainless steel, lamps and stationery from Plummer, LTD., Dept. M-14, 734 Fifth Ave., New York 19, N. Y. or 240 Worth Avenue, Palm Beach, Fla. A brochure is furnished on request. Plummer designs personalized yachting equipment. They will incorporate an owner's private burgee or club flag on dining accessories. Replacements or fill-in orders get prompt attention because Plummer keeps a record of each design and purchase.

'BURGEES" BY SCHUMACHER

You can brighten up your wheelhouse or cabin or add color to porthole curtains, bunks and chair covers with the "Burgee" —a new, seaworthy fabric with the burgees of 96 yacht clubs. F. Schumacher & Co., 60 W. 40th St., New York 18, N. Y., has had the burgees printed on specially treated cotton sailcloth. The cloth is pre-shrunk, water repellent, mildew-proof and crease-resistant.

REVERSE GEARS BY AUTO ENGINES

Auto Engine Works, Inc., 331 No Hamlin Ave., St Paul, Minn., offers a Model EF Reverse Gear which is especially adapted for Chevrolet 1 8 and 6, Caterpillar D-311, Cadillac 210 hp, Oldsmobile 88 and 98, Buick V-8, Ford and Mercury (85 hp and up) and Ford Diesel Engines.

SAGEN ELEVATOR BOAT HOIST

The new elevator boat hoist was developed by Sagen especially for boat owners with a bulkhead or a sea water front. It has a 1,000 pound capacity.

The elevator boat hoist manufactured by Sagen Boat Hoist Co., Weedsport, New York, was designed especially for boat owners with a bulkhead or sea water front.

The boat is supported from the bottom. Therefore the use of slings, spreaders and special eyes is eliminated.

Sagen has also developed a new dock davit especially for the handling of heavy motors on and off boats. It has a capacity of 300 pounds and is operated by a back-geared winch.

Another new offering is the swim platform which, the company says remains rigid in the water. A self-supporting unit, it utilizes adjustable steel framework with plywood decking.

REVERSIBLE TOP AND PILOT SEAT

A Sun Visor convertible—a top with a breeze-through ventilation feature that tilts forward for snug, windshield-hugging protection against rain or spray is offered by R. S. Woodruff & Co., Point Pleasant, N. J. They also make a Bayhead Pilot Seat filled with soft foam, the new bonded plastic cushioning

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L.O.A. 28'0" — L.W.L. 19'0" — BEAM 7'3" — DRAFT 3'11"
Minimum Freeboard 1'11"—Displacement 5,070 Lbs.—Weight Keel 2,205 Lbs.
SAIL AREA 300 Sq. Ft.—GENOA JIB 170 Sq. Ft.—HEAD ROOM 5'3"
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391 Lexington Avenue Homer City, Penna.

HIGH TENACITY WATER-SKI ROPE

Water skiing is made safer with the Fitler high-tenacity polyethylene water-ski rope, says the manufacturer, The Edwin H. Fitler Co., Philadelphia 24, Pa.

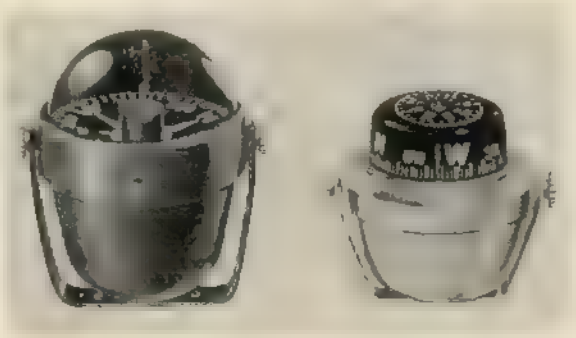
Since the rope floats, it aids in retrieving a skier from the water and also helps to keep the rope from getting caught in the propeller. It comes complete with red enameled hardwood handle.

FISHER MARINE OPENS CENTER

February 1 is the big day for Fisher Marine Company, 54 W. 45th St., New York 36, N. Y. That's when they open their new Midtown Marine Center at this address.

The company offers lines of accessories, hardware, paints and marine equipment. Hours will be from 9 a. m. to 9 p. m., Monday through Saturday.

COMPASSES FOR SMALL CRAFT



The Mariner Model (70) (L) *is a big compass designed for motor or sail. The Outboarder Model* 80 *is for small craft and features a chromium-finished case.*

Aqua Meter continues to expand its line of quality marine instruments with the introduction of two new marine compasses specifically designed for the small boat. Called the Mariner and the Outboarder, both compasses offer distinctive nautical styling and many unique construction details.

The Mariner Model 70 is a big compass at a popular price, designed for motor or sail, featuring a crystal-clear, liquid-filled lucite dome measuring 3⅜" in diameter. The translucent dial is calibrated in 5° and is underlit for night operation, with easily detached plug-in connecting wire for light. Card bearing and pivot are the same rugged design as supplied for the Navy, providing full 32° tilt.

In the Outboarder Model 80, Aqua Meter has recognized the dominance of chromium finished accessories in the small boat field. Featuring a chromium-finished case, this new compass matches the hardware complement of any small boat fitted out in line with the modern trend.

The Mariner and the Outboarder are manufactured by Aqua Products division of Ketcham & McDougall, Roseland, N. J.

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All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and materials. Because Clinton Clocks are made with unsurpassed care and craftsmanship

"SIMPLY SENSATIONAL" is our new travel ALARM clock. Production skills give this 8 DAY, 1 JEWEL charmer a degree of accuracy second to none. Radium accented dial adds extra touch of utility. Choice of tan, red or blue genuine leather. Size 3¼" x 3½" x 1½"

34-74297-789 ..... **Retail 15.95**

Same as above, with 7 JEWEL movement

34-74343-975 **Retail 19.95**

EIGHT DAYS OF PERFECT TIME and correct DATE all the time! Here is an exceptional CALENDAR, 8 DAY, 7 JEWEL travel ALARM with elegant radium detailed dial. Available in tan, blue or red genuine leather. Size 3½" x 3⅜" x 1¾"

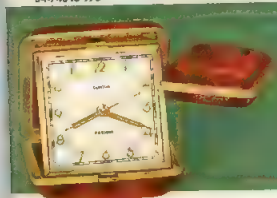
34-74335-1235 ..... **Retail 24.95**

Same as above, without calendar feature

34-74343-975 **Retail 19.95**

WHEREVER YOU TRAVEL, you'll be on time when you depend on this exciting REPEATER ALARM travel clock. Smart new 40 HOUR, 7 JEWEL movement has highly visible radium-detailed dial. Can be set to ring at short intervals or for one continuous ring. Genuine leather case available in tan, red or blue. Size 3½" x 3⅜" x 1¼"

34-74319-931 ..... **Retail 17.95**



TORTOISE SHELL FINISH is the biggest news in years . . . and this 40 HOUR travel ALARM has it! Radium-accented dial adds a new dimension of beauty, precision metallic base provides durability. Race is this charming combination of style and sturdiness! Breath-taking shades of blue, green, brown or red. Size 2⅞" x 2⅞" x 1⅜"

34-74277-529 **Retail 10.95**

YOUR TRAVEL AGENDA is well planned if it is timed with this flawless 40 HOUR travel ALARM. For pleasure or for business touring, we strongly recommend this highly-acclaimed winner! Radium dial is indispensible where precision timing is vital. Choose distinctively grained genuine leather case in tan, red or blue. Size 3½" x 3" x 1½"

34-74269-446 ..... **Retail 8.95**

TRAVELING IS ENJOYABLE if you know where you're going and your timing is right. Keep pace with your busy schedule and the fashion world by owning this 7 JEWEL, 40 HOUR travel ALARM clock that is perfect for any journey. Handsomely designed for beauty and lasting wear with radium accented dial! Luxurious genuine leather case in tan blue or red. Size 3½" x 2¾" x 1"

34-74293-637 ..... **Retail 12.95**

AN EXECUTIVE DESK or a lady's boudoir will be home to this elegant 40 HOUR ALARM! Because your clock is an integral part of the life you lend, we suggest this lustrous Gold colored timepiece designed with a radium dial. Perfectly designed for multi-purpose use. Size 3⅛" x 2½" x 1⅜"

34-74285-515 ..... **Retail 10.95**

EVERY MINUTE SOMETHING WONDERFUL happens when you own this 40 HOUR ALARM clock. Designed with fresh versatility for any desk, shelf or table in any room! BLACK DIAL is radium accented to wield magical effect with maroon and-Gold colored metallic case. Size 3" x 2⅜" x 1¾"

34-74251-349 ..... **Retail 6.95**

FOR TRAVEL, DESK OR BOUDOIR, here is an amazingly versatile 40 HOUR, 7 JEWEL ALARM clock! With the cover it is ideal for travel. Remove the cover, and you have an elegant desk clock. Radium dial, too! Distinctive genuine leather case is yours in tan, red or green. Size 3¼" x 3" x 1⅜"

34-74301-686 ..... **Retail 13.95**

A ▶ "REFLECTIONS" is a self-starting ELECTRIC wall clock! Detail of this timepiece is matched by the effective black dial set in a square case. Shipping weight 5lbs. Size 30"x6¾" (110 volt A.C. U.L. Approved)
34-74459-2205 ..... **Retail 52.50**

B ▶ A FLAIR FOR THE DRAMATIC in a self-starting ELECTRIC wall clock! Designed in lustrous metal with golden hues and black Shipping weight 5 lbs. Size 15" square. (110 volt A.C. U.L. Approved)
34-74376-2205 ..... **Retail 52.50**

C ▶ ADVENTURE IN BRASS AND WOOD! The self-starting ELECTRIC wall clock of tomorrow! Brass center has walnut spokes. Shipping weight 5 lbs. Size 22" diameter (110 volt A.C. U.L. Approved)
34-74350-1950 ..... **WALNUT Spokes** ..... **Retail 45.00**
34-74368-1950 ..... **BLACK EBONY Spokes** ..... **Retail 45.00**

D ▶ "THE ATOM" is a self-starting ELECTRIC wall timepiece as modern as "Our Atomic Age": Styled in brass color and black. Shipping weight 4 lbs Size 15" diameter. (110 volt A.C. U.L. Approved)
34-74418-1593 ..... **Retail 36.00**

E ▶ DEVOTED CHEFS AND HOMEMAKERS will find this ELECTRIC clock delightful! Perfect in your kitchen, breakfast nook or den. Copper burnished finish! Self-starting clock has sweep hand! Shipping weight 2 lbs. Size 8" x 14½". (110 volt A.C. U.L. Approved)
34-74384-585 ..... **BRASS COLOR** ..... **Retail 12.50**
34-74392-585 ..... **WHITE flecked with gold** ..... **Retail 12.50**
34-74400-585 ..... **RED flecked with gold** ..... **Retail 12.50**

H ▶ "ARABESQUE" is a distinctive self-starting ELECTRIC wall clock. Toned in exciting brass finish Roman markers add to its beauty. Shipping weight 3½ lbs. Size 7" x 31". (110 volt A.C. U.L. Approved)
34-74442-2524 ..... **Retail 57.50**

J ▶ TOMORROW'S DESIGN describes this self-starting ELECTRIC clock with dramatic off-center dial. Brass-color finish and detailed raised markers for any decor! Can be flush mounted. Shipping weight 2½ lbs. Size 11" diameter. (110 volt A.C. U.L. Approved)
34-74426-931 ..... **BRASS COLOR** ..... **Retail 22.50**
34-74434-858 ..... **Gold flecked WHITE** ..... **Retail 19.50**

K ▶ "DISCOVERY" is carried out in subtle brass tubing of this self-starting ELECTRIC wall clock. Raised markers enhance black dial Shipping weight 3½ lbs. Size 8" x 25½". (110 volt A.C. U.L. Approved)
34-74467-2009 ..... **Retail 47.50**

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Prices are subject to change without notice

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CLINTON

R ▶"SEA OR SKI" WATER-PROOF** watch has all STAINLESS-STEEL case. Dial features sweep hand, radium markers-and-hands, unbreakable curved crystal. All-stainless expansion band has leather inserts! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35510CU2308 ..... Retail $65.00
YELLOW Gold-plate case, stainless back, Gold-filled expansion band.
35511CU2506 ..... Retail $71.50

L ▶"BLACKSTONE" is a WATER-RESISTANT watch with jet dial and patent leather-accented steel expansion band. Chrome-top timepiece has sweep hand, sculptured markers and stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35512CU2435 ..... .Retail $71.50

M ▶"IMPERIAL 21" has dignity which keynotes yellow Gold plate case. Stainless-back, sweep hand and rock crystal. Gold filled expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35513CU2852 ..... .Retail $82.50

O ▶"BLACK TREASURE" 21 JEWEL WATERPROOF** has black dial, Gold markers, yellow Gold-plate case, stainless-back, sweep hand. Patent leather overlaid in Gold on Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35514CU2989 ..... Retail $85.00
With Chrome case, stainless band
35515CU2852 ..... Retail $82.50

V ▶"MEN ON THE GO" prefer this railroad type pocket watch! Heavy duty white chrome timepiece has highly legible black markers. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35520CU1994 .Ret $59.75

Gift Boxed *"Shock resistant" balance staff for added protection.*

P ▶"GLOBE TROTTER" all steel AUTOMATIC, SELF-WINDING, WATER-RESISTANT watch will take the ruggedness of travel and still be the fashion of the hour. This important timepiece is designed in a handsome round case with raised crystal that enhances visibility of a radium dial. Added features are precision sweep second hand and superb all-steel case. Contemporary sculptured steel expansion band completes this striking watch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

35516CU3063 ..... .Retail $92.00

R ▶"BLACK GEM" is our luxurious AUTOMATIC self-winding watch in a yellow 10K Rolled Gold-plate case! Black elegance prevails in raised dial and in gleaming leather insets of the Gold filled expansion band. Dome-shaped crystal, stainless-steel back and sweep hand are precision made. Here, at last, is a watch designed to please HIM for life! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

35517CU3798 . . . . . Retail $105.00

S ▶"EXCLUSIVE" DAY AND DATE CALENDAR watch for today's busy executive is AUTOMATIC, SELF-WINDING and WATER-PROOF!** Yellow Gold plate case fashioned with a sturdy stainless-back, sweep second hand and Gold-filled expansion band. This timepiece is being acclaimed for its manly design and tailored appearance. An important watch! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35518CU4243 . . . .Retail $125.00

T ▶PEOPLE ARE TALKING about the expensive appearance of this AUTOMATIC, SELF-WINDING yellow 10K Rolled Gold-plate timepiece. Distinguished square shaped watch is characterized by rock crystal, precision sweep-second hand, elevated combination dial, stainless back, Gold-filled expansion band. This watch leads the field for dependability and master-craftsmanship. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35519CU3479 ..... .Retail $100.00

**The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ⅔ actual size*

Triple Selected Diamonds.

A ▶ "ACTION PACER" is our tiny WATER PROOF** watch fashioned in a yellow Gold plate case. The pride of nurses, sportswomen and careerists! Particular features include sweep second hand, curved unbreakable crystal, radium detailed dial, stainless backing and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35521CU2715 Retail $75.00

B ▶ NURSES AND HOMEMAKERS depend on our WATER-RESISTANT, AUTOMATIC self-winding watch! Yellow Gold plate case, sweep hand, stainless back, radium dial curved crystal. Gold-filled expansion band has brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35522CU3827 . . . . . Retail $105.00
Chrome top case; stainless band
35523CU3616 . . . . . Retail $100.00

C ▶ "FLORENCE NIGHTINGALE" styled for Nurses or Homemakers in 14 K yellow SOLID GOLD. Minute track and sweep hand assure perfect timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35524CU3337 . . . . . Retail $95.00
In 10 K Rolled Gold-plate, steel back
35525CU2783 . . . . . Retail $79.50

The Ultimate in Design and Artistry.

D ▶ "SUZANNE" is a shapely design in a yellow 10 K Rolled Gold plate, stainless back case. This watch has raised figure dial, dome crystal and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35526CU2367 . . . . . Retail $67.50

E ▶ "PRISCILLA" is a new timepiece with easy to read dial, 10K yellow Gold-plate case, stainless back and Gold filled expansion bracelet is styled with leather insets. Dustprotected 17 JEWEL shock-resistant movement GUARANTEED FOR LIFE.*

35527CU2367 . . . . . Retail $67.50

F ▶ "FAIR LADY" is what we call our new 14 K SOLID GOLD watch . . . especially designed for lovely ladies! As pleasing as a picture because of its beautiful dome crystal combination dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35528CU2989 (YELLOW) . . . . . Retail $85.00
35529CU2989 (WHITE) . . . . . Retail $85.00

H ▶ "PETITE NOIRE" is a yellow 10K Rolled Gold-plate timepiece! Jet dial has gilt numerals, black insets in Gold-filled expansion band; stainless back. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

35530CU2573 . . . . . Retail $75.00

Mainspring Guaranteed Never to Break.

I ▶ TWO BRILLIANT DIAMONDS in an unusual watch designed to enthrall her with its shimmering beauty. Filigree case created in white 10 K Rolled Gold-plate. Notice the harmonizing Gold-filled diamond cut expansion bracelet. Case has dial of classic simplicity, stainless back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35531CU2920 . . . . . Retail $85.00

K ▶ "MISS DU BARRY"—Our 'Best Buy' 21 JEWEL beauty. 14 K yellow SOLID GOLD case is distinguished by simplicity of design, dome-crystal, chic Gold-filled band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35532CU3063 . . Retail $87.50
With YELLOW 10 K Rolled Gold-plate top, stainless back
35533CU2435 Retail $71.50

Retail prices include federal excise tax. Prices are subject to change without notice.

**Guaranteed Waterproof as long as case, crown and crystal are intact.

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

CLINTON

K ▶ "SEA OR SKI" WATERPROOF** watch has all STAINLESS-STEEL case. Dial features sweep hand, radium markers-and-hands, unbreakable curved crystal. All-stainless expansion band has leather insets! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

340LC2355 ..... **$65.00**

YELLOW Gold-plate case, stainless back. Gold-filled expansion band.

341LC2555 ..... **$71.50**

L ▶ "BLACKSTONE" is a WATER-RESISTANT watch with jet dial and patent leather-accented steel expansion band. Chrome-top timepiece has sweep hand, sculptured markers and stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

342LC2485 ..... **$71.50**

M ▶ "IMPERIAL 21" has dignity which keynotes yellow Gold-plate case. Stainless-back, sweep hand and rock crystal. Gold-filled expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

344LC2910 ..... **$82.50**

N ▶ "BLACK TREASURE" 21 JEWEL WATERPROOF** has black dial, Gold markers, yellow Gold-plate case, stainless-back, sweep hand. Patent leather overlaid in Gold on Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

346LC3050 ..... **$85.00**

With Chrome case, stainless band

347LC2910 ..... **$82.50**

V ▶ "MEN ON THE GO" prefer this railroad-type pocket watch! Heavy-duty white chrome timepiece has highly legible black markers. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

356LC2035 ..... **$59.75**

Gift Boxed

"Shock resistant" balance staff for added protection.

P ▶ "GLOBE TROTTER" all steel AUTOMATIC, SELF WINDING, WATER-RESISTANT watch will take the ruggedness of travel and still be the fashion of the hour. This important timepiece is designed in a handsome round case with raised crystal that enhances visibility of a radium dial. Added features are precision sweep second hand and superb all-steel case. Contemporary sculptured steel expansion band completes this striking watch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

348LC3125 ..... **$92.00**

R ▶ "BLACK GEM" is our luxurious AUTOMATIC self-winding watch in a yellow 10K Rolled Gold-plate case! Black elegance prevails in raised dial and in gleaming leather insets of the Gold filled expansion band. Dome-shaped crystal, stainless-steel back and sweep hand are precision made. Here, at last, is a watch designed to please HIM for life! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

350LC3875 ..... **$105.00**

S ▶ "EXCLUSIVE" DAY AND DATE CALENDAR watch for today's busy executive is AUTOMATIC, SELF-WINDING and WATERPROOF!** Yellow Gold-plate case fashioned with a sturdy stainless-back, sweep second hand and Gold-filled expansion band. This timepiece is being acclaimed for its manly design and tailored appearance. An important watch! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

352LC4330 ..... **$125.00**

T ▶ PEOPLE ARE TALKING about the expensive appearance of this AUTOMATIC, SELF-WINDING yellow 10K Rolled Gold-plate timepiece. Distinguished square shaped watch is characterized by rock crystal, precision sweep-second hand, elevated combination dial, stainless back, Gold filled expansion band. This watch leads the field for dependability and master-craftsmanship. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

354LC3550 ..... **$100.00**

Triple Selected Diamonds.

A ▶ "ACTION PACER" is our tiny WATER-PROOF** watch fashioned in a yellow Gold-plate case. The pride of nurses, sportswomen and careerists! Particular features include sweep second hand, curved unbreakable crystal, radium-detailed dial, stainless backing and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

358LC2770 ..... **$75.00**

B ▶ NURSES AND HOMEMAKERS depend on our WATER-RESISTANT, AUTOMATIC self-winding watch! Yellow Gold-plate case, sweep hand, stainless back, radium dial, curved crystal. Gold-filled expansion band has brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

360LC3905 ..... **$105.00**
Chrome top case; stainless band.

361LC3690 .. **$100.00**

C ▶ "FLORENCE NIGHTINGALE" styled for Nurses or Homemakers in 14 K yellow SOLID GOLD. Minute track and sweep hand assure perfect timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

362LC3405 ..... **$95.00**
In 10 K Rolled Gold-plate; steel back.

363LC2840 ..... **$79.50**

The Ultimate in Design and Artistry.

D ▶ "SUZANNE" is a shapely design in a yellow 10 K Rolled Gold-plate, stainless-back case. This watch has raised figure dial, dome crystal and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

364LC2415 ..... **$67.50**

E ▶ "PRISCILLA" is a new timepiece with easy-to-read dial, 10K yellow Gold-plate case, stainless back and Gold-filled expansion bracelet is styled with leather insets. Dustprotected 17 JEWEL shock-resistant movement GUARANTEED FOR LIFE.*

366LC2415 ..... **$67.50**

G ▶ "FAIR LADY" is what we call our new 14 K SOLID GOLD watch . . . especially designed for lovely ladies! As pleasing as a picture because of its beautiful dome crystal, combination dial and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

368LC3050 (YELLOW SOLID GOLD) ... **$85.00**
369LC3050 (WHITE SOLID GOLD) **$85.00**

H ▶ "PETITE NOIRE" is a yellow 10K Rolled Gold-plate timepiece! Jet dial has gilt numerals; black insets in Gold-filled expansion band; stainless back. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

370LC2625 ..... **$75.00**

Mainspring Guaranteed Never to Break.

J ▶ TWO BRILLIANT DIAMONDS in an unusual watch designed to enthrall her with its shimmering beauty. Filigree case created in white 10 K Rolled Gold-plate. Notice the harmonizing Gold-filled diamond-cut expansion bracelet. Case has dial of classic simplicity, stainless back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

372LC2980 ..... **$85.00**

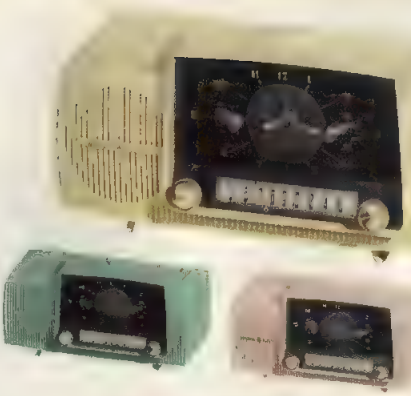
K ▶ "MISS DU BARRY"—Our 'Best Buy' 21 JEWEL beauty. 14 K yellow SOLID GOLD case is distinguished by simplicity of design, dome-crystal, chic Gold-filled band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

374LC3125 ..... **$87.50**
With YELLOW 10 K Rolled Gold-plate top, stainless back

375LC2485 ..... **$71.50**

CLOCK RADIOS
By GE and ROLAND

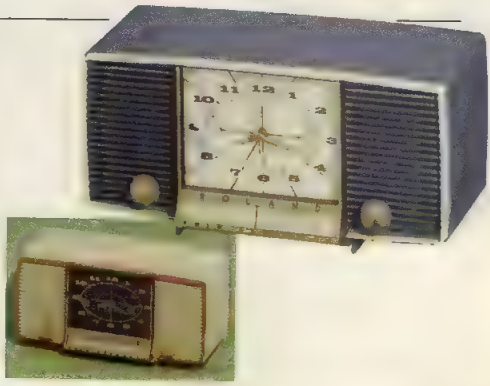
The radio, best "waker-upper" since the barnyard rooster!



GENERAL ELECTRIC CLOCK RADIO
• Select Ivory, Pink or Turquoise cabinet

Twenty-four hours with a GE clock radio . . . and you'll wonder how you ever got along without it! Now you can drowse off to dreamland without the radio playing all night. Slumber Switch turns it off within a 60-minute cycle. In the A.M., you're stirred by the radio and/or buzzer rather than being rudely awakened by a noisy alarm. If you like, you can catch an extra forty winks . . . because buzzer will sound-off every seven minutes after you press "Snooz-Alarm" Control. This may be repeated five times. Outlet for starting appliances by clock, plug-in socket for playing records by radio. Self-starting clock features: lever-shaped controls, luminous hands. Radio features: dial beam tuning, 4-inch speaker, 5 tubes including rectifier, built-in antenna. Back of cabinet is fully molded. 13x6¾x6½" deep. AC

77-5023 B3195 Ivory Plastic Cabinet..... **$39.95**
77-5031 B3195 Pink Plastic Cabinet **39.95**
77-5049 B3195 Turquoise Plastic Cabinet ... **39.95**



ROLAND DELUXE TWIN SPEAKER CLOCK RADIO
• Charcoal with White trim or White with Coral trim

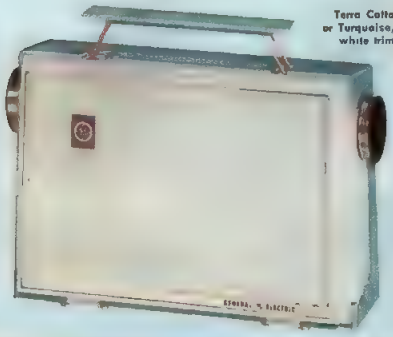
A clock radio with an earphone jack for private listening! Now, if you want to lie awake and listen to music . . . you can do so without disturbing anyone. (Marvelous gift for invalids!) Clock radio lulls you to sleep with music . . . turns itself off, then comes on again next morning to wake you ever so gently. Buzzer alarm gives you a second nudge minutes later, to make sure you don't drowse off again. Appliance outlet turns on your coffee-maker! Clock has luminous hands and dial. Radio has Roland's exclusive big-model "Bi-Fidelity" audio system. Includes two matched, extended-range Alnico V speakers, and 5 tubes including rectifier. Illuminated slide rule dial can be tuned in dark. Built-in loop antenna for maximum reception. Made of rugged polystyrene in two stunning color combinations. 13x6x5¾" deep. AC.

77-5759 B2795 Charcoal with White trim ... **$39.95**
77-5775 B2795 White with Coral trim. **39.95**
77-5551 A495 Earphone..... **6.95**

ROLAND DELUXE CLOCK RADIO
• Choice of cabinet color . . . Pink or Oyster White

Rise and shine! That's a promise when this Roland radio starts the day pleasantly . . . even for those reluctant to get up. As a safeguard, buzzer alarm follows by minutes after the radio turns itself on. Not only awakens you the modern way . . but an appliance outlet can start the coffeemaker without your personal attention. On the night before, you can slip off to sleep without a worry about the radio . . . automatic control shuts it off at pre-set time. Advanced-design clock with sweep second hand runs in silence. You'll marvel at the performance of the radio, considering its size. Give credit to its 4" Alnico V speaker and 5 tubes including rectifier. Built-in loop antenna attracts faraway signals. Like-new appearance of polystyrene cabinet endures for years. Side tuning knob, automatic volume control. Only thing more marvelous than its features: the low price! AC.

77-5791 B2250 Pink Cabinet, 10x5x4¼" **$29.95**
77-5809 B2250 Oyster White Cabinet, 10x5x4¼" **29.95**



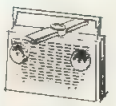
Terra Cotta or Turquoise, white trim

GE PORTABLE RADIO

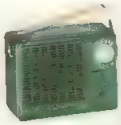
- *3-Way operation: batteries, AC or DC!*
- *Plays everywhere you take it, indoors or out!*

Upstairs, downstairs, all around the house! On beach, in backyard, throughout city and country! Indoors and out, you'll find 101 ways to enjoy this mighty 3-way General Electric portable! Its versatility stems from its trouble-free power change . . . from "long life" batteries to AC or DC household current. There's no need to open the case to remove or replace the power cord . . . it simply glides in and out of its hideaway position. When you set the radio down, carrying handle folds flat against the unbreakable polystyrene case. It's midget-sized (10" long, 6½" high, 3¾" slim) with giant-sized sound (large 4" Dynaflow speaker, 5 tubes including rectifier). Full range tuning with Civil Defense band markings, built-in antenna, printed circuit chassis.

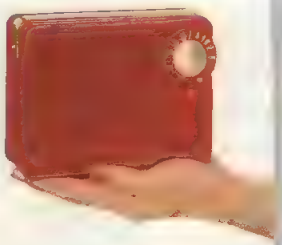
77-6013	**B2395**	Turquoise-and-White Case	**$29.95**
77-6021	**B2395**	Terra Cotta-and-White Case	**29.95**
77-6039	**B90**	Burgess "A" Battery (1 required)	**1.25**
77-6047	**B250**	Burgess "B" Battery (1 required)	**3.30**



Turn of "Wavefinder" antenna pulls in signal without moving radio itself!



Available in Cherry Red, Forest Green. Handle springs up for carrying



RCA VICTOR "WANDERLUST" . . packs pleasure aplenty at home or away. On AC, DC or battery power. Wavefinder antenna "zeros in" on station and Vernier Tuning pinpoints it exactly. Rugged "Impac" case takes travel in its stride, never shows wear. With big super-sensitive speaker, "Golden Throat" tone, 5 tubes including rectifier

77-6104	**B3195**	Aqua Case, 10¾x3½x8"	**$39.95**
77-6112	**B3195**	Horizon Gray, 10¾x3½x8"	**39.95**
77-6120	**B100**	"A" Battery (1 needed)	**1.35**
77-6138	**B275**	"B" Battery (1 needed)	**3.75**

ROLAND "RIVIERA" . . the smallest, lightest portable with a full 4" speaker. Fit it in the palm of your hand, and you're holding Roland's exclusive "Bi-Fidelity" sound . . . remarkable tone quality from front and rear speaker grilles. Plays instantly at flick of switch. Red "flag" tells you if it's on or off. Only 6¼x4¾x2¼"

77-5965	**B1495**	Cherry Red Case	**$19.95**
77-5973	**B1495**	Forest Green Case	**19.95**
77-5940	**B13**	"A" Battery (2 needed)	**0.20**
77-5957	**B225**	"B" Battery (1 needed)	**3.10**

Size: 17½x7¾"; 10¾" high

"Round the World"

Short and Long Wave Radios

Now you can wing 'round the world in seconds . . . via short-wave radio! Listen to London, Paris or Rome. Tune in to Havana, Rio or Mexico City. Hear Honolulu, Manila or Singapore. With one of these international sets by RCA Victor or by Roland, you've got the sound of the world at the twist of a radio dial . . . and a world of fun at your fingertips!

Size: 14x6½"; 10¾" high

RCA VICTOR STRATO-WORLD II . . . powered to pick up the world! There's hardly a place on earth beyond reach of its 7 super-sensitive bands . . . playing via batteries, AC or DC. Even most distant signals come in full and clear through its "Golden Throat" . . . while controls produce exact tone shading. "Climatized" components guard against extremes in weather. Trio of built-in antennas overcome difficult reception. 6 tubes including rectifier. Map on lid. 17½x7¾x10¾".

77-6203	**B10995**	RCA Victor Strato-World II Portable	**$139.95**
77-6211	**B575**	"AB" Battery Pack	**7.75**

ROLAND TWO BAND "BI-FIDELITY" PORTABLE . puts you a dial away from adventurous listening! Tune in to standard broadcasts on one frequency band . . . pick up aircraft, foreign or amateur broadcasts on the short wave band. 2 matched, balanced Alnico V speakers (Roland's "Bi-Fidelity" sound) bring voices and music across the miles with amazing crispness. Built-in loop antenna, telescoping short wave antenna, 6 tubes including rectifier. AC-DC or battery. 14x6½x10¾" high.

77-5981	**B4995**	Roland Two Band "Bi-Fidelity" Portable	**$79 95**
77-6153	**B475**	Battery Pack (1 needed)	**6.50**

"DIRECTOR" FILE
3 suspension letter files. Secret vault plus storage space under lock and key. 30½" x 37½" x 17".
1473X4270 Retail **56.95**
Shpg. Wt. 108 lbs.
Above with plunger type lock
1473PLX4835 . . Retail **64.45**

LEGAL SIZE with legal instead of letter size drawers.
1873X4870 . . . . . Retail **64.95**
Shpg. Wt. 114 lbs.
Above with plunger type lock
1873PLX5435 . . . . Retail **72.45**

"EXECUTIVE" FILE
Two full suspension letter files, 2 drawers for 3x5 or 4x6 cards (6400 cap.), secret vault plus storager, lock and key, 30½" x 37½" x 17".
1478X4705 . . . . . Retail **62.75**
Shpg. Wt. 119 lbs.
Above with plunger type lock
1478PLX5270 . . . . . Retail **70.25**

LEGAL SIZE . . . with legal instead of letter size drawers
1878X5245 . . . . . Retail **69.95**
Shpg. Wt. 125 lbs.
Above with plunger type lock
1878PLX5810 . . . . Retail **77.45**

"MERCHANT'S" FILE
Two full suspension letter files, drawer for 3x5 or 4x6 cards (3200 cap.), plus a secret vault and two adjustable storage compartments both protected by an outer door under lock and key. 30½" x 32" x 17".
1370X3920 . . . . . Retail **52.25**
Shpg. Wt. 99 lbs.
Above with plunger type lock
1370PLX4480 . Retail **59.75**

COLORS:
Above files available in Mist Green, Olive Green, Desert Sand or Cole Gray

FULL SUSPENSION

"MODERN" FILE
Three letter files, 2 drawers for 3x5 or 4x6 cards (6400 cap.), secret vault plus storage space under lock and key. 30½" x 51½" x 17". Olive Green or Cole Gray
991X6880 . . . . . Retail **91.75**
Shpg. Wt. 153 lbs.
Above with plunger type lock
991PLX7705 . . . . . Retail **102.75**

FOUR LETTER DRAWERS Shpg. Wt. 143 lbs.
Same as above but with four letter size drawers instead of three (no card drawers).
990X6595 . . . . . Retail **87.95**
Above with plunger type drawer lock
990PLX7420 . . . . . Retail **98.95**

LEGAL SIZE Shpg. Wt. 154 lbs.
As above but with four legal instead of letter drawers (no card drawers). 33½" wide.
1090X7090 . . . . . Retail **94.50**
Above with plunger type drawer lock
1090PLX7915 . . . . . Retail **105.50**

Cole's "DESK 'n FILE" cabinet
A retractable desk, a safe for valuables, drawers for checks, files for letters, compartments for books and drawers for index cards. A complete office protected by two doors under lock and key. 32⅜" x 60" x 19". Olive Green or Cole Gray.
1093X8925 . . . . . Retail **119.00**
Shpg. Wt. 245 lbs.

SPECIFICATIONS	INSIDE DIMENSIONS Wide	High	Deep
Top Vault	16"	8"	16"
Shallow Drawers . .	13⅜"	2"	16"
Card Drawers . . .	6¼"	4½"	16"
Check Drawers . . .	12½"	4½"	16"
Letter Drawers . .	12½"	10⅜"	16"

Cole's "FILE VAULT"
Contains two full suspension letter files, 2 double drawers for 3x5 or 4x6 cards (6400 cap.) also used for leases, contracts or cancelled checks. Plus a dial lock secret vault, doubly protected by outer doors under lock and key. Also has three compartments plus shelf for books or supplies. 32⅜" wide, 60" high, 19" deep. Olive Green or Cole Gray baked enamel finish
992X7495 . . . . Retail **99.95**

Shpg. Wt. 195 lbs.

LEGAL SIZE
Similar to above cabinet but with two legal size instead of letter size file drawers. 35⅜" wide, 60" high, 19" deep.
1092X8100
Retail **108.00**
Shpg. Wt. 210 lbs.

modern office lamps by COLE

CORSAIR—Adjustable arm, 3-way switch, light diffuser. Satin brass, 17" high. Mist Green, Desert Sand or Gray.
14LAX4120 . . . . . Retail **54.95**

WINDSOR—Satin brass, 16" high. Base switch, built-in light diffuser. 15" swivel shade. Mist Green, Desert Sand or Gray.
12LAX2590 . . . . . Retail **34.50**

VARSITY—A dramatic desk lamp, approved by Underwriters Laboratory. Special diffuser shade. Cole Gray only.
5LAX745 . . . . . Retail **9.95**

IMPERIAL—Shade 11" x 16" of natural Irish linen on white vinyl. Satin brass, 25" high.
7LAX3190 . . . . . Retail **42.50**

MAYFAIR—24½" h, 17" shade.
3LAX2245 . . . . . Retail **29.95**
As above, 18½" high, round column and base 13" shade.
4LAX2245 . . . . . Retail **29.95**

REGAL—A 16" high satin brass desk lamp. Base switch. Mist Green, Desert Sand or Gray.
9LAX2995 . . . . . Retail **39.95**

"PRESIDENTS" FILE
475X5755
Retail **76.75**
Shpg. Wt. 154 lbs.

Four letter drawers, two drawers for 3x5 or 4x6 cards (6400 cap.), secret vault protected by outer doors. 32½" x 37½" x 19".
475X5755 . . . . . Retail **76.75**

STANDARD COLORS: All above cabinets in Olive Green or Gray at no extra cost.

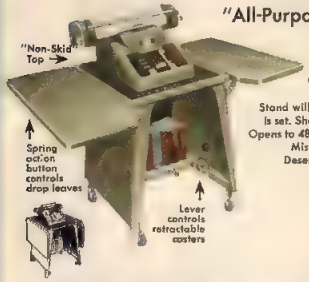
All items on this page F.O.B. Pennsylvania Factory or Warehouse

"ALL-PURPOSE" STAND

Use as a typewriter table, "T.V." stand or work bench. Perfect for students. Opens up to 39½" x 17". Center drawer for supplies and shelf for books. Rolls smoothly on quality casters. Heavy gauge steel. Olive Green or Cole Gray.

759X895.....Retail **11.95**
Shpg. Wt. 25 lbs

Minimum order above item, 2 or more.



HEAVYWEIGHT "All-Purpose" STAND

Protection for costly office machines. Cannot tip or tilt. Casters retractable at flip of a lever. Stand will not move when lever is set. Shelf for personal items. Opens to 48½" x 25" x 26" high. Mist Green, Olive Green, Desert Sand or Cole Gray.

779X3303
Retail **46.75**
Shpg. Wt. 66 lbs

COLE'S TELEPHONE TABLES →

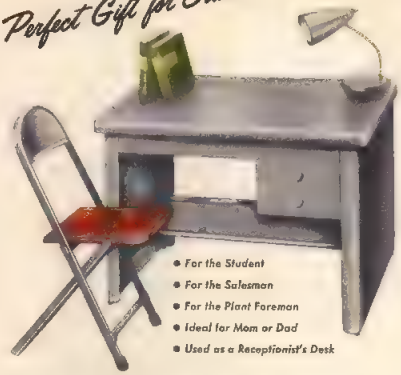
Complete with secret vault and full suspension letter file both protected by an outer door under lock and key. Linoleum top trimmed with aluminum. Desk high. Mist Green, Olive Green, Desert Sand or Cole Gray.

20xX4495.....Retail **39.95**
Shpg. Wt. 79 lbs

Same as above but without file or vault

10xX3743.....Retail **49.95**
Shpg. Wt. 63 lbs

Perfect Gift for Students



- *For the Student*
- *For the Salesman*
- *For the Plant Foreman*
- *Ideal for Mom or Dad*
- *Used as a Receptionist's Desk*

Complete "Office Set" for 34.50!

STEEL DESK.....A beautifully designed Cole Steel Desk with two drawers for stationery and supplies. Gray baked enamel finish.

DESK CHAIR.....A Matching Cole Steel Desk Chair . . . folds away out of sight. Comfortably upholstered seat, lifetime fabric.

DESK LAMP.....A dramatic desk lamp, approved by Underwriters Laboratory with specially designed diffuser shade.

DICTIONARY.....Edited for home, school and office. Complete, 374 pages.

ENCYCLOPEDIA..12,500 informative articles, 1,000,000 words, 576 pages.

YOU GET ALL THE ABOVE for ONLY.....**34.50** Retail
Shpg. Wt. 52 lbs Order 275-BKX2590

Read what these reporters say . . .

QUENTIN REYNOLDS
"I've tried them all, American and foreign. It's a Cole Portable for me . . . it's lighter, faster, cleaner."

KENNETH BANGHART
"Split seconds are important. For speed and accuracy I depend on my Cole Portable."

The '1959' COLE PORTABLE

These experts have chosen Cole above all other typewriters only because Cole has all the features they demand in a portable. Lightweight, streamlined and rugged, will stand up after years of hard use. IDEAL FOR STUDENTS. Gives precision office performance for the entire family . . . no wonder everybody from Alaska to Zanzibar is raving about the 1959 Cole Portable. Dollar-for-dollar the greatest value in typewriter history.

SPECIFY TYPE STYLE...Pica...Elite...Imperial

CGX8125 . . . . . Cole Gray . . . . . Retail **100.15** Tax Inc.
MGX8125 . . . . . Mist Green . . . . . Retail **100.15** Tax Inc.
DSX8125 . . . . . Desert Sand . . . . . Retail **100.15** Tax Inc.

Cole Gray, Mist Green or Desert Sand with matching carrying case.

Cole . . . feature for feature your greatest value!

1. "Whisper-touch"
2. End-of-page indicator
3. Carriage lock
4. Card and label holder
5. Quick set margins
6. Non-glare keyboard
7. Erasure table
8. Speed keys
9. Paper support
10. Three space settings
11. 2-Color ribbon and stencil lever

FREE *Order a Cole Portable and receive absolutely free the complete "Office Set" shown on top right of page.*

A TAUNTON CHAFING DISH. Highly polished copper and brass, smartly styled for table serving. Includes aluminum-lined food pan and cover; lower water pan, container for sterno. 10½" high, 12" diameter. 2-qt. capacity.
7H95X1577 Wt 6 lbs
Retail **$27.95**

B COMPLETE DUXBURY COFFEE SERVICE. Solid copper and brass, pewter lined. Tray embossed — 12" diameter Carafe with stand and warmer — 8 British cups (1 quart) 8" high Sugar Bowl and Cream Pitcher — 3½" diameter, Sugar 1½ cups, Creamer 2 cups.
7H99X1797 Wt 4 lbs
Retail **$29.95**

C SOLID COPPER TRAY. Beautifully embossed, highly polished. Perfect size for both chafing dishes. 12" diameter.
7H88X450 Wt. 1½ lbs.
Retail **$7.50**

D BOURNE SILENT BUTLER. Smartly styled, high y polished brass butler with ebony black handle. Body 2" deep — 5" wide — 7" long.
7H31X380 Wt. 15 oz. Ret. **$6.50**

E DUXBURY KETTLE. Solid copper and brass, lined with pewter or aluminum. Perfect tea maker; lovely accessory 1½ qt capacity
7H101X777 Wt 1½ lbs
Retail **$12.95**

F ASSONET CHAFING DISH. Solid copper water pan and cover-aluminum or pewter lined. Pure aluminum food pan with black lacquered wooden handle. Attractive wrought iron stand and sterno holder combined in one unit 10½" high, 8¾" diameter 2 qt. capacity.
7H20X597 Wt. 4 lbs. Ret. **$9.95**

G COPPER WATERING CAN. Brass Handle and spout — aluminum lining. 1½ qt. capacity
7H33X330 Wt 1¾ lbs
Retail **$5.50**
Same as above except solid brass.
7H34X330 Wt. 1¾ lbs.
Retail **$5.50**

H REVERE HURRICANE LAMP AND PLANTER. Traditional beauty in solid copper and brass. Candle not included Hanging height 12½".
7H110X570 Wt 1¼ lbs
Retail **$9.50**

HANGING COPPER PLANTERS. Warm and cheerful decoration to brighten any room in your home. Simple, clean design in solid copper with graceful wall brackets, strong brass hanging chains. Each bowl measures 5 3/16" in diameter, 3¼" deep. Hanging Height 13"
7H106X477 (Pr.) Wt. 1¾ lbs
Retail **$7.95**
Same as above except solid brass with copper bracket
7H105X477 (Pr.) Wt 1¾ lbs.
Retail **$7.95**

J SOLID BRASS JARDINIERE. Perfect for live plants. 6" wide, 5" high.
7H24X637 (Pr.) Wt 1 lb 14 oz
Retail **$10.95**

Colonial
ARMORWARE

PLWTERPLATE

A COMPLETE COFFEE SERVICE. Heavy pewterplate — satin finish. Tray embossed 12" diameter. Carafe with wrought iron warming stand — 8 British cups (1 quart) — 8" high. Sugar bowl and cream pitcher 3½" diameter. Sugar — 1½ cups. Creamer 2 cups.
(Basic material — Solid Copper)
7H48X2160 Wt. 4 lbs. Ret. **$38.00**

B CHAFING DISH. Modernistic design. Heavy pewterplate — satin finish. Base materials Cover, Food Pan and Water Pan — Heavy solid copper. Legs — Solid brass. 11" high, 9½" diameter, 2½ quart capacity
7H41X1497 Wt. 5 lbs. Retail **$24.95**

C TRAY. Attractive y embossed. Ideal companion piece for use with Water Pitcher or Ice Bucket. Pewterplate — satin finish 12½" diameter
(Basic material — Solid Copper)
7H42X537 Wt. 1 lb. 6 oz. Ret. **$8.95**

D WATER PITCHER. Smartly designed — hand spun. Heavy pewterplate — satin finish 4" top diameter, stands 9½" high, 2 quart capacity
(Basic materials — Solid Copper)
7H40X1197 Wt. 2 lbs. Retail **$19.95**

E ICE BUCKET. Pewterplate — satin finish with ivory plastic liner. Hand soldered spiral designed handles. Cover with ring. 2 quart capacity, 5½" deep, 7" dia.
(Basic material — Solid Copper)
7H44X957 Wt. 2 lbs. 11½ oz.
Retail **$13.95**

F COFFEE SERVER. Heavy pewterplate—satin finish. Black lacquered wooden handle. 6 cup capacity
(Basic material Solid Copper)
7H47X717 Wt. 1 lb. 4 oz. Ret. **$11.95**

G CANDLE HOLDER. Antique copy, Pewterplate — satin finish. Dimensions (excluding handle) Stands 5" high 4½" diameter
(Basic material Solid Copper)
7H49X597 Pair Wt. 1 lb. 5 oz.
Retail **$8.95**

H PAUL REVERE BOWL. Heavy pewterplate satin finish. 9¼" dia. — 4⅜" high.
(Basic material — Solid Copper)
7H48X810 Wt. 1½ lbs. Retail **$13.50**

Colonial
ARMORWARE

COLONIAL

Catalog For Pleasure...1958

Colonial "37" Express Cruiser. Sleeps four or six. Large, one level cockpit. Big, airy trunk cabin. Complete living facilities. Priced from $18,795.

Colonial "38" Custom Sport Cruiser. Sleeps four or six. Fly bridge, dual controls, teak decks, fisherman mast, bow rail and handrails. Priced from $23,500.

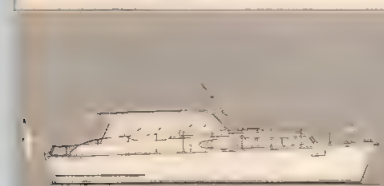
Colonial "33" Express Cruiser. Sleeps four. Complete cruising facilities in big trunk cabin. Large cockpit, walk-around decks and handrails. Priced from $14,950. Also available as Custom Sport Cruiser equipped same as "38" Custom Sport. Priced from $19,930.

New Comfort...New Beauty...Top Value

Hunt for the utmost in seaworthy comfort; hunt for the most in brilliant beauty; hunt for the best dollar for dollar value, and you will not find any cruisers to beat the Colonials for 1958. All have walk-around decks with handrails. All have complete cruising facilities with full headroom in the trunk cabins. All have twin power, hydraulic clutch controls and reduction drives. For smooth, economical performance all are built on the exclusive Colonial Roun-Vee hull. See your Colonial Dealer or write for more information, and be sure to visit the Colonial Exhibits at leading Boat Shows.

COLONIAL BOAT WORKS, INC., RIVER AVENUE, MILLVILLE, N. J.

Colonial "37" Sedan Cruiser. Sleeps six or eight. Large deckhouse and aft cockpit. Walk-around decks. Priced from $20,053.



Colonial "33" Sedan Cruiser. Sleeps six. Large deckhouse and open cockpit. Walk-around decks and handrails. Priced from $16,000.

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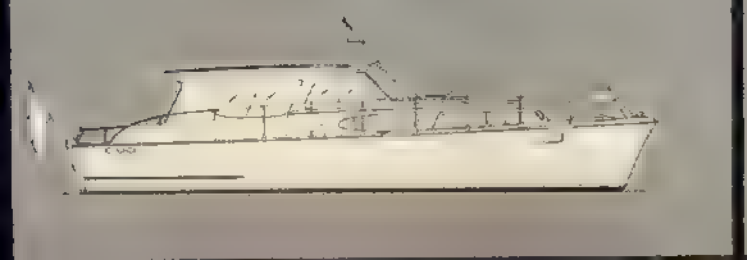

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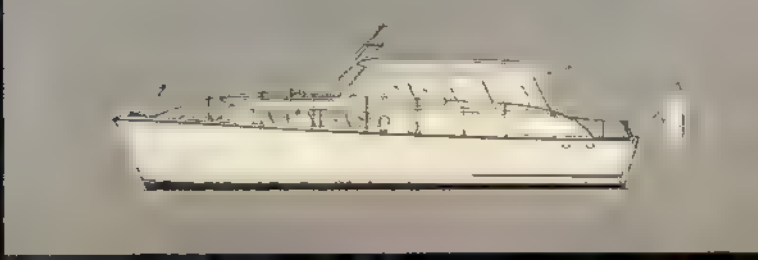

Sterling Mark of Quality in Aluminum Watercraft

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NEW ALL-WEATHER SPORTSTER

GRUMMAN'S G-19 Sportster for 1958
Inboard and Outboard Models

QUALITY IS THE DIFFERENCE
In Big Capacity Aluminum Boats

Here's the *big* all-weather boat everybody has been looking for—for the entire family, for fishing, hunting, cruising, water skiing. Powered up to 100 HP inboard or single or twin outboard models . . . fast and dry with big load capacity. Stationary hardtop as illustrated or convertible Navy-top optional with provisions for overnighting; also open deck models

For Coastal Waters—GRUMMAN'S exclusive Navy-type process gives lasting protection against salt or brackish waters

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GRUMMAN BOATS, INC.
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first and finest in aluminum watercraft

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NO MORE SANDING

TEAK BRITE is the easy way to have clean decks and the time saved, can be spent cruising. Buy it and try it, as all Captains do

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Captain P. V. H. Weems, U. S. N., Ret., founder of Weems System of Navigation, author, internationally known consultant on sea and air navigation problems.

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He has joined Henry Sears, former New York Yacht Club commodore, and Briggs S. Cunningham, of international 6-meter yacht and sports car racing fame, in the underwriting of one of the three 12-Meter Class sloops which are scheduled to be built to vie with the 18-year-old Vim next summer for the honor of meeting the British challenger, Sceptre, off Newport, R. I., on September 20.

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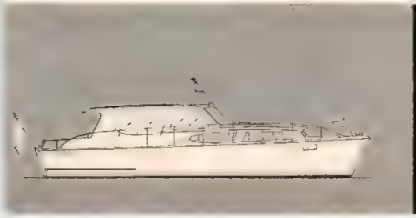

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Announcing ... 2 New COMET Ready-to-Fly ALL-PLASTIC U-Control GAS MODELS

—now there are 4

Designed to Out-Fly, Out-Value and Out-Sell Them All!

NEW!

The Starfighter

—over 19 inches long!

Complete with Newly Improved Fast-Starting 1958 Model Herkimer .049B Gas Engine with "Auto-Recoil" Starter

PLM-46 $14.95

Delivery: February

The supreme achievement in ready-to-fly U-control gas models! An original design, inspired by modern supersonic jets like the Starfighter 104 and record-breaking Voodoo 102, with 1200 m.p.h. speeds! Rich grey high-impact plastic, many realistic details. Powerful 1958 Herkimer 049B engine starts in a flash! New-type double-wheel nose gear, cushion-rubber main wheels, control handle and lines. Needs no building In a dazzling full-color protective chest!

Overall Length 19 3/16"
Wingspan 16"
Flying weight (approx.) 8½ oz.

NEW!

TRUE-TO-SCALE

Piper Tri-Pacer

Complete with 1958 Improved Fast-Starting Herkimer .049A Gas Engine

PLM-30

Delivery: March

$7.95

A faithful reproduction of this snappy, highly popular sports and executive plane, in vivid blue-and-orange high-impact plastic! Plenty of detail, true-to-scale in every respect! Cushion rubber tires, tri-cycle landing gear, control handle and lines and twist-cord starter. No building necessary—packed in a striking full-color "safety-storage" container!

Overall Length –11 3/16"
Wingspan 16"
Flying weight (approx.) 6 oz.

COMET

COMET MODEL HOBBYCRAFT, INC.

501-05 WEST 35TH STREET
CHICAGO 16, ILLINOIS

Also: Comet's Two All-Time Favorites—
The MUSTANG PLM-45 $12.95
The SABRE 44 PLM-44 $9.95

YOURS FOR '58

THE 29' SEA SKIPPER

NOTHING NEWER IN THE BOATING WORLD!

In all the boating world there never was a cruiser safer, more dependable or more excellent than the Sea Skipper—brand new for '58.

Expert designing and craftsmanship are yours throughout. Lapstrake mahogany planking, double-planked bottom; teak decks and trim; all chrome hardware; bow lights, running lights; compass and spotlights; hydraulic controls; fuel and water tanks of Monel; salt-water fastenings—all are features of the magnificently new Sea Skipper.

The interior has 6' 2" headroom throughout; the settee converts for sleeping two; there's a complete galley; a dinette that converts into a double berth; head with basin, hanging closet, mirror and sliding windows, opening windshield; forward hatch; foam rubber mattresses and cushions; stowage space to the mate's delight. The large cockpit has plenty of room for all and Monel fish boxes for the catch.

Like all other Commodore Boats, she's available in seven to-suit-you color choices, with power options up to 450 hp for speeds to 36 mph.

Step aboard and take over the helm of the cruiser that will triumphantly be the leader for '58.

SEA-SKIPPER—*Finest Commodore afloat*

COMMODORE *Boats*

WHERE YOUR BOATING PLEASURE IS OUR GREATEST SATISFACTION

NEW BERN, NO. CAROLINA

MOLDED FIBER GLASS

Molded Fiber Glass Boat Company of Union City, Pennsylvania, has expanded its line of "MFG" Boats for 1958 to two sizes (12½' and 15') and five models. All models feature the Molded Fiber Glass hull, mass-produced in matched metal dies, with molded-in lapstrake design.

New to the MFG line is the mahogany-trimmed 12½' MFG Corry, featuring a reverse lap between keel and chine for speed and stability.

It is presently available in two models. The Corry Utility model is an open fishing boat with three full-width mahogany seats; the Suburban features a 44" forward deck and two full width seats.

Sporting new features are the three MFG 15' models, Erie, Cambridge and Union. Foremost is a new hull resin, recently developed in the Molded Fiber Glass Research Laboratory, which give MFG hulls even greater strength and impact resistance.

Other new features of the 15' models include strong, attractive, rustproof metal tubing seat back supports for Erie and Cambridge models; a redesigned Cambridge coaster deck; a redesigned Erie aft deck, strong inner plywood transom and redesigned motor cut-out; and easy-to-clean interior floorboard and hull finish for all models.

PERMA-DOCK FOR EASY SECURITY

Now a dock can be put up or taken down in half the time because of Perma-Dock metal brackets manufactured by the Marine Specialties Division of Central Machine Works Co., 1203 Central Ave., Minneapolis 13, Minnesota.

With Perma-Dock mooring bars, it's easy to step in or out of a boat. Perma-Dock float brackets securely fasten 55-gallon drums to landing or swimming floats of any size. And with the Perma-Dock motor cart-lift, one person can lift a big motor. A self-locking winch holds the motor safely regardless of the motor's position.

BOON TO NAVIGATION STUDENTS

One of the finest aids to students of celestial navigation has been devised by Robert F. Carey of East Falmouth, Mass. Called the Star-Da-Cator, it was developed as an aid in teaching United States Power Squadrons courses.

Essentially, Star-Da-Cator is a table model planetarium 20" high. In three-dimensional clarity, it illustrates the operational principle of every type of celestial problem. It shows the position of every celestial body used in navigation, at any time of day or night, for any year, as viewed from any place on earth. All the interrelationships of the earth and celestial bodies in their relative movements are shown in a manner which the student can clearly visualize. Star-Da-Cator, in fact, can illustrate any celestial situation that can be devised.

FLOATING LAUNCHING SITE FOR SKIERS

The Aluma-Raft, an 8-foot aluminum square is offered by Aluminum Tubing Company of Jacksonville, Florida, as a multi-purposed floating island. Ideal, says the firm, as a water-ski take-off platform, for sun-bathing, to mark off a swimming area, etc. It is supported by five 8-inch aluminum tubes.

MATTEL CREATES NEW STAFF OF LIAISON MEN—FIELD REPS

The first of a team of field representatives in the Marketing Division was added to the staff of Mattel last month, according to an announcement made by Herb Holland, sales manager. Mr. Holland is in charge of selecting and training the team, programming its activities and introducing the field representatives to the trade.

The first such staff addition will be Dean Beaumont, who joins Mattel immediately and will begin his new duties and responsibilities. Mr. Beaumont was formerly sales manager for Western Washers, Inc., and, previously, sales representative for Westinghouse in the Los Angeles area. His experience in working with retail outlets and wholesalers includes several years with the U. S. Steel Corporation and the Empire Specialties Company in southern California.

In making the announcement, Mattel issued the following statement. "The job of selling toys is not finished with shipping to wholesalers or even with our pre-selling the line through promotion and national advertising. One of the most important links is the retail dealer and it will be the job of the field representatives to educate the retailer on conditions in the industry generally and to share useful selling hints with him as an extension of the work done by the manufacturer's and wholesalers' representatives."

"This man is many men," Mr. Holland said, in describing the first of Mattel's new liaison team. "Through his efforts he will make the job of the wholesaler's salesmen easier and increase their income since all orders for Mattel merchandise from the retailer will be turned over to the wholesaler named by the retailer. This is in line with Mattel's policy of selling through the wholesaler only. He will help conduct sales meetings for wholesalers and represent the manufacturer to the retailer. He will act as a stethoscope on the pulse of the retailer, providing a feedback on design, packaging and general trends to Mattel. In this sense the field representative will actually perform market research by passing on information directly to the factory so that we may serve the retailer and wholesaler more effectively."

He added that Mattel's field representatives will help inform dealers on the product, its usage, age level and other selling factors. Proper display will be another "assist" offered through the new liaison man, who will also supply retailers with all promotional material, in-store aids, mats, banners and other displays made available by Mattel.

QUOTE-UNQUOTE

"The armor that can shield us from the foes of democracy must be reinforced and impregnated against the prejudices which gnaw away at our national unity. Intolerance and bigotry must be replaced by intensive education aimed at promoting better race relations, ending "second class" citizenry and creating equal opportunities for all." *Herman Appelman*, N. Y. Journal American.

TOUCH TYPING PRODIGY

A toy typewriter enabled a Tennessee girl to become an expert touch typist all by herself.

The **BIG** Noise in Safety Toys!

3 color — new models added to our regular line of 5 original BIG-BANG cannons

TOY FAIR DISPLAYS—

200 5th Ave. Room 1109

SHERATON-McALPIN Room 1174

THE CONESTOGA COMPANY, INC. *of Bethlehem, Pa.*

(A) THE HOWARD "HOPALONG" CASSIDY ALL AMERICAN Official size and weight, made of good grade pebble cowhide, double lined
H5085A-500 ..... Retail $6.95

(B) THE TERRY BRENNAN VARSITY—Is another new Terry Brennan football. A full size tan leather ball with two white stripes. Modern pyramatic shape for better passing
H5083A 525 ..... Retail $7.50

(C) TERRY BRENNAN OFFICIAL—A new full size Dark Bark" pebble grain leather football Heavyweight two-ply lining. Ball is kept stiff sewed, leather lace—modern "pyramatic" shape for passing. Standard with 6 white stripes each end.
H5894A-575 ..... Retail $10 00

(D) JOHNNY LATTNER SIGNATURE—The Idol of Notre Dame. Of top grade dark colored specially tanned leather Official all the way. Double lined with cable cord Lock stitched with waxed linen thread Double laced with one leather and one non-stretch rawhide lace. Special Kamiseek guaranteed bladder. Trimmed with two white bands
H5091A-720 ..... Retail $10.35

(E) OFFICIAL INTERMEDIATE SIZE—Top grain, dark colored leather Official, intermediate size and weight. Double reinforced lining. Double lace with one leather and one rawhide lace. Lock stitched throughout. Guaranteed Kamiseek bladder
H5082A-475 ..... Retail $7.85

(F) SEAMLESS RUBBER FOOTBALL—The football that will stand any and all abuse of weather, cinder playing fields, and concrete alleys. Positive non-slip fingertip control pebbling. Official in size, weight and performance. Kamiseek bladder
H5087A-450 ..... Retail $7.85

(G) WILSON "TV" BASKETBALL—This is an outstanding Grip-Tite molded leather covered ball as the popular price field. The TV Official also features a nylor fabricated carcass for durability and liveliness. This ball has true balance and roundness, wide depressed seams for excellent ball handling. Shop wgt. 2 lbs.
H5151A-1325 ..... Retail $19.25

(H) SEAMLESS OFFICIAL RUBBER BASKETBALL—The finest ball made. The leader of all rubber covered balls Perfect for both indoor and outdoor use. Famous Kolite cover is tear-proof, scuff-proof Multiple layers of specially processed nylon winding. Kantseek bladder and Kantseek valves 100% waterproof. Used by leading Pro, College and High School teams. Approved for varsity play by NCAA
H5154A-1015 ..... Retail $15 75

SEAMLESS RUBBER BASKETBALL—The "Bonus" ball in the seamless line of basketballs. Wound with Sealon for extra strength and life. No soft spots Top grade rubber cover, Sealon winding, and bladder molded into one piece Meets and stays at official specifications for size, weight and performance. All rubber Kantseek valve.
H5156A 675—(Not Illustrated) ..... Retail $10.95

(I) VOIT RUBBER BASKETBALL—The inexpensive ball for youngsters New improved laminated rubber ball. Voit quality construction at rock bottom price Regulation weight and shape. Special cover guarantees longest wear in price field.
H5155A-445 ..... Retail $6.95

(K) SEAMLESS RUBBER VOLLEY BALL—The all-purpose ball for inside or outside play. White chamois finish, waterproof volley ball. Perfect in sphere and size. Sealon wound for extra strength.
H4934A-460 ..... Retail $6.50

(L) WILSON INTRAMURAL VOLLEY BALL—Well balanced and sturdy ball. Twelve panels of top grade white cowhide leather with double lining. Leather lacing and a rubber valve bladder
H4931A-635 ..... Retail $8.25

SEAMLESS RUBBER SOCCER BALL—18 panel ball, made especially for varsity, college and school use. Specially processed DuPont nylon winding and all rubber patented Kantseek valve. Will stand roughest of treatment. Official in size, weight and performance. The finest of all soccer balls.
H5106A-935—(Not Illustrated) ..... Retail $14.50

(M) "SPOT-BILT" HIGH SCHOOL GAME SHOE—A very fine "popular priced" game shoe model with soft toes. Athletic tanned cowhide uppers. One row of nylon web reinforcement. "Nylon studded" telescopic pull-proof eyelets. Sheetrude molded centers. Sponge rubber sock lining Retained straight outersoles. Goodyear welt construction Compresso lock aluminum cleats
H5137A-1125 ..... Retail $16.95

(N) "SPOT-BILT" LOW CUT—A very fine low cut model that has specially constructed ankle fit. Guaranteed not to come off in play. Athletic tanned cowhide, nylon stitched. Telescopic pull-proof eyelets Sheetrude moulded counters. Sponge rubber sock lining Retained straight outersoles. Goodyear welt construction. Sizes 6 to 12.
H5138A-1135 ..... Retail $16.95

(P) CONVERSE ALL STAR BASKETBALL SHOES—The most popular of all basketball shoes. Especially designed for basketball and other indoor court games. Heavy duck uppers. Full length sponge insoles, cushion heel, arch support. Available in white only. Sizes 6 to 12.
H5176A-700 ..... Retail $9.50

(R) OFFICIAL BASKETBALL GOALS—Regulation size ring of round steel, with wire die formed "No Tie" net holder for attaching net. Especially rigid.
H5165A-700—Pr. ..... Retail $11.00
H5165X-380—Single ..... Retail $5.50
OFFICIAL NO WHIP GOAL NETS
H5167A-345—Pair—(Not Illustrated) .... Retail $5 95

MEET THE '58 Coronet FLEET

FROM FLORIDA TO CALIFORNIA . . . SOUTH AMERICA TO EUROPE

. . Danish-built CORONET Cruisers are famed as the world's most popular outboards! Safety, speed and skilled Danish craftsmanship . . . all are built into the New 1958 models. Completely covered color-impregnated fiberglass hulls, sleek fiberglass hardtops, the nationally famous open-up panorama windshields, built-in dry wells with removable "noise-ease" fiberglass motor covers and sleeping accommodations for 3 or 4 are features of the 16' Hardtop Sedan, the 16' Hardtop Convertible and the 18' Utility Cruiser

WRITE TODAY FOR YOUR NEAREST CORONET DEALER

Dotved Boats Company

528 N. Federal Highway, Ft. Lauderdale, Florida

Moboco's 37' Zeeland yawl now is masthead rigged

MASTHEAD RIG FOR ZEELAND YAWL

► Mobaco Marine has announced that the 37' steel hulled Zeeland yawl that it imports is now available masthead-rigged for the skipper who likes to race as well as cruise.

Her dimensions are 36'9" × 28'3" × 9'8" × 5'4" with 623 square feet of working sails and a displacement of approximately 18,000 pounds. She sleeps six, with two berths forward and four in the main cabin, where there is a convertible dinette, dresser, chart table, complete galley, enclosed head, hanging locker, oilskin locker and linen locker. Cabin sole is teak as are the decks, and the interior is mahogany. She is powered with a 25 hp. Graymarine. Her CCA rating is 26.3.

There have been 29 boats of this class sold in the past three years, and three are available this year. Optional racing sails and extra equipment are available to fit the boat out completely for racing and cruising.

Mobaco also imports Eastward Ho, Calypso and Dutch Treat cruising boats and Indian Scout, Flying Dutchman, Blue Jay and Finn racing daysailers, providing junior trainers, planing boats and cruising craft for week-ending or the most extended voyage.

MOBACO MARINE, Southfield Ave., Stamford, Conn.

Two 1958 Bell Boy Boats, A 19' Express with cabin sleeping two, and a 16' runabout. A new Bell Boy Boat is the 15' Banshee, for water skiing (below)

BELL BOY PLASTIC BOATS

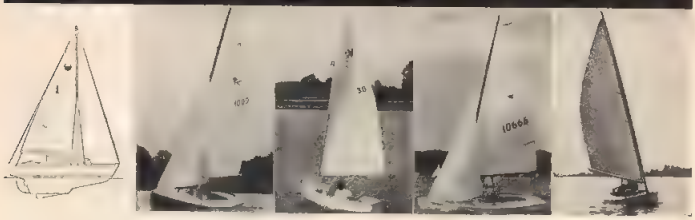
► "Lines of sweeping motion and flaring tail fins in dramatic colors" are features stressed by Bell Boy Boats in describing their new models. This line of boats is designed by William Garden and built in molded fiberglass plastic, and includes Expresses in 21', 19' and 16' lengths; Hardtops in 19' and 16'; Convertibles in 19' and 16'. Runabouts in 16' and 15', and the Fisherman and Yachtboy models.

A new Bell Boy is the Banshee, a fast outboard runabout 14'7" l.o.a. designed specially for water skiing, with controls at a center deck. Hooded outboard motor covers are features of the Bell Boy 19' Express class.

Bell Boy hulls are of one-piece molded Bellglas construction, with transoms engineered to take any amount of outboard power, and with built-in Styrofoam and flotation.

BELL BOY BOATS, Bellingham Shipyards, Bellingham, Wash.

from the Pioneer in Fiberglass



NEW HORIZONS
New Sparkman & Stephens design. 26' low upkeep auxiliary for day sailing cruising, racing.

16' REBEL
Leak- and rotproof popular day sailer and racer. Unusual stability, roller reefing

10' VIXEN
Ideal sailing dinghy for beginners, junior training and team racing. Cat or sloop rigged

15' SNIPE
World's most popular sailboat. Fresh- and salt-water models. Low upkeep with colors molded in.

12' NIPPER
Popular demand keeps this versatile, cat rigged PLYWOOD boat in production. 100 sq. ft. sail area.

See at New York, Chicago, Detroit and other boat shows.

RAY GREENE & CO.

504 S. Byrne Road
Toledo 9, Ohio

U-Mak-It's kit line starts with an 8' pram (left) complete with sail for $70 and includes an 18' cruiser for outboard or inboard power

U-MAK-IT KIT BOATS

► Kit boats or the same models factory-assembled are available from U-Mak-It now in operation in a big new plant at Deland, Fla. The completed boats are known as Olympias, and the production of these models has been transferred from Europe to the Florida plant. The line covers from an 8' pram to a 22'11½" inboard cruiser, two new models being introduced this year.

They are outboard runabouts 16' × 6'8" and 15' × 6'4". The Little pram kit sells for $52 and the complete sailing pram kit, including sail, is $70. There are outboard runabouts at 13'3" as well as the two new ones, a Texan skiff with lapstrake sides and V-bottom, and outboard cruisers at 18' and 21' with bunks, head and galley space. They may also be fitted as inboards. Runabout kit prices start at $196, and the cruiser kits are $600 and $760. The V-23 inboard cruiser has two bunks and a big cockpit with 7'10" beam and 14" draft.

U-MAK IT PRODUCTS, Highway 92, Box 589, DeLand, Fla.

A U.S. Molded Shapes full-lap plywood boat, with cross section showing the method of construction

MOLDED SHAPES FULL LAP MODELS

► Molded plywood hulls with the appearance of lapstrake boats, in 13'6", 14'6" and 16'6" lengths, are products of U.S. Molded Shapes. The "laps" are bonded with phenolic resin glue to a multi-laminated molded hull, giving the smooth inside shell with the outward effect of a clinker-built boat. Precut parts such as transoms, knees, keel, keelson, and stringers are available from the manufacturer for finishing these hulls. The boats are of high-speed model, designed to take single or twin outboards.

U.S. MOLDED SHAPES, 840 Market Ave., SW, Grand Rapids, Mich.

at Florida's Cypress Gardens . . . the official boat of—

CHAMPIONS!

Correct Craft's
INTERNATIONAL SKIER
For professional skiers and the man who skis like a pro!

Correct Craft 17' 6" International Skier — official boat of the World Water Ski Championships . . . built with flashing speed, championship dependability and ruggedness. Powered up to 225 hp, revealing only speedometer-tachometer, built-in, extra sturdy center-mounted ski pull. More speed, more safety, more "expert's features" than any other ski-boat!

CORRECT CRAFT'S DEEP V HYDRODYNAMIC HULL CONSTRUCTION

gives you a better-built, "better buy" boat! The perfect combination of classic beauty, rugged performance and maximum safety. These outstanding performers are sturdy and dependable, for family fun. Super-safety features include non-sink Styrofoam flotation, fool-proof foot throttle control for better balance, more directional stability, maximum buoyancy. There's a Correct Craft to suit *your* plans . . . so plan on Correct Craft *now*.

15' ATOM SKIER. A sensational performer . . . beautiful and beautifully sea-worthy! Tops in speed, safety

SEE YOUR LOCAL DEALER OR WRITE

Correct Craft

ORLANDO, FLORIDA

DEEP V HYDRODYNAMIC HULL DESIGN

Prices and specifications subject to change without notice.

WHAT A BOAT! WHAT A BUY!

14' UTILITY OUTBOARD. Perfect for family outings . . . a smartly styled, all-around performer that's sure to please. Only $525.

THUNDERSTREAK'S 17' Two-Sleeper MONTEREY gives you "extra-eight" features including two single berths with rubberized hair mattresses; Plexiglass wrap-around windshields. And six other more-than-your-money's worth features help make this magnificent sea-farer the most versatile boat on the market. Priced at less than $1300!

THUNDERSTREAK A DIVISION OF CORRECT CRAFT

at Florida's Cypress Gardens . . . the official boat of—

CHAMPIONS!

Correct Craft's INTERNATIONAL SKIER
For professional skiers and the man who skis like a pro!

Correct Craft 17' 6" International Skier — official boat of the World Water Ski Championships . . . built with flashing speed, championship dependability and ruggedness. Powered up to 225 hp, revolutionary speedometer-tachometer, built-in, extra-sturdy center-mounted ski pull. More speed, more safety, more "expert's features" than any other ski-boat!

CORRECT CRAFT'S DEEP V HYDRODYNAMIC HULL CONSTRUCTION

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15' ATOM SKIER. A sensational performer . . . beautiful and beautifully sea-worthy! Tops in speed, safety

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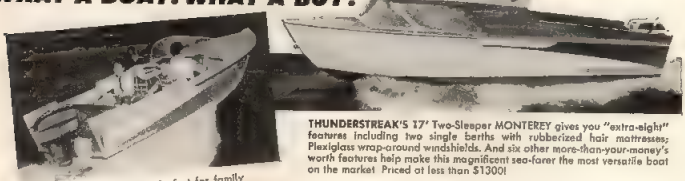

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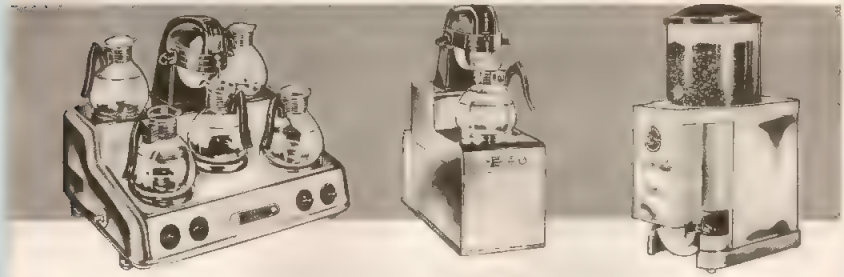
THUNDERSTREAK'S 17' Two-Sleeper MONTEREY gives you "extra-eight" features including two single berths with rubberized hair mattresses; Plexiglass wrap-around windshields. And six other more-than-your-money's worth features help make this magnificent sea-farer the most versatile boat on the market. Priced at less than $1300!

THUNDERSTREAK A DIVISION OF CORRECT CRAFT

Commercial Coffee Making Machines



FAMOUS CORY BREWING SYSTEMS AND COFFEE GRINDER

CORY ELECTRONIC COFFEE BREWER - Automatic and electronic Taste Control makes perfect coffee every time. True automation — all operator has to do is push a button. Cory provides correct water, coffee measurements, and the precise temperature and infusion time. Brews half-gallons of full-flavored coffee in only 3 minutes. Occupies only 27-inches of counter space. Customers see the coffee brewed right before their eyes. Stainless steel stove with harmonizing plastic controls. Complete with rack, cartridges, filter frames, filter cloths, 5 serving decanters and 1 extra bow.. 115 to 230 volts. Ship. wt. 83 lbs.

D114-C5063 Index 1-42075 . . . Retail $495.00
As above—120 to 208 volts
D114-C5068 Index 1-42075 . Retail $495.00

CORY "STREAMLINER" COFFEE BREWER—Automatically and electronically brews coffee exactly perfect every time thanks to the Taste Control. Automatically measures the right amounts of coffee and water, takes care of the exact timing and water temperature. Brews a 12-cup decanter full of flavorful coffee in only 3 minutes. Perfect for every small snack shop, diner and restaurant. Occupies only 9 inches of counter space. Stainless steel stove with harmonizing plastic controls. Cartridges, filter frames, cloths, and 2 serving decanters included. 115 to 230 volts. Shipping weight 55 lbs.

D114-C1003 Index 1-31875 Retail $375.00
As above - 120 to 208 volts
D114-C1008 Index 1-31875. .Retail $375.00

CORY PUSH-BUTTON COFFEE GRINDER—Automatically measures coffee exactly as it grinds it fresh. Measures coffee volume by time method. Automatically grinds the right amount at the touch of a button. The new Cory shuts itself off and resets itself for the next grinding cycle. Completely adjustable for your precise grinding needs — for percolator, vacuum, drip or fractional extraction coffee making methods. Especially ideal for busy restaurants, motels and dining rooms. Handsome stainless steel cabinet with heavy glass bowl on top. Provides interesting eye-appeal when used on back counter. Fast, quiet operation — no "Coffee-Grinder" noise. AC-DC. Shipping weight 55 lbs.

D114-CCG Index 1-16955 . . . .Retail $199.50

F.O.B. Mfg's. Chicago Warehouse

Completely Automatic West Bend Percolators

- Two sizes to choose from—for every entertaining need in clubs, lodges, restaurants, big banquets, church groups, or big home gatherings.
- Constructed of durable, lightweight aluminum for easy portability.
- Perfect for every professional caterer in quest for a large capacity coffee maker which is also light in weight, but ruggedly constructed to take all kinds of hard usage.
- Red signal light on control panel lets you know when coffee is ready —ends watching and waiting and spoiled batches.
- Exclusive "saucer cut-out" allows cup and saucer to be placed directly beneath spout-faucet for safe pouring.
- Operates on standard 110 to 120 volts, AC only.
- Heavy duty "U" approved cord included

(A) WEST BEND 72-CUP AUTOMATIC COFFEE MAKER Perfect answer to coffee service on larger scale. Perfect for big banquets, large clubs lodges. Brews 72 cups of perfect coffee in less than an hour. Completely automatic. 110 to 120 volt, AC only
113-3512 Index 1-2863; 3-2720. . . . . Retail $42.95

(B) WEST BEND 50-CUP AUTOMATIC COFFEE MAKER — Business firms, church groups, clubs, restaurants, motels, and anyone giving large parties will find this completely automatic coffee maker the perfect answer to their problems of serving coffee for many people. Makes perfect, flavor-right coffee automatically — as easily as making an 8-cup pot. Constructed of durable, 16-gauge aluminum with heavy duty plastic case. Base has exclusive West Bend "saucer cut-out" — ends juggling cup and saucer when serving. Plugs into any 110 volt, alternating current outlet — immediately begins to perk — when coffee is ready. Red pilot signal light on control panel lights up to let you know "coffee's on". Foolproof pump cannot go out of order - it has no moving parts. Tomlinson type faucet with stay-cool control handle. Full-view durable glass gauge. Completely portable — handles on the sides make it perfect to tote from party to party. An ideal coffee maker for professional caterers. Modernistic cut-glass cover knob allows you to see coffee percolating
113-3500 Index 1-2663, 3-2530. . . . . Retail $39.95

CORY®

KNIFE & SCISSORS SHARPENER

Perfectly sharpens any knife any scissors . . quickly, easily at home! Simple to use . . . press button—draw knife or scissors along guide CORY sharpens it the right way. Won't harm cutting edge . . . stops automatically if you press too hard Ship. wt 3 lbs

H293H1102
H293H1017 (6 or more) . . . . . Retail $16.95

CORY Electric Knife Sharpener . . Same as above, but for sharpening knives only. Millions now in use! Ship. wt. 2½ lbs.

H281H972
H281H897 (3 or more) . . . . Retail $14.95

Crown Jewel Electric Knife Sharpener gold-like finish with ebony trim. Ship. wt 3 lbs

H278H1297
H278H1197 (3 or more) . . . . . Retail $19.95

CORY *Crown Jewel*
AUTOMATIC PERCOLATOR

Truly the gift supreme with the touch of elegance! Beautiful Continental design of stainless steel with 24 Karat gold plated base. It's completely automatic . . brews rich, perfect coffee to the strength you prefer—keeps it at right temperature for hours. 4-9 cup capacity Ship wt. 5½ lbs

H283H3293
H283H3049 (3 or more) . . . . . Retail $50.00

(a) CORY Stainless Steel Automatic Brewer. Just put water in lower decanter —coffee in top plug it in! No switches, dials or buttons . . automatically brews perfect coffee . . keeps it piping hot. Stainless steel bowls, glass filter rod, 4-8 cup. Ship. wt 5 lbs

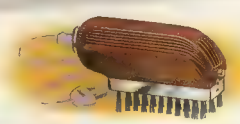
H256H2631
H256H2436 (3 or more) . . . . . Retail $39.95

(b) CORY *Capri* Automatic Electric Percolator. Fine family-size and party size, 5-10 cup perc. with chrome-plated body, drip-proof spout, heat-proof handle and base. Perks wonderful coffee automatically—keeps it piping hot, automatically—for hours! Ship. wt. 5 lbs.

H297H1438 . . . . . Retail $21 95

(c) CORY Electric Coffee Grinder. Experts say whole bean coffee keeps more flavor. Grind coffee as needed—use less . . make better coffee Adjusts to any grind, holds full lb. White steel body, ebony trim, measuring glass. Ship. wt 7½ lbs.

H274H1947
H274H1797 (3 or more) . . . . . Retail $29.95



New VITABRUSH Electric Hairbrush. Enjoy a professional scalp massage in minutes at home! New Vitabrush turns 20 minutes of hand brushing into 3 minutes of fun. Nylon bristles reciprocate rapidly for vigorous brushing action to help stimulate circulation and clean scalp. Brush detaches for cleaning. Ship. wt. 3 lbs.

H286H1947
H286H1797 (3 or more) . . . . . Retail $29 95

all CORY products shown above—A.C., 115 Volt, UL approved

CORY
KNIFE & SCISSORS SHARPENER

Perfectly sharpens any knife, any scissors . . . quickly, easily at home! Simple to use . . press button—draw knife or scissors along guide CORY sharpens it the right way. Won't harm cutting edge . . stops automatically if you press too hard Ship wt. 3 lbs.

343/KSSM1102
KSSM1017 6 or more . . . . . Retail $16.95

CORY Electric Knife Sharpener . . Same as above, but for sharpening knives only Millions now in use! Ship wt 2½ lbs

343/DKS-2M972
DKS-2M897 6 or more . . . . . Retail $14 95

Crown Jewel Electric Knife Sharpener . . gold-like finish with ebony trim. Ship wt. 3 lbs

343/MBS-2M1297
MBS-2M1197 3 or more . . Retail $19.95

CORY *Crown Jewel*
AUTOMATIC PERCOLATOR

Truly the gift supreme with the touch of elegance! Beautiful Continental design of stainless steel with 24 Karat gold plated base It's completely automatic . brews rich, perfect coffee to the strength you prefer -keeps it at right temperature for hours. 4-9 cup capacity Ship. wt 5½ lbs.

343/DAP-2M3293
DAP-2M3049 3 or more . . . . . Retail $50.00

(a) CORY Stainless Steel Automatic Brewer. Just put water in lower decanter coffee in top—plug it in! No switches, dials or buttons . . . automatically brews perfect coffee . keeps it piping hot. Stainless steel bowls, glass filter rod, 4-8 cup Ship wt 5 lbs.

343/ACB-3M2631
ACB-3M2436 3 or more . . . . . Retail $39 95

(b) CORY *Capri* Automatic Electric Percolator. Fine family size and party-size, 5-10 cup pere with chrome-plated body, drip proof spout, heat-proof handle and base. Perks wonderful coffee automatically—keeps it piping hot, automatically for hours! Ship wt 5 lbs.

343/DPXM1438 . . . . Retail $21 85

(c) CORY Electric Coffee Grinder. Experts say whole bean coffee keeps more flavor Grind coffee as needed use less . . make better coffee Adjusts to any grind, holds full lb. White steel body, ebony trim, measuring glass Ship. wt 7½ lbs.

343/DEGM1947
DEGM1797 3 or more . . . . . Retail $29.95

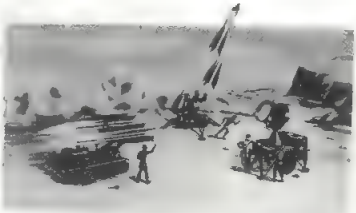
New VITABRUSH Electric Hairbrush. Enjoy a professional scalp massage in minutes at home! New Vitabrush turns 20 minutes of hand brushing into 3 minutes of fun Nylon bristles reciprocate rapidly for vigorous brushing action to help stimulate circulation and clean scalp. Brush detaches for cleaning. Ship wt. 3 lbs.

343/DEBM1947
DEBM1797 3 or more . . . . . Retail $29 95

all CORY products shown above—A.C., 115 Volt, UL approved

HOBBIES & CRAFTS

ADAMS ACTION MODEL



Hawk Missile Battery Kit
Complete battle scene of a unit for use against low flying aircraft and to defend field units. 4 man action crew, tracking and radar unit, missile loader and launching platform, six "Hawk" missiles. Many action features. Assembly manual.

No.	List Each	Packed	L.P.L.	P.L.
M69-K-154	$1.98	12 each, 9 lbs.	01X34	01X20

L.M. COX MFG. CO.

Thimble-Drome "Li'l Stinker" Biplane
Ready-to-fly. 10 inch wing span. 9¼ inch fuselage. Made of colorful high impact plastic. Scaled from the famous Pitts Special. Powered by the Pee Wee .029 engine with unbreakable spring starter. Windowed Box.

No.	List Each	L.P.L.	P.L.
M69-D-53	$8.98	06Y00	05Y40

Packed 12 each, 13 lbs.

Thimble-Drome Super Sabre F-100
Ready-to-fly. Sleek, swept-wing plane that broke the sound barrier in realistic miniature. 10-5/8 inch wing span, 13-5/8 inch fuselage. Equipped with .020 Pee Wee engine. Unbreakable spring starter. "View" package.

No.	List Each	L.P.L.	P.L.
M69-E-54	$6.98	04X67	04X20

Packed 12 each, 15 lbs.

L.M. COX MFG. CO.

Thimble-Drome Super Cub 105
Ready-to-fly. The well known Piper plane in realistic minature. 17⅞ inch wing span. Transparent cabin enclosure. Molded of super tough high impact plastic. With .049 Babe Bee engine. Unbreakable spring starter. Colorful "view" package.

No.	List Each	L.P.L.	P.L.
M69-C-52	$7.98	05Y34	04X80

Packed 12 each, 16 lbs.

Thimble-Drome Accessory Kit
Contains Glow fuel, filler cap with stainless steel strainer, hose, glow plug clip, battery wires, Skylon reel, flying lines and "finguard." Everything needed to gas up, start and fly model planes.

No.	List Each	L.P.L.	P.L.
M69-660	$2.98	02X00	01X80

Packed 12 each, 11 lbs.

TRANSOGRAM

Weaving Loom
Reinforced enameled steel loom with weaving frames on both sides. In a colorful box with 6 compartments of colored jersey loops, metal looper, easily followed diagrammed instructions.

No.	List Each	L.P.L.	P.L.
M69-1507	$1.98	01X34	01X20

Packed 12 each, 22 lbs.

JAMES INDUSTRIES

Playmolder
Combines education with fun. Counter display box holds molds and a generous supply of molding dough to make animals.

No.	List Each	L.P.L.	P.L.
M69-550	$1.98	01X34	01X20

Packed 12 each, 20 lbs.

HOBBIES & CRAFTS

RAINBOW CRAFTS

"Play-Doh" Modeling Dough
Not a clay. Non-toxic, won't stain. 4 cans; red, yellow, blue and white. The colors blend perfectly into ever shade, white mixes for pastel tints. In a display sleeve.

No.	List Each	L.P.L.	P.L.
M70-259	$1.00	00X67	00X60

Packed 12 each, 28 lbs.

HASSENFELD BROS.

Charm 'N Chains Craft
8½ x 11¼ inch plastic tray box with a big assortment of Meto-lite plated charms that snap together without clips. Charms represent current popular juvenile themes.

No.	List Each	L.P.L.	P.L.
M70-2325	$2.98	02X00	01X80

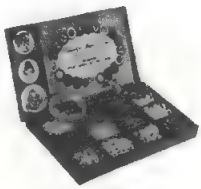
Packed 12 each, 13 lbs.

HASSENFELD BROS.

Polyethylene Jewelry Set
Gorgeous 10 x 8 x 2½ inch case of unbreakable, washable plastic. Case and the Meto-lite jewelry it contains can be decorated with simulated jewels from the generous supply provided.

No.	List Each	L.P.L.	P.L.
M70-2309	$2.98	02X00	01X80

Packed 12 each, 15 lbs.



Link-Letters
Personalized jewelry for the Junior miss. Assortment of dainty alphabet links that snap together forming necklaces, bracelets etc. Various colors. Pilfer-proof packed, 14 x 8½ x 1¼ inches.

No.	List Each	L.P.L.	P.L.
M70-2305	$2.98	02X00	01X80

Packed 12 each, 14 lbs.

HASSENFELD BROS.

Jewelry Craft Set
Padded pearl-studded vinyl plastic case contains a wealth of Metro-lite plated jewelry to be decorated with colorful simulated jewels. Rings, pins, bracelets etc. 10½ x 6½ x 2 inches.

No.	List Each	L.P.L.	P.L.
M70-2310	$3.98	02X67	02X40

Packed 12 each, 14 lbs.

GABRIEL

Shirley Temple Jewelry Set
Adult type jewelry box with all parts for 7 projects in a plastic tray. Drawer holds needle, thread, etc. Display sleeve.

No.	List Each	L.P.L.	P.L.
M70-302	$2.98	02X00	01X80

Packed 12 each, 24 lbs.

Shirley Temple Embroidery Set
2 kitchen towels and 2 pot holders with scenes from 4 famous Shirley Temple movies ready to embroider. In display box with hoops, needle, thimble, thread.

No.	List Each	L.P.L.	P.L.
M70-301	$1.98	01X34	01X20

Packed 12 each, 12 lbs.

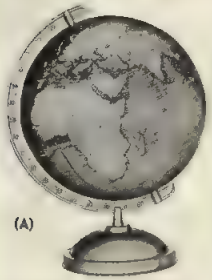
HASSENFELD BROS.

Plastic Pencil Craft
Six 9 x 11 inch pre-sketched pictures with color guides. 8 Color-vue plastic pencils to paint without oil, water or mess. 13¼ x 9¾ x 1 inch colored box.

No.	List Each	L.P.L.	P.L.
M70-3600	$1.00	00X67	00X60

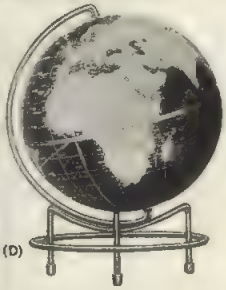
Packed 24 each, 22 lbs.

GO "ROUND THE WORLD" WITH CRAM'S GLOBES



(A)

FREE! With every globe! A fascinating and instructive booklet explaining in easily understood language, many interesting facts about the World in which we live.



(D)

(A) "HENRY HUDSON" GLOBE

Precision-charted, up-to-the minute World map, of brilliant decorator colors on an 8" globe. Unbreakable, non-tarnishing, streamlined brass finished semi-meridian. Handsome metal base. Instructive Globe Facts booklet included. Ideal for home, office, den, or TV. Height overall 11". Shpg. wt. 2½ lbs.

173/808K343 Lots 1 to 5 Retail $4.95
808K326 Lots 6 or more

"Walter Raleigh" 10¼" globe (14¾" h, wt. 4½ lbs.)

173/203K543 Lots 1 to 5 Retail $7.95
203K516 Lots 6 or more

"Marco Polo", 12" globe (17⅛" h, wt. 5½ lbs.)

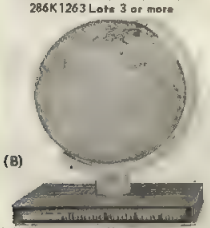
173/151K676 Lots 1 to 5 Retail $9.95
151K642 Lots 6 or more

ART LINKLETTER: Top-rated radio and TV star, presents a Cram Quality Globe to each of his four school children guests, weekly, on his CBS-TV "Houseparty" program. Art Linkletter has chosen Cram Globes for their decorator styling, instant Earth picture, up-to-date maps, reputation for quality since 1867.

(B) "CHISTOPHER COLUMBUS"

Handsome mahogany-finished hardwood base and semi-meridian. 12" ball. Up-to-the-minute map in vivid colors. Fascinating 160 page Globe book included. Ideal for any setting in home, office or school. 17½" high. Shpg. wt. 12 lbs.

173/286K1329 Lots 1 & 2 Ret. $19.75
286K1263 Lots 3 or more

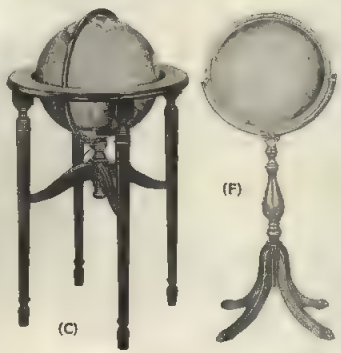


(B)

(C) "PRESIDENT" GLOBE

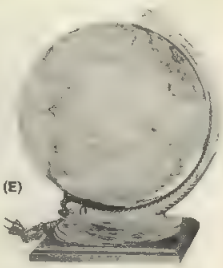
Finely rubbed solid walnut floor cradle stand. Full 12" illuminated glass blown ball. Hand-mounted, up-to-the-minute precision map in easy-to-read, contrasting colors. Bronze-plated metal, full-moveable meridian. Instructive Globe Manual included. Handsome addition to living room, den, studio, office or classroom. Complete with light bulb, cord and plug. 33" high. Shpg. wt. 21 lbs.

173/1250EK3994 Lots 1 & 2
..... Retail $59.75
1250EK3194 Lots 3 or more



(C)

(F)



(E)

(D) "LEIF ERICSON"

Large 12" globe. Seas and oceans in modernistic black. Land in contrasting decorator colors. Up-to-the-minute authentic, clear map. Semi-meridian and base in rich decorator-type wrought-iron with no-mar feet. Makes very striking appearance in home, office, den, studio, school or atop TV set. Height overall 16". Shpg. wt. 5 lbs.

173/44BK676 Lots 1 to 5 Retail $9.95
44BK642 Lots 6 or more

(E) "DOLPHIN" GLOBE

Beautifully illuminated. The statuary bronzed-metal Dolphin semi-meridian on walnut base, makes this piece the pride of the sculptor's art. Large glass-blown 10½" ball. Hand-mounted, up-to-minute map in antique coloring. Oceans in rich saddle tan color. Solid walnut base in finely grained, hand-rubbed walnut finish. Complete with fascinating and educational Globe Manual. Has light bulb, cord and plug included. Visitors will comment favorably on its distinctive appearance. Height 15". Shpg. wt. 12 lbs.

173/326EK1943 Lots 1 & 2 Ret. $28.95
326EK1846 Lots 3 or more

(F) "EXECUTIVE" GLOBE

Duncan Phyfe floor model in traditional decor. Large 12" glass-blown ball. Hand-mounted, up-to-the minute map in tasteful colors. Bronze-plated, full-moveable, metal meridian (illuminated). Walnut finished hardwood floor stand in elegantly graceful lines. Brass claw feet. Complete with fascinating, educational Globe Manual, light bulb, cord and plug. Height 38". Shpg. wt. 17 lbs.

173/53EK2663 Lots 1 & 2 Ret. $39.95
53EK2530 Lots 3 or more

MAPS · ATLASES · GLOBES · CHARTS
Cram's
SINCE 1867

F.O.B. INDIANA
All Prices Subject To Change Without Notice

It's a Cram Globe, of Course!

See our complete line of Globes at the

TOY FAIR — Room 912, New Yorker Hotel — March 10-20

THE GEORGE F. CRAM CO. Inc.

Since 1867 — Indianapolis 7, Indiana

Permanent New York Show Room: Hilton & Mann
Room 1109—200 5th Ave., New York, New York

Don't Miss'em...Completely New!

17 MODELS...priced from $2.98 to $19.98

KAY an EE SEWMASTER

REG. U.S. TRADE MARK

Sewing Machines for Children

Including ...

- Battery Operated with Automatic Clutch for Hand Operation.
- Electric Operated 110 Volts, A.C.

SPECIAL KAY an EE FEATURES

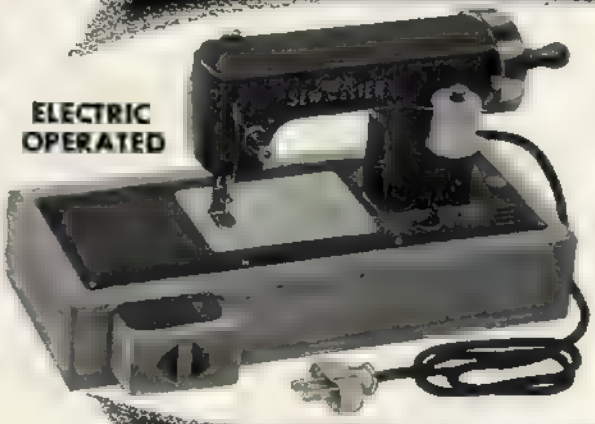
- Extension Tables
- Built-in Drawers
- Protective Presser Feet

The ONLY fully guaranteed Sewing Machine Line with Complete Safety Features.

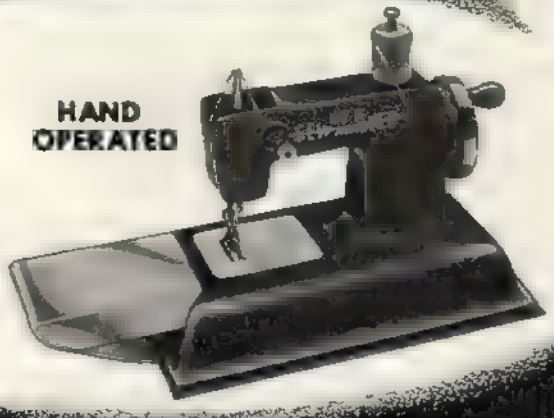
For the Safety of the child, compare the SAFETY FEATURES of KAY an EE Sewmaster against the unprotected other makes.

BATTERY OPERATED

ELECTRIC OPERATED



HAND OPERATED



KAY an EE

REG. U.S. TRADE MARK

CORPORATION OF AMERICA

1107 BROADWAY • NEW YORK 10, N.Y.

Machines also on display in Room 204, 200 Fifth Avenue Building

Tomorrow's styling for today's fun packed pleasure of all water sports. That's the value studded line of 14' — 16' — 18' or 19' models now available for 1958 from America's Foremost Clinkerbuilt Outboard Boat Builders. 10 Models in all and all priced for the quality conscious boating family.
19' ROYAL Vacationer
Cruisers, INC.
OCONTO, WISCONSIN

SUNSHINE AND SALT BRINE
CANNOT CRACK THIS TENDER
• Last it on deck, or tow it astern this dinghy can't shrink, swell. No caulking, no hailing, for years of use.
An Old Town Dinghy is made of tough cedar planking covered with a watertight sheath of canvas. Perfect for ship-to-shore service. Braced to take an outboard. Inexpensive to buy and to own.
FREE CATALOG shows Old Town Dinghies for every purpose, Alva canoes, lapstrakes, sailboats and skiffs. Write today Address Old Town Canoe Co. 521 Middle St., Old Town, Maine
"Old Town Boats"

Custom Made
FOAM RUBBER BOAT CUSHIONS & MATTRESSES
Your boat (and your back) deserves the best . . . made to your exact specifications by craftsmen with years of experience . . . using only finest foam rubber available! In U.S. Naugahyde or heavy weight duck cloth zipper coverings, in many colors.
No obligation for estimate—send us dimensions—we'll mail back prices!
FOAM-TEX CO., INC. DEPT. YA-1
51 East 21 St., New York, N. Y.

or could recognize records if established. Plans were to operate a one-mile and kilo trap simultaneously. After phone conversations between Harper and Hitchcock and Schelling and Hitchcock were reported to me, I wired Guerin, Trimper and Foulke under the assumption Rule 27 re timing equipment was in question. Replies from all three ruled APBA could not accept records if established over the kilo so after a conversation with Southern California Speedboat Club officials the kilo was cancelled.

"Any statement that our drivers and officials want to sneak in the back door to world records is certainly unfair and unwarranted. Every driver's ideal of ultimate achievement is a world record in his class, however, such a record must be won fairly and in competition with every other APBA member eligible and inclined to compete."

Reports from Las Vegas, Nev., indicate that on Nov. 16 the APBA Council voted to authorize speed trials over the kilometer distance. Just how the Council could change a General Racing Rule I can not imagine, in view of the proviso in the APBA by-laws limiting that power to a vote of racing members having racing equipment.

Perhaps we have not yet heard the end of this ado.

► Power boat racing lost one of its best known early competitors and officials when Art Bobrick died suddenly on Nov. 13. He was 69. Bobrick was an ardent participant in cruiser racing in the 1920s. In the early 30s he campaigned a Gold Cup boat as owner-driver. He held many important APBA offices including the chairmanship of the Rules Committee starting in 1926, membership in the Racing Commission as early as 1931, and chairmanship of the Racing Commission (later the Inboard Racing Commission) from 1942 through 1947.

► One of our listening posts has come up with the rumor of a new $100,000 project dedicated to winning the Gold Cup. Reported as the active participants are: designer Doug Van Patten; engineer, George Eddy; builder, Ben Huskins, owner, a Mr. Evans. Two Packard PT-boat engines are reported to be the basis of the power plant.

► In Seattle a committee consisting of Jerry Bryant, Bill O'Mara, Howie Richmond and Phil Smith has been attempting to obtain the battered remains of famous old *Slo mo-shun IV*, rebuild it and place it in the wing of Marine History in the Seattle Historical Museum. One of her former drivers, Stanley Dollar, contributed $2,500 to the cause. Early in November the former *Slo-mo* crew headed by Mike Welsch (the 1957 operators of *Hawaii Kai*) added $1,300 to the fund in a fine gesture of loyalty to the memory of *Slo-mo* owner Stan Savres.

► Announcement has been made that the famous Albany-New York marathon will be revived in 1958. First started in the late 1920s as an event for what we now call alky-burning outboards, this Hudson River classic was later expanded to take in the inboards. When it was renewed after World War II, it was confined to the then-brand new stock outboards. It grew to be the biggest stock outboard marathon in each of several years, then ran into sponsorship difficulties and was allowed to drop some five years ago.

The 1958 version is to be sponsored by the New York "Daily Mirror." With most of those enthusiasts who used to labor to make this show "click" now unavailable, we wonder who is going to have the know-how and drive to take over.

► There have been whispers that the highly successful *Hawaii Kai* would be bought by Seattle's Bill Boeing, Jr. Our best information on this score is that no such deal is seriously contemplated.

ONLY SKILLED HANDS CAN SHAPE SUCH

Wonders from Wood!

the 18' Vacationer

Expect this hull to perform like a flashy runabout—even under adverse conditions! Expect her to respond gracefully with single or dual installations! Expect her to give you all the family security normally found only in much larger hulls—and you'll never be disappointed! Here's the boat the whole family can enjoy because she's BIG and beautiful from her gracefully flared bow to her spacious rear cockpit.

Name your fun from water skiing and cruising to slow trolling . . . the 18' Deluxe Vacationer is a full utility boat carefully designed, superbly constructed—like all hulls from America's Foremost Name in Clinkerbuilt Outboards!

Cruisers, INC.
OCONTO, WISCONSIN

LEEK

Pacemaker

SEA SKIFF

by LEEK

29 and 33 Cruiser and Express

Featuring the best in design, material and construction. Reserved for those who plan ahead. All models sleep four.

29' prices from $8,100.00

33' prices from $10,250.00

Standard equipment includes:

[illegible]	Automatic bilge	Formica counter
Crown with	pump	Stainless steel sink
hydraulic control	Instrument panel and	Fore cabin and
Monel gas and	pilot lights	pilot house lights
water tanks	Mufflers	Doors and windows
Monel ice box	Stainless steel propeller	screened
Bronze bolts and	guard	Stern flag pole
screws	Electric water system	and socket
Curved transom	Power water	Forward hatch
Spray rails	cushion	Nine stowage lockers
Special pilot seat	Four life jackets	Four drawers
Dish and glass rack	Four deck lights	Two fire extinguishers
12 volt electric system	100' anchor line	Four vents to bilge
Medicine cabinet	Danforth anchor	Also the famous
Step plates	Mahogany steering	Leek Bristhes with
Boarding ladder	wheel	colors selected
Electric wiper	Modern galley	by owner.

AUTHORIZED DEALERS FOR Pacemakers

Falmouth Marine Railways, Falmouth, Massachusetts
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Purcell Boat Yard, Brook, New York
Jones Marine Service, Hampton, Virginia
Columbia Marine Sales, Port Clinton, Ohio
Linwood Marine, Ft. Myers, Fla.
Cromwell Boat Works, West Point Pleasant, N. J.
Hamilton's Boat Yard, Toms River, New Jersey
Cousins Point Boat Yard, Cousins Point, New Jersey
Angel Marine and Supply, Wilmington, Delaware

C.P. LEEK & Sons Inc.

R.F.D. #2, LOWER BANK, EGG HARBOR CITY, NEW JERSEY

New 16' Whirlwind Deluxe by Molded Products

FOUR NEW WHIRLWIND MODELS

► Four new outboard runabouts will appear in the Whirlwind line for 1958. Of Wingo-Abramo design, they are the 12'6" Standard, 12'6" Deluxe, 16' Deluxe and 18' Deluxe. All have improved bow flare, increased depth and wider beam. With six-ply hulls and reinforced transoms, they are intended for the larger motors, the 16 and 18-footers being capable of handling up to 75 hp.

Other changes in the Whirlwind line include flared bow, wider beam and greater depth for the 1433 Standard, panoramic windshield, two-color hull and foam rubber upholstery for the 1443 Deluxe.

The complete line consists of 17 models ranging from the 18' Deluxe to the 12' Fisherman.

MOLDED PRODUCTS, INC., Cockeysville, Maryland

Switzer's new Lightning Combo 15 as a ski boat

SWITZER'S NEW LIGHTNING COMBO

► Switzer-Craft expects its new 15' Lightning Combo to be one of its sales leaders in 1958. She is described as three distinct models wrapped up in one hull, which can be rearranged in a jiffy as a professional ski boat, a fishing boat or plain pleasure craft. Ski items include boarding ladder and towing mast. Upholstered seats can be reversed or removed to suit the sport of the day. Improved strength has been engineered into the ¾" plywood bottom, and there is ample locker space and a self-draining transom structure. This 13-footer sells just under $900; a 16' version for $100 more.

Other Switzers for 1958 include Lightning, Fleetwood, Shooting Star and other models, 14' to 18'.

SWITZER CRAFT, INC., Crystal Lake, Ill.

NEW ALUMINUM POLAR KRAFT

► Two new boats, the Ski-King 16 and Ski King 14, have been added to its established line of 18 other aluminum outboard boats by Polar Kraft. The 16 is 15'6" o.a., 5'2" beam, 30" midships depth, while the 14 is 13'6" o.a. with other specifications the same as in the 16. Either is recommended for up to 60 hp and 15" or 20" height transoms are optional. Heavy gauge aluminum is used in the construction of all Polar Kraft, and the new boats have Styrofoam-filled seats for extra buoyancy. Prices on the new boats are $675 for the Model 14 and $750 for the Model 14 Ski-Kings.

POLAR KRAFT MFG CO., 1937 No. Watkins, Memphis, Tenn.

more than ever...

Come to

GUN AND EQUIPMENT HEADQUARTERS FOR YOUNG SHOOTERS

at 114 Arcade—
Lobby of 200 Fifth Avenue Building

new!
SUPER SMOKE RIFLES

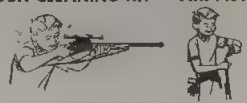
new!
HOLSTER and CANTEEN SETS

IT'S A
DAISY

new!
GUNS of the WEST OUTFITS

new!
COWBOY CANTEENS

new!
AIR RIFLES • BB SHOT
GUN CLEANING KIT • AIR PISTOL



Daisy pop guns, guns in fast, super smoke rifles, holster sets, canteens, Guns of the West outfits Commended by Parents Magazine

See the big new Daisy Line at the Toy Fair or write for price lists, catalog sheets.

SINCE 1888

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

DAISY MANUFACTURING COMPANY
PLYMOUTH, MICHIGAN, U.S.A. 200 Fifth Avenue, New York City

America's Headquarters for Juvenile Guns and Equipment

4 GENERATIONS *of leading dealers*

have relied on **Schoenhut** *for the*

3 "P's" OF PROFIT!

In the Toy Piano field the name SCHOENHUT has been synonymous with dealer profit wherever it it has been featured. No other line combines — in such emphatic degree — the three prime elements of PROFITS!

PRODUCT

Incomparably painstaking craftsmanship teams with know-how and the finest materials to achieve famous SCHOENHUT quality.

PRESTIGE

Feature the line that has delivered consumer goodwill for more than three-quarters of a century . . . the symbol of excellence in the world of children and music.

PRICE

Our vast facilities and continuing know-how bring you the Schoenhut line at competitive prices. Ask for our catalog and price list.

We invite you

to make your trip to the Toy Fair Complete by including a visit to our

NEWLY REDECORATED NEW YORK SHOWROOM

at 200 Fifth Ave. (room 315). See and hear the complete Schoenhut line of TOY PIANOS . . . *including many new models.*

Schoenhut

D. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA.
MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

Come to

GUN AND EQUIPMENT HEADQUARTERS FOR YOUNG SHOOTERS

at 114 Arcade
Lobby of 200 Fifth Avenue Building

new!
SUPER SMOKE RIFLES

DAISY

new!
HOLSTER and CANTEEN SETS

new!
GUNS of the WEST OUTFITS

new!
COWBOY CANTEENS

new!
AIR RIFLES • BB SHOT
GUN CLEANING KIT • AIR PISTOL

Daisy pop guns, pump rifles, super smoke rifles, holsters and belts, canteens. Guns of the West outfits. Commended by Parents Magazine

See the big new Daisy Line at the Toy Fair or write for price lists, catalog sheets.

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DAISY MANUFACTURING COMPANY
PLYMOUTH, MICHIGAN, U. S. A. — 200 Fifth Avenue, New York City

America's Headquarters for Juvenile Guns and Equipment

Air Pistols

MARKSMAN AIR PISTOL & HOLSTER SET. Fires .177 caliber BB's, darts and pellets all from one barrel! Packs lots of power, amazing accuracy . . . looks and feels just like a .45 service automatic. Sturdy metal construction gives it the weight of a real gun . . . 1½ pounds. Big, man-size grip helps you handle and aim. Gunmetal black finish. Set includes holster, supply of ammunition, targets and instruction booklet. Great gift for a youngster or beginner! (For extra BB ammunition, order catalog number 29-6871 A335 listed with Daisy Air Rifles described at right.)
29-6848 A310 Marksman Set **$8.45**

CROSMAN M130 PELLGUN—.22 Cal. Air Pistol. Like a real pistol, but much safer. Fires without recoil or noise, great for women and youngsters, too—yet packed with power, a real straight shooter. Simple valve principle supplies power; valves cannot leak air. Three to five strokes are adequate for average shoot—you control power by number of strokes you use. Hammerless, positive direct trigger action means sure-fire shooting. Enclosed loading chamber. Positive cross lock safety. Blued steel finish. Shoots low cost Super Pells. 11¾" overall.
29-6963 A973 Weighs 1 lb. 12 oz. **$13.95**

CROSMAN M 150K CO_2—.22 Caliber Pistol Set. A dandy gun for indoors—no noise, no smoke. Lots of fun outdoors—it's accurate enough to go after small game and yard pests, marvelous fun for target practice. Single shot, bolt action. Cross-lock safety. Black front, adjustable rear sights. Complete set includes: Crosman .22 caliber pistol, bell-ringing target, target insert, 3 disposable pocket size CO_2 cylinders, can of Super Pells and carrying case. Makes a terrific Christmas gift or a wonderful birthday surprise.
29-6954 A1395 Crosman Pistol Set. **$19.95**

Daisy and Crosman Air Rifles

E DAISY PUMP AIR GUN RIFLE . . . the all-time king of the air rifles, the right "first" gun to teach your youngster good gun habits. Pump action force-feeds BB's into "chamber". Handsome simulated gold-engraved jacket. Full oval stock. Adjustable rear peep sight for windage, elevation. Open front sight. 37" long. 3¾ lbs.
29-6862 A666 Daisy Pump Gun Air Rifle. **$9.95**

DAISY AIR RIFLEMAN SET. Daisy Pump Gun Air Rifle, new Daisy wall-table metal Rifle Rack with handy shelf, Daisy BB Gun Cleaning Kit.
29-6830 A866 Daisy Air Rifleman Set **$12.95**

F DAISY RED RYDER CARBINE Air Rifle. Looks, feels like real Western saddle gun—for Fred Harmon, famous cowboy-artist of Red Ryder comic strip helped design it. Checkered carbine type stock, fore piece; carbine bands on barrel engraved with Western Indian design, carbine ring, leather saddle thong. Lever action. Lightning load, holds over 850 BB's. Peep rear sight adjusts for windage, elevation. Open front sight. Red Ryder's name branded in stock. 35" long.
29-6889 A600 Red Ryder Carbine . . **$4.95**
29-6871 A335 Daisy Bull's Eye BB shot, (Case of 12, 500 BB's) **$6.00**

G DAISY EAGLE AIR RIFLE with Bull's Eye Scope. At last . . . a "big game" air rifle for youngsters! Has a real 4-lens, 2-power scope mounted on top of the famous Daisy Eagle Air Rifle. Topgrain leather sling adjusts for "target" or "offhand" shooting. Lightning loader, carbine type lever action. Extra long "spotting" rifle forepiece. 37 inches long. A great gift—for young hunters and sharpshooters!
29-6897 A933 Air Rifle, Scope, and 2 packs of BB's **$13.95**
29-6855 A332 Bull's Eye Scope. 4-lens, 2 power, fits all BB guns. **$4.98**

H CROSMAN MODEL 160 CO_2.22 Caliber Rifle . . . amazingly like a real rifle, but so much safer! Carbon dioxide (CO_2) cartridge fires Super Pell pellet hard enough to take pests and small game. Rifle barrel guarantees rifle-like accuracy. Single shot, smooth, bolt action. Thumb operated safety automatically moves to "on" position when breech is opened. Blade front sight on matted ramp. Adjustable rear sight. 22½" barrel. Blued finish. 39½" long, weighs 4 lbs.
29-6939 A1745 Crosman Model 160. . . . . **$24.95**
Powerlets. CO_2 cartridges for rifles, pistols.
29-6947 A480 Case of 6 boxes (6 per box).. **$6.90**

K CROSMAN MODEL 140K.22 Cal. Air Rifle Set. Provides lots of low cost fun for the whole family—costs less than half a cent a shot! Everybody can learn to be a "sharpshooter" safely, easily. Single shot bolt action rifle has "V" rear, fixed front sights. 35" long. Precision rifled all steel barrel. Positive push type cross lock safety. Set includes rifle, bell-ringing target, 100 target inserts, carton of .22 Super Pells, game book. Why not give it as an extra-special gift on the very next birthday or gift-giving "occasion"?
29-6921 A1835 Crosman 140K Rifle Set **$21.95**

L CROSMAN SERIES 180.22 PELLGUN. Like a real rifle, but so much safer! CO_2 cartridge fires Super Pell pellet hard enough to take pests and small game. Rifle-like accuracy with no pumping, the finest "power without powder" gun ever developed. One quick-change, gas-powered Super Pell provides about 40 shots. Great for women and young shooters, excellent for training beginners. No recoil, no smoke—very low cost per shot! Bolt action. Positive safety. 18" barrel.
29-6780 A1185 34" long. Wt. 4 lbs. **$16.95**
29-6970 A285 Box of 1000 Crosman .22 cal. Super Pells. For all pellet guns. **$4.30**

Stock the DAISYS to be FEATURED in MILLIONS OF CHRISTMAS CONSUMER TOY CATALOGS!

Here's your guide to more Fall and Christmas sales! Stock the harmless Daisy Toys selected by and featured in America's Promotional Toy Books—listed at right. Millions of Catalogs illustrating and describing these models will be distributed—each family in your own trade area will receive one. Ask your Distributor or write Daisy direct for Price List of harmless Daisy Toys—competitively priced and nationally advertised!

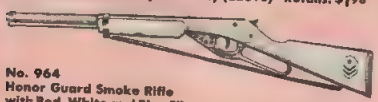
CATALOG NAME	DAISY MODELS
TOY GUIDANCE COUNCIL PRESTIGE TOY PROGRAM	1965, 964
BILLY & RUTH	1965, 964, 1935, 2562
MARCH OF TOYS	1965, 1160
SANTA'S PLAYTHINGS	964, 1935, 1968, 2731, 1731, 960
SANTA'S WONDERLAND	1965, 964, 1935, 2562
TOY FUN	1965, 964, 2508, 2731
OAKES TOY PROGRAM	1965, 2562, 1160, 1800
CONSUMER TOY CATALOG	1965, 964, 1160
CHRISTMASTIME TOYS	964, 1935, 950, 2514, 2520
TOY GUIDE BOOK	1965, 1968, 2562, 2533
TOY YEAR BOOK	1965, 964, 1160, 1800, 960
TOY HITS	1965, 964, 1160, 1800
WHIPPLE and KELLY	1965, 2562, 1160

No. 1965 Frontier Scouting Kit—Retails: $9.95

No. 1160 Scope Smoke Rifle only (above)—Retails: $4.98

No. 1935 TV-Guns of the West Outfit—Retails: $3.98

No. 47 Take-Down Cap Rifle only (above)—Retails: $1.98



No. 964
Honor Guard Smoke Rifle
with Red, White and Blue Sling—Retails: $4.98

Model No.	Model Name	Retails
1965	Frontier Scouting Kit	$9.95
964	Honor Guard Super Smoke Rifle	4.98
2562	Double Holster, Canteen, Compass	7.95
1935	TV-Guns of the West Shootin' Set	3.98
1160	Smoke Rifle, Magnifying Scope	4.98
960	Automatic Smoke Rifle, Sling	3.98
2533	Double Holster Set	6.95
1968	Official Zorro Shootin' Outfit	5.95
2731	Zorro Double Holster Set; Cuffs	4.98
2520	Double Holster Set	3.98
2514	Double Holster Set	2.98
1731	Zorro Single Holster Set; Cuffs	2.98
2508	Double Holster Set; 4" Canteen	1.98
950	31" Double Barrel Cork Shotgun	1.98
1800	6" Pint Canteen—unbreakable	.98

TWO TOY NAMES PARENTS KNOW AND TRUST:

These TRADEMARKS Printed On EACH DAISY TOY CARTON

DAISY

COMMENDED PARENTS' MAGAZINE

Prices slightly higher West Coast, Higher Canada

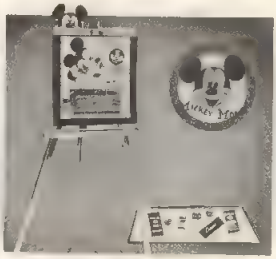
No. 2562
Double Holster Set with Canteen and Compass—Retails: $7.95

DAISY MANUFACTURING COMPANY, ROGERS, ARKANSAS, U.S.A.

"Know your United States" PUZZLE MAP

Colorful, plastic inlaid map of the United States, sturdily constructed for years of educational play. Children learn not only the location of states, but capitols, flags, and principal products by means of plastic tabs inserted into position. Large size: 19-1/4" by 12-1/2". A wonderful gift.

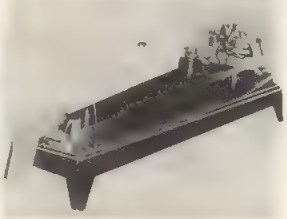
36013 B200 Tried-and-true favorite **$3.00**



MICKEY MOUSE CLUB ARTIST EASEL

Wonderful for the child who likes to draw, and what child doesn't? Easel backboard is actually a blackboard, and it has a sturdy plywood clamp for holding drawing pad. It's mounted on a sturdy wooden tripod, and is complete with handy chalk tray. Poster paints, crayons, chalk, eraser, etc. are included.

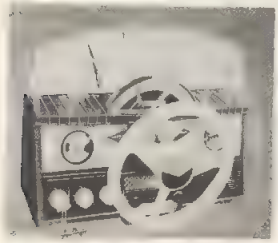
36008 B279 Mailable. Wt, 3½ lbs.. **$3.98**



JUNGLE SHOOTING GALLERY

Fascinating, all plastic shooting gallery with 4 climbing monkeys; witch doctor; 4 sitting ducks; 4 bull's eyes. The ammunition is water shot from a powerful swivel mounted water gun with automatic, self-feeding water supply. Fully covered with a leak-proof clear plastic dome.

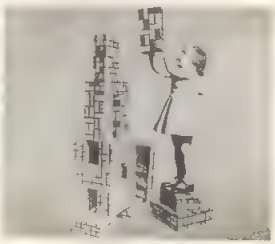
36234 B199 17½ inches long.....**$2.98**



FIREBIRD AUTO DASHBOARD by Remco

Allows Junior to do everything his driver Dad does. Turn key to switch on ignition; knob operates motorized windshield wiper; moving steering wheel right or left makes directional signal blink; blow real auto horn; watch the speedometer go fast or slow. Operates on 2 flashlight batteries (not included).

36057 B530 Auto dashboard 13x7x10" **$8.00**



GIANT SIZE BLOCKBUSTERS

A Ding Dong School item. Children want big blocks and educators recommend them. Set of 12 blocks, each 10x5x3", beautifully printed on heavy carton stock. Sturdily reinforced to withstand 200 pounds. Packed flat, quickly assembled. Construct a variety of items - entertain child while developing ingenuity.

36226 C397 Blockbuster set.....**$5.98**

GIANT TRAIN - 6 FEET LONG

The biggest train for the little fellows. Diesel type locomotive and four cars made of heavy carton stock, beautifully lithographed in colors. Sturdily reinforced to withstand the rough usage a youngster will give it. Large station, labeled "Biggest Train" included. Outstanding play value.

36235 B267 Giant Train set.....**$3.98**

DANCING DAN

New and different battery powered action toy. Controlled by the unusual "Mystery Mike", it enthralls and mystifies the kids. Just sing or hum a tune into the microphone, Dancing Dan will tap dance to the rhythm of your tune. Or play a record and he will dance to that. Stops and starts, as you desire, automatically.

36233 B467 Ht. 15". Batt. not incl... **$6.95**

BLOCKBUSTER TEPEE - No Stakes or Ropes

Authentic Blackfoot design by Chief Green Rainbow with the story of the Magic power of the decorations. Desired by children, recommended by educators. Made of lasting, heavy carton stock, quickly and easily assembled. Size: 54" wide at base, 56" high. Wonderful playroom toy!

36236 C397 Indian Tepee..... **$5.98**

STRUCTO AUTO TRANSPORT - With Cars

Scale model auto transport is 5 toys in one for auto-happy youngster! Chrome plated aluminum cab; yellow enameled steel trailer; two die-cast metal autos; die-cast pick up truck, green enameled metal ramp extends at rear. 4 oversize tires on cab, 6 on trailer. 22" long, 4½" wide, 6½" high. Loads of fun!

36221 B397 Transport. Sh. Wt. 6#....**$5.95**

It Always Pays to Pick a DAZEY

Beautiful Practical Kitchen Aids

Canaramic

The Most Beautiful Line of Can Openers Made

Dazey Canaramics tell a selling story at a glance. Modern futuristic design, eye-catching colors, work easy features. Super-honed cutting wheel cuts clean, leaves a safety edge rim. Powerful magnetic lid lifter holds cut lid securely.

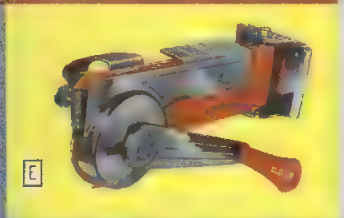
Packed 12 to carton, shipping weight 23 lbs

A Solid color, red, yellow, pink, turquoise or white enamel finish
2H24X463 List $6.95.
Specify Color

B Red, yellow, pink, turquoise or white enamel finish with chrome trim.
2H25X530 List $7.95.
Specify Color.

C All chrome finish
2H135X597 List $8.95

D Red, yellow, pink, turquoise or white enamel finish with copper trim.
2H26X597 List $8.95.
Specify Color.



DAZEY CAN OPENER 66 SERIES
"EASY-OFF" WASHABLE WHEEL

Here's the famous Dazey Super Senior with a sensational bonus feature! Super honed cutting wheel slips off guide slot in seconds flat for easy cleaning. It's smart looking too, in red, yellow or white baked enamel with chrome trim.

E 2H22X330 Specify Color List $4.95.

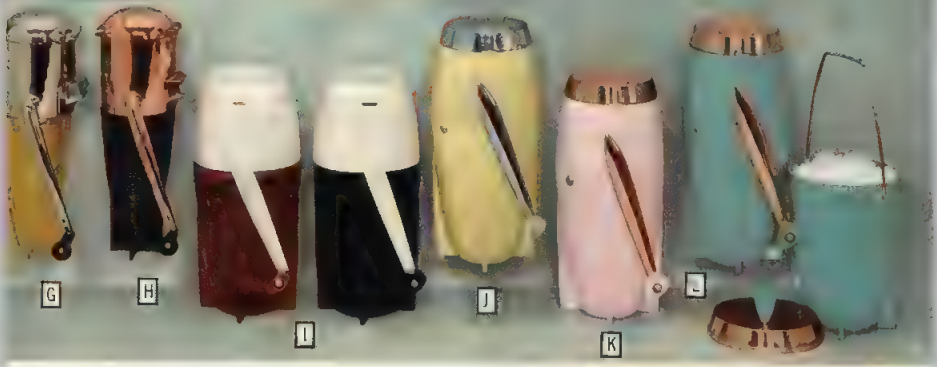
DAZEY TABLE TOPPER CAN OPENER

Specially designed for kitchens with limited wall space. Large rubber vacuum cup mounts to any non porous horizontal surface. Adjustable easily set up. Available in yellow or white enamel with chrome trim.

F 2H28X597 Specify Color List $8.95

DAZEY

NEW! Iceramic Wall and Table Ice Crushers



Choice of portable table top model, wall models and table-wall combinations . . . in enamel, chrome or copper tops with plastic ice cups. Handiest, easiest way to crush ice for beverages, sea food, salads. Adjustable for coarse or fine ice. Iceramic models with jumbo ice cup.

White enamel body, red or yellow ice cup — Pink or turquoise body, black ice cup.
3H10X663 Specify Color. (Not shown.) List $9.95.

G Chrome body, yellow ice cup.
3H11X797 Specify Color. List $11.95.

H Copper body, black ice cup.
3H25X930 List $13.95

I White enamel body, red or black ice cup.
3H26X730 Specify Color. List $10.95.

J Combination Wall and Table Model, yellow, pink or turquoise body and ice cup, chrome trim (handle and lid).
3H27X863 Specify Color. List $12.95.

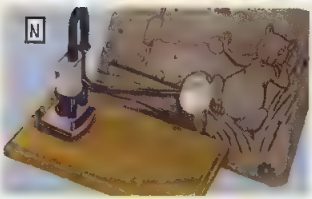
K Combination Wall and Table Model, yellow, pink or turquoise body and ice cup, copper trim (handle and lid).
3H28X930 Specify Color. List $13.95.

L Same as No. 172 series except with extra ice bucket in matching colors — copper trim.
3H29X1130 Specify Color. List $16.95.

DAZEY COCKTAIL HOUR

Gift package of Dazey Triple Ice Crusher and special chrome shaker top with built-in strainer. Shaker top fits ice cup. White enamel body with a choice of red, yellow, green or black plastic cup and matching trim.

M 3H31X863 List $12.95.



DAZEY CRACKIT SET

Set consists of Dazey Crackit and special hard wood mounting board in attractive gift box. Easy to assemble. Gets the nut kernels out whole.

N 3H30X463 List $6.95.

DAZEY SHARPITS

Keep knives and scissors professionally sharp, always like new. Single or twin sharpening wheels hone and sharpen cutlery to razor-like edge. Dazite or white enamel finish.

O 3H32X263 Single. Dazite. List $3.95.
3H33X330 Single. White. List 4.95.
P 3H34X330 Twin. Dazite. List 4.95.
3H35X397 Twin. White. List 5.95.

DAZEY PENCIL SHARPENERS

Sharpens pencils easily, quickly. Long life rotary cutters. Die cast metal body. Complete units removes from wall for emptying. Colorful Tenite cup in red, yellow or black.

Q 2A25X263 Specify Color. List $3.95.

THE DAZEY CORPORATION
ST. LOUIS 7, MISSOURI

4048 750M 6-57 Printed in U.S.A.

Beautiful, Decorated MELMAC

... lovely patterns are actually molded in ... won't fade or scratch, ever! And guaranteed against breakage!

FLYTE

by Branchell

A stunning new pattern that captures the flowing grace of bright wings in motion creates a striking rhythmic design that sends your spirits soaring. Perfectly delightful the stylized flame pink, turquoise and charcoal gray birds that sweep across the mottled white "sky" in a blaze of brilliance.

Definitely for gala mealtimes, but practical enough for daily duty . . . Flyte is molded Melmac, guaranteed against breakage. Plates, saucers, platters are decorated. Solid Turquoise cups, bowls, sugar and creamer.

16-pc. Set. 4 each: decorated plates, bread-and-butters, saucers; Turquoise cups
70-5251 B1365 16-pc. Set (for 4) **$19.95**

45-pc. Set. 8 each: decorated plates, bread-and-butters, saucers, and one platter. 8 each: Turquoise cups, cereal soups, 1 each: covered sugar, creamer, 10" vegetable bowl
70-5269 B3335 45-pc. Set (for 8) **$49.95**

5-pc. Table Service. 12¾" decorated platter, Turquoise covered sugar, creamer, veg. bowl
70-5277 8875 5-pc. Table Service **$12.95**

SCANDIA

by Boonton Patrician

Enchantment in form, color and design! A garland of free-form blossoms, splashed with gay color, fairly dances around the border of the modern, coupe shaped plates. Fresh as springtime . . . their delicate pink, turquoise, yellow and gray colorings are especially charming on the white-as-snow background. Plain white cups, bon-bon pink saucers and accessory pieces contrast pleasantly.

Molded of Melmac . . . Scandia looks like fine china. But what a difference! This lovely dinnerware is guaranteed against breakage.

16-pc. Set. 4 each: decorated 10" plates, white cups, pink saucers, pink fruit dishes
70-5145 B1400 16-pc. Set (for 4) **$19.95**

45-pc. Set. 8 each: decorated dinner plates, bread and butters, white cups, pink saucers, cereal/soups. 1 each: pink vegetable bowl, covered sugar, creamer, white platter
70-5152 B4500 45-pc. Set (for 8) **$64.95**

5-pc. Table Service. Bon-bon: Pink platter, vegetable bowl, covered sugar, creamer
70-5160 8825 5-pc. Table Service **$11.85**

TROPICIGANA

by Brookpark

Refreshing as a South Seas breeze! Tropicana takes its design and its colorings too, from the Tropics . . . brings a special kind of carefree beauty to every table it graces. Square white plates and saucers form the background for exotic tropical bouquets that fairly burst into bloom . . . in subdued shades of tangerine and beige, stroked with charcoal black. Cups and accessory pieces are square shaped . . . and dramatically effective in solid tangerine.

Lovely, practical . . . Tropicana is molded Melmac, guaranteed against breakage!

16-pc. Set. 4 each: decorated 10" plates, saucers, tangerine cups and fruit dishes
70-5178 B1540 16-pc. Set (for 4) **$21.95**

45-pc. Set. 8 each: decorated 10" dinner plates, bread-and-butters, saucers, tangerine cups, cereal, soups. 1 each: tangerine platter, vegetable bowl, covered sugar and creamer
70-5186 B5550 45-pc. Set (for 8) **$79.95**

6-pc. Table Service. Platter, 2 vegetable bowls, covered sugar, creamer in solid tangerine
70-5194 B1335 6-pc. Table Service **$19.95**

BOONTONWARE . . . dinnerware of Melmac plastic. It's lovely to look at (new "gourmet" colors of Turquoisette, Bon-Bon Pink, Smokey Charcoal and Butter Yellow) . . . easy to live with (defies breakage . . . and fashion-right (even for fussiest company dinners. Satin smooth finish and colors are molded in to stay!

Choose classic Deluxe (E) or square-in-the circle shape Belle (F) 1-yr. guarantee against breakage. Table service matches either pattern. Contents of 16-pc. sets and 5-pc. Service set on page 536

(E) **70-5004 B1120** Deluxe 16-pc. Rainbow Boontonware Set **$15.95**
(F) **70-5046 B975** Belle 16-pc. Rainbow Boontonware Set **13.95**
45-pc. Set. 8 each (2 in each color shown): 10" dinner plates, 7" dessert plates, soup-salad bowls, cups, saucers; 1 each: Charcoal creamer and covered sugar, Pink vegetable dish, Turquoisette platter
(E) **70-5319 B3850** Deluxe 45-pc. Boontonware Set **$54.95**
(F) **70-5327 B3495** Belle 45-pc. Boontonware Set **49.95**
(G) **70-5079 B825** 5-pc. Rainbow Service Set (colors shown) **11.85**

FLOURISH . . Melamine by Texas-Ware. Elegance in a gay mood! Rhythmic swirls of turquoise and a sprinkling of gay confetti dots dramatize white plates, saucers, platter. Turquoise cups and bowls lined with white, solid turquoise sugar, creamer. Guaranteed 2 years!
70-5087 B1395 16-pc. 4 each, plates, salads, cups, saucers **$19.95**
70-5095 B4200 45-pc. Set. 8 each, dinner plates, salads, cups, saucers, cereal soups, 1 platter, 1 veg. dish, 1 sugar, 1 creamer **$59.95**
70-5103 B825 5-pc. Table Service. See pg. 536 for contents **11.80**

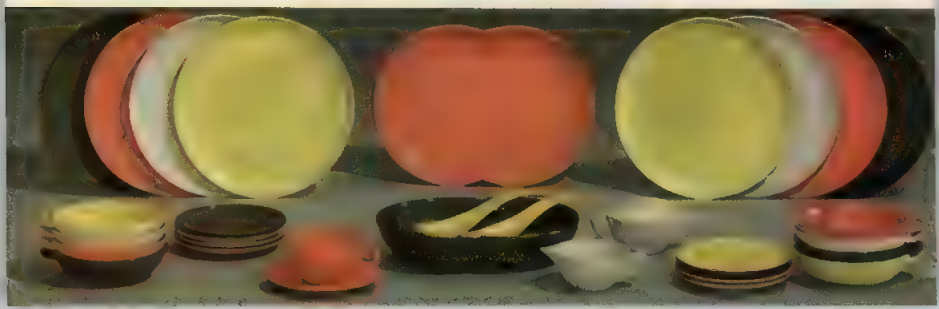
Irresistibly beautiful . . . in new shapes, new patterns, new colors. Lovely enough for "special" dinners, yet so practical, you'll use it every day. Guaranteed against chipping, breaking, cracking . . . safe in an automatic dishwasher or in a child's hands.

COLOR-FLYTE . . Melmac in carousel colors. Debonair dinnerware that makes every meal an event! Combines fresh colors and simplicity of design with miraculous toughness . . . won't chip, crack, break.

47-pc. set includes 8 each (2 in each color shown): 10" plates, cups, saucers, bread-butter plates, cereals; 1 each: creamer, covered sugar bowl, 10" bowl, spoon, fork and 12½" platter.
70-5228 B3335 47-pc. Rainbow Set (service for 8). . . **$49.95**
70-5210 B1065 16-pc. Rainbow Set. Contents on page 536 **15.95**

COLOR-FLYTE 5-PC TABLE SERVICE Beautiful, amazingly durable Color-Flyte serving pieces . . . guaranteed against breakage for one full year. You'll always have a complete set! Its softly-mottled undertone contrasts superbly with the festive colors . . . neat, modern shapes reflect such good taste.

5-pc. service: 14" Mist Gray platter, 10" Glow Copper divided vegetable bowl, Glade Green creamer and covered sugar bowl.
70-5236 B865 5-pc. Table Service **$12.95**



BROOKPARK MODERN [illegible] tastes of stoneware [illegible] pieces in 3 pleasing Stoneglo shapes

45-pc. Set 8 each 10" yellow plates for pizzas, meat entrées, 1 each 6" oval soups, tangerine cups, blue saucers. 1 each 10" yellow platter, 10" oval divided vegetable dish, tangerine sugar, turquoise creamer

70-5376 B3850 45-pc. Set, serves 8 for [illegible] **$54.95**

70-5384 B1190 16-pc. Set 4 each 10" yellow dinner plates, turquoise fruits, tangerine cups, black saucers **$16.95**

BROOKPARK MODERN CONTINUATION and TABLE SERVICE SETS decorative extra pieces to round out your set. Guaranteed against breakage and stoneglo[illegible], you'll set them with other dinnerware too.

70-5137 B1165 5-pc. Table Service Consists of 10½" yellow platter, 1 each 6" oval yellow vegetable bowl, tangerine cover, sugar bowl, turquoise creamer **$17.50**

70-5129 B990 8-pc. Continuation Set, 4 each turquoise salads, Black cereal soups **$14.20**

BROOKPARK MODERN in Pink and Black! Your favorite ware for just so many years, yet serve for special occasions. Brookpark Modern was meant for you. Trust its grand assurance of bright beauty, its guarantee against breakage, even wear, the comfort in handling.

70-5392 B1190 16-pc. Set 4 each [illegible] as shown, 10" dinner plates, fruit dishes, cups and saucers **$16.95**

70-5400 B1165 6-pc. Table Service, 2 vegetable dishes of pink, 1 black, pink platter, black creamer and covered sugar **$17.50**

FANTASY [illegible] by Jeannette Glass. A Brookpark [illegible] of separate sets of pattern in Turquoise, Blue and Black molded in white. Made of Hastalite, one of finest dinnerware [illegible]

70-5418 B1325 16-pc. Set 4 each decorated dinner plates and saucers, solid Turquoise cups and mugs **$18.95**

70-5426 B1190 8-pc. 4 salads, 4 Turquoise cereal soups **17 00**

70-5442 B1045 5-pc. Large Serving [illegible] platter, Turquoise vegetable dish, creamer, white vegetable dish sugar bowl **$15.65**

RIO VISTA, by Texas-Ware [illegible] means lots of wonderful things. There's its moderate price [illegible] then it's molded of Melmac and guaranteed for two years against breakage and last, but not least, its scallop edged coupe shape and exciting colors.

45-pc. Rainbow Set of Rio Vista, 8 each of 2 in each color shown, dinner plates, salads, cereal-soups, cups, saucers, 1 each as shown, platter, vegetable dish, creamer and cover, sugar bowl

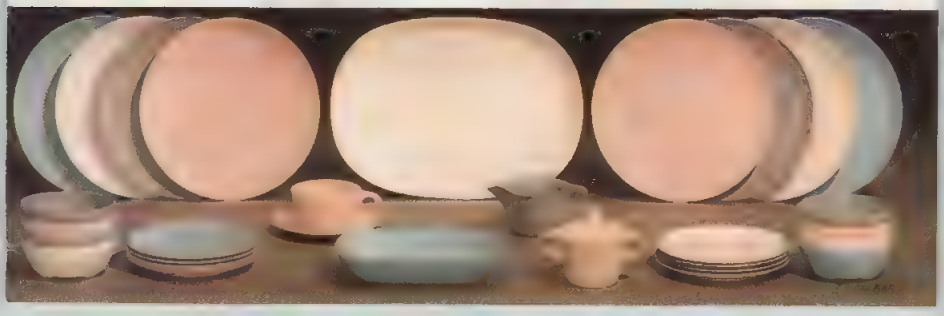
70-5459 B2175 45-pc. Rainbow Set **$29.95**

45-pc. Turquoise and White Rio Vista Set by Texas-Ware. 8 each Turquoise cups, salads, cereal-soups, 1 vegetable dish, 1 covered sugar, 8 each White dinner plates, saucers, 1 platter, 1 creamer

70-5467 B2175 45-pc. Turquoise and White Set **$29.95**

45-pc. Gray and Pink Rio Vista Set [illegible] by Texas-Ware. 8 each Gray cups, salads, cereal-soups, one vegetable dish, one covered sugar, 8 each Pink dinner plates, saucers, one platter, one creamer

70-5475 B2175 45-pc. Pink and Gray Set **$29.95**



PEBBLEFORD . . semi-porcelain in a delightful array of speckled colors to fill your mealtimes with a blithe, carefree mood. Now in the versatile 45-pc. Buffet Set that consists of 8 each, dinner plates, salads, cups, saucers (2 each in marble white, pink, turquoise, sunburst yellow . . turquoise covered sugar and creamer, yellow vegetable dish, pink salt and pepper, marble white chop plate . . . plus yellow covered casserole and pink coffee pot with warmer stands and candles
70-8776 C1750 45-pc. Buffet Set (service for 8 . . . . . **$24.95**

Pebbleford 20-pc. Set. 4 each: 10" dinner plates, cups, saucers, cereal-soups, bread-and-butter plates. 1 setting in each color shown
70-8750 B575 20-pc. Set. (service for 4) **$8.35**

Pebbleford 7-pc. Table Service. Includes 13½" marble white oval platter, sunburst yellow open vegetable dish, turquoise creamer and covered sugar bowl, pink salt and pepper shakers
70-8768 8490 Pebbleford Table Service **$6.95**

DESERT LILY . . . semi-porcelain in simple, modern shapes. Chartreuse and forest green, splashed with warm desert red and dark brown, make a lovely raised enameled lily pattern on ivory ground. Cups, bowls, sugar and creamer in solid chartreuse. Desert Lily presents such a friendly invitation to dine. Contents of sets on page 536.
70-8164 C930 23-pc. Set (service for 4) **$13.95**
70-8172 C1415 35-pc. Set (service for 6) **20.25**
70-8180 C2160 53-pc. Set (service for 8) **30.95**

AMERICAN PROVINCIAL . . . Pennsylvania Dutch pattern with a cheery point of view that's welcome any time, any place. You'll love the bright gaiety of the quaint, stylized figures and flowers in definite shades of red, black, deep blue and green (plus a dash of chartreuse) on white semi-porcelain. Contents of sets on page 536
70-8727 C1100 23-pc. Set (service for 4) **$16.50**
70-8735 C1675 35-pc. Set (service for 6) **25.00**
70-8743 C2565 53-pc. Set (service for 8) **37.95**

FROLIC . . a blithe spirited new pattern in highly glazed American semi-porcelain. Sets a gay scene that appeals to all with its black scroll and turquoise star-studded design centered on white ivory. A studied sprinkling of turquoise "diamonds" highlight its heavenly charm. Wonderfully adaptable! See contents of sets on page 536
70-8826 C815 23-pc. Set (service for 4) **$12.25**
70-8834 C1265 35-pc. Set (service for 6) **18.95**
70-8842 C1935 53-pc. Set (service for 8 . . . . . **28.95**

DAISY DANE . . . takes its color cue from a sunny day to brighten every mealtime. Dimensional brown and yellow daisy chains grace the pebble grained white plates, pastel sugar bowl lid. Solid-tone yellow cups, bowls, sugar and creamer add an extra bit of cheer. Ovenproof semi-porcelain with zircon-hardened glaze for germ-free protection
70-8008 C1000 35-pc. Set (for 6). Contents on pg. 536. . . **$14.95**
70-8016 C1450 53-pc. Set (for 8). Contents on pg. 536 . . **21.95**
70-8024 C3000 93-pc. Set (for 12). Contents on pg. 536. . **44.95**

CALIFORNIA IVY . . . by Poppy Trail. As modern as you wish . . . yet perfectly at ease with provincial settings. In colors straight from the garden . . . luscious sun-ripe green ivy leaves on warm brown vines rest on a background of pure white . . . give your table that "fresh-as-spring" feeling. Hand decorated, glazed semi-porcelain, oven-safe.

70-9006 C1150 16-pc. Set. Contents on page 536 . . . . . **$14.95**
70-9014 C810 8-pc. Set (4 each, salad plates, soups) **13.40**
70-9022 C993 7-pc. Table Service. Contents on page 536 **16.60**

PEACH BLOSSOM . . . by Poppy Trail of California. Created especially for you, the lover of the beautiful and unusual. Each Peach Blossom petal is realistically raised in "orchard-fresh" detail. Casual and functional, yet daintily at home with your best linens and silver. Fine semi-porcelain, the lovely design is hand decorated under glaze.

70-9923 C1325 16-pc. Set. Contents on page 536 . . . . . **$16.95**
70-9055 C867 8-pc. Set (4 each, salad plates, soups) **14.60**
70-9048 C1060 7-pc. Table Service. Contents on page 536 **17.70**

HOMESTEAD PROVINCIAL . . . by Poppy Trail. A touch of history in the modern mode! Quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. You'll like the interesting shapes . . . just like those made during the homestead era. Glazed semi-porcelain, oven-proof.

70-9097 C1150 16-pc. Set. Contents on page 536 . . . . . **$14.95**
70-9113 C980 8-pc. Set, 4 each: salad plates, soups **16.60**
70-9105 C1040 7-pc. Table Service. Contents on page 536 **17.40**

MELROSE . . . so beautifully done! Dramatic, graceful sprays of pure white roses with exquisite pink centers, delicately accented with crisp green leaves . . . on a snowy white background. Really stunning . . . whether you use it on a white cloth or set it against a gay color. Highly glazed American semi-porcelain, modern coupe shape.

70-8255 C1000 35-pc. Set (for 6). See contents on pg. 536 **$14.95**
70-8263 C1550 53-pc. Set (for 8). See contents on pg. 536 . **22.95**
70-8271 C2750 93-pc. Set (for 12). See contents on pg. 536 **41.50**

CAPRI . . . highly glazed American semi-porcelain. Set your table with enchantment . . . this striking new modern possesses all the delicacy and beauty its name implies! On the stark white background, rhythmic charcoal black lines tipped with soft camellia pink seem to symbolize an abstract bouquet caught in motion. Platinum edges. Modern coupe shape.

70-8107 C1395 35-pc. Set (for 6). See contents on pg. 536 **$20.95**
70-8115 C2196 53-pc. Set (for 8). See contents on pg. 536 **32.95**
70-8123 C3833 93-pc. Set (for 12). See contents on pg. 536 **57.50**

FESTIVAL . . . by Knowles. Lighthearted, gay . . . this delightful new pattern is the very essence of warm hospitality! Wheat shafts and leaves form a pinwheel of color . . . yellow, green, gray, brown on the white background spattered with yellow and brown. Glazed American semi-porcelain in modern coupe shape. Uniquely designed cups, sugar, creamer.

70-8073 C1796 35-pc. Set (for 6). See contents on pg. 536 **$26.95**
70-8081 C2663 53-pc. Set (for 8). See contents on pg. 536 **39.95**
70-8099 C4663 93-pc. Set (for 12). See contents on pg. 536 **69.95**

'58 Dodge Power Giants give you new style for jaunts to town . . . new power for heavy hauls!

Your first trip to town in a new Dodge *Power Giant* will give your spirits a wonderful lift.

People are bound to take notice, because Dodge is one truck that's really new for '58—from smart new styling to exciting new performance. Matter of fact, comparisons show that Dodge for 1958 leads the low-priced three *all four ways:*

1. Dodge leads in styling—with sculptured, flowing lines, dual headlights, richly chromed grilles —styling you can count on not to go *out* of style!

2. Dodge leads in V-8 power—in every single popular farm model. This reserve power gives you better performance, safer passing on the highway, plenty of extra *pull* when you need it!

3. Dodge leads in payload. Advanced engineering adds strength without weight, lets you haul up to ⅓ more—save trips, time, fuel!

4. Dodge leads in economy—low in price, low in operating cost. Exclusive Power-Dome V-8 design gives *full* power—and more miles per gallon —on money-saving *regular* gas!

Remember, it pays to compare before you buy a new truck. So, instead of habit-buying the same old make, be sure to take a few minutes to drive a new '58 Dodge *Power Giant*—and to get your dealer's special Dodge Truck 40th-anniversary deal. You'll be money ahead if you do!

DODGE *Power Giants*

28" MILLION DOLLAR COQUETTE. Shapely full formed, young lady with swivel body; rooted hair. Wearing high-heeled shoes and nylon stockings and fur trimmed Lame coat. Extra outfit included: ballerina outfit with tights and vinyl ballet slippers, two piece lounging pajamas; afternoon sun dress with stole and jacket, straw hat, sun glasses, earrings, pearl necklace and bracelet, bag; comb; mirror and brush. Ship. wt. 9 lbs.

4N61-1595 . . . . . .RETAIL **$25.00**

10" JACI DOLL. Head turns from side to side, moving eyes; rooted hair; dressed in bathing suit, sun bonnet, sun glasses and slippers. Extra outfit terry robe; two-toned dress, lace edged panties; plaid coat and matching hat; Ballerina outfit and skirt; ballerina stockings, ballerina slippers; all-vinyl walking shoes and socks. Ship. wt. 4 lbs.

4N60-665 . . . . . .RETAIL **$10.00**

"JANIE" SOFT DOLL. Attractive 22" soft doll. Arms and legs of plastic. Seams electronically welded for strength and smoothness. Plastic may be cleaned with damp cloth. Vinyl plastic face with painted features. Full golden yarn pony-tail wig, tied with ribbon bow. Dressed in plaid blouse, denim slacks, with front pockets. Ship. wt. 3 lbs.

4N20-195 . . . . . .RETAIL **$3.00**

DELUXE DOLL AND DOLL-E-LAYETTE. Features 11" all vinyl washable drink 'n wet doll. Set also contains pink doll-a 'overnight basket" with two handles and hinged lid, **size 13¾x10x5½";** 2 chux diapers, diaper pin, 2 unbreakable bottles with caps, nipples; rattle, bib; cup, funnel; spoon; bottle-brush. Ship. wt. 4 lbs.

4N19-255 . . . . . .RETAIL **$4.00**

22" COLORED DOLL. Soft, washable all-vinyl baby style doll. Rooted hair put up in pony-tail style. Moving eyes. Built-in voice makes crying sound when doll is squeezed. Dressed in nylon party dress. Ship. wt. 3 lbs.

4N63-395 . . . . . .RETAIL **$6.50**

ANGEL. Mel Casson's popular comic strip character comes to life in this doll. Soft, cuddly, lifelike vinyl completely washable. All clothes are made with buttons and buttonholes—easily removable. Dressed in bath towel with personalized "Angel" inscribed, scuffs on feet. School outfit included, consists of plaid gingham and white waffle pique combination dress, lace trimmed. Underwear, shoes, stockings and "Angel" personalized pocketbook. 13" doll and outfit complete. Ship. wt. 2 lbs.

4N65-265 . . . . . .RETAIL **$4.00**

12½" NUN DOLL. All plastic body, with moving eyes, head arms and legs. Can stand or sit without support—dressed in fine celanese taffeta, with heavy plastic head piece, and yoke. White soutache cord around waist, with silver colored crucifix attached **7x10x4"** gift box with acetate window. Ship. wt. 2 lbs.

4N67-190 . . . . . .RETAIL **$3.00**

11" PUG DOLL. Soft, lifelike vinyl doll, completely washable. Moving arms, legs and head. Painted features on face. All clothes are removable. Pug is dressed in satin boxing trunks with removable boxing gloves, shoes and stockings. Slack outfit consists of pants, plus gingham blouse, shoes and stockings. Ship. wt. 1 lb.

4N66-265 . . . . . .RETAIL **$4.00**

wardrobe dolls with complete outfits

8" "Ginger." Deluxe wooden wardrobe trunk, containing 8" "Ginger" walking doll with vinyl head, rooted hair, moving eyes. Dressed in panties, shoes and socks. Fireman's outfit with helmet, axe and badge. Dress and panties, pajama set, hat, 3 hangers, pair of shoes and socks, plastic pocketbook. Ship. wt. 3 lbs.

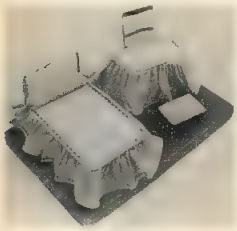
4N16-895 .. .. .. RETAIL **$12.50**

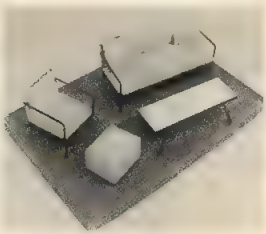
10½" "Miss Ginger." Large deluxe wooden wardrobe trunk containing 10½" Miss Ginger—all vinyl, fully jointed flexible doll with rooted hair, moving eyes, full slip, panties, earrings, high-heeled shoes, 4 dresses, 2 pr. extra panties, straw hat, 4 hangers, plastic pocketbook, pair of high-heeled shoes, pair of nylon hose and set of earrings. Ship. wt. 5 lbs.

4N15-895 ....RETAIL **$18.00**

8" "Ginger." Wardrobe trunk containing 8" Ginger walking doll with vinyl head, rooted hair, moving eyes. Dressed in panties, shoes and socks, a dress, raincoat, boots, 2 hangers and hat. Ship. wt. 2 lbs.

4N14-350.....RETAIL **$5.85**





dolly's furniture ensembles

GLAMOROUS BEDROOM FOR 8" to 11" DOLLS. The Hollywood bed is a doll's dream and is as luxurious as it looks. Complete with all the trimmings for any doll's comfort. Upholstered headboard, box mattress, bounced bedspread and pillow. Dressing table and accompanying stool have matching pastel colored vinyl ruffled skirts that are washable as well as non-toxic. Ship wt. 7 lbs.

4N17-395 .. . . RETAIL **$6.00**

"ARGO" MODEL BEDROOM. Perfectly scaled for 8" dolls. Amazing elegant tables and mirrors. Windows work, door opens, shutters decorate outside. 3 swell work bundles. 3-mirrored dresser, 4 drawer chest, 2 night tables, bed, bench, vanity set, 2 pair curtains and rod set, cotton loop carpeting, picture and frame, 2 wall sconces, battery-operated lamps, box spring mattress, walls, floor, roof, windows, shutters. Ship wt. 9 lbs.

5N25-1240..... ... .RETAIL **$19.00**

DOLL'S LIVING ROOM. Scaled for all 8" to 11" dolls. Wrought iron furniture. Four-piece living-room set is perfect for entertaining in the doll world. Sofa is built for comfort—has washable tufted pastel colored vinyl plastic upholstery. Chair comes with matching hassock. Coffee table has washable White top. Two pillows for sofa are included. Ship. wt. 3 lbs.

4N18-395 . ...RETAIL **$6.90**

LU ANN. 20" high-heel walking doll. A beautiful doll resembling in every detail the top fashion models. Made of virgin acetate with vinyl head and arms. Eyes and head move, knees bend. Hair is rooted into scalp. Doll is complete with nylon hose, high-heel shoes, ankle bracelet, and fabric dress. Ship. wt. 3 lbs.

4N64-485 . .. .RETAIL **$8.00**

"DANNY" and "DAISY" SOFT DOLLS. New 16" doll, soft, with refreshingly new freckled face made of lifelike vinyl that may be washed. Full yarn hair. May be played with in a variety of positions. Will sit up, kneel, take a bow—and assume an endless variety of lifelike positions. All clothes removable and launderable.

"Danny" Boy doll only.

4N21-195—Ship. wt. 2 lbs .....RETAIL **$3.00**

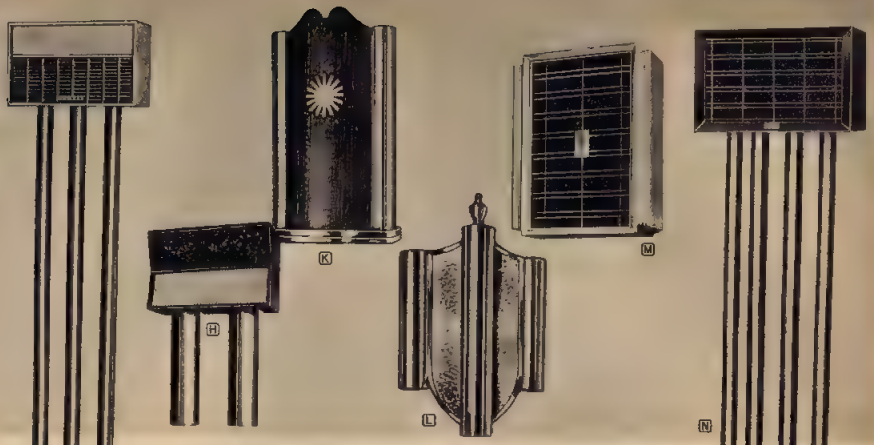
"Daisy" Girl doll. Same features as above. Pony-tail wig. Top quality dress material is launderable.

4N22-195—Ship. wt. 2 lbs.....RETAIL **$3.00**

TWINKY DINK. Battery-operated walking doll. Bright new star of C.B.S. television show. Electronic action. Operates on flashlight batteries (not included). No winding, push button and she walks without aid from anyone. Lifel.ke vinyl head with washable, rooted hair that can be combed and set. A full 20" doll dressed in attractive dress. Ship. wt. 5 lbs.

4N62-950.....RETAIL **$15.00**

HAGNS—47 Years of Dependable Service



Melodious NU-TONE Chimes

G **"CORNET"**. 3 satin brass tubes, 2 notes front door; 1 rear. 1 metal cover. 39¾" long Uses 16v transformer.
84-2625 C1102 Limed Oak.....**$16.95**
84-2443 C1102 Walnut finish **16.95**
84-2674 B192 16v Transformer.... **2.95**

H **"MAYFAIR"** . . . smart short tube style. 2 notes for front door, 1 note for rear. Walnut finish cover, gold-tone tubes. 7⅝x11⅝ x3". Uses 16v transformer (see G above).
84-2641 B582 UL Listed..... **$8.95**

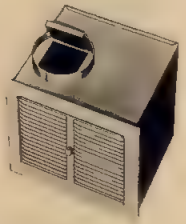
K **"SYMPHONIC"** . . . 8 or 4 chord tone chimes. Brass tubes. 2 chords rear door, 1 third door. 8x14x3¼". Transformer incl.
84-2617 B2402 Walnut finish ... **$36.95**
84-2435 B2402 Limed Oak.... **$36.95**

L **"MT. VERNON"** . . . Colonial design reproduced charmingly in hammered brass. Sounds 2 notes for front door; 1 for rear. 7x11¾". Traditional style, but with modern simplicity. Uses 16v transformer (see G).
84-2633 B777 Hammered Brass.....**$11.95**

M **"CHORD TONE"** . . . modern design with Desert Sand cover, gold-flecked grille cloth. Sounds 2 chords front door, 2 notes rear door. 7⅛x9x2⅜". Uses 16v transformer (G above).
84-2450 B842 "Chord Tone".....**$12.95**

N **"SUPREME"** . . . long brass tubes, limed oak covér. Sounds 8 or 4 notes front door; 2 notes rear door, 1 note third. Selector sound switch. 10x5x48½". Transformer included.
84-2468 C2997 "Supreme"..... **$49.95**

NU-TONE TWIN-BLOWER FAN
Install in ceiling or in cabinet above stove . . . watch kitchen smoke and grease vanish. You can cook in cool, odorless comfort! Grille pulls down away from ceiling -can be taken apart without tools, for cleaning. Moves 400 cu. ft. free-flowing air per minute. Housing, 8x8x14"; chrome grille 9¾x5⅝". AC.
84-2724 C2469 Ceil. Fan..**$37.50**



NU-TONE BATHROOM FAN
Banishes bathroom steam and odors. Has high static pull required for efficient ventilation. Waterproof motor sheds moisture. Ceiling exhaust handles all bathrooms, either "inside plan" or "outside wall". Easy installation, adj. mounting bracket. 4" standard duct Housing, 7⅛x6¾x8", chrome grille, 7⅝x9¾". AC.
84-0678 C1715 Bath Fan..**$25.95**

OUTSIDE WALL EXHAUST FANS
Kitchen heat and cooking odors are whisked away by these Nu-Tone built-ins. Both powerful enough to move air from even biggest rooms! Chrome grille, pull-chain. Housing (3¼" deep) fits all 2x4 construction. 8" fan: 600 CFM; 10" fan: 1100 CFM Instructions included. AC.
84-2682 C1847 8" Fan. .**$27.95**
84-2690 C2389 10" Fan.. **36.25**

COPPER OR CHROME FANS
Nu-Tone fans for ceiling or inside wall installation. They keep kitchens clean and cool, chase cooking odors out. 2 sizes: use 8" fan (700 CFM) in small room; 10" fan (900 CFM) in big room. Housings 3¼" deep, fit all 2x4 construction. Specify Copper or Chrome grille. AC.
84-2708 C1835 8" Fan...**$27.95**
84-2716 C2439 10" Fan.. **36.95**

DORMEYER

Shredder, slicer attachment is an established $15.00 value alone! Wonderful help in making salads, casseroles, etc.

Grinder— for hamburger, stuffings, minces, etc.

DORMEYER Silver Star

With Grinder, Shredder, Slicer Attachments

The most complete mixer you can own…it grinds…it shreds …it slices. Gleaming chrome mixer head and base, two sparkling stainless steel mixing bowls. Shredder, slicer, grinder attachments fit directly into the power drive—no clumsy adapters—and no extra charge for attachments! Ten full power mixing speeds. Automatic beater release. Magic-Mix arm, and automatic bowl size indicator. Fully guaranteed.

SPECIFICATIONS: 110/120V, AC/DC, governor-controlled motor; 6-foot rubber-covered cord, detachable mixing head, turntable stand with automatic bowl-size indicator, shredder, slicer, housing, food grinder, 2 stainless steel mixing bowls, 2 nickel-chrome beaters, recipe book. Shipping weight: 21 lbs.

MODEL 4400

4E96X4244-3X3952

$59.95 RETAIL

DORMEYER Princess

In Gleaming Chrome and Arctic White

Beauty and efficiency…you'll love it in your kitchen. Complete with electric food grinder, and juicing attachments at no extra cost. Use grinder for meats and vegetables. Opal glass mixing bowls. Magic-Mix arm, automatic bowl-size indicator. Fully guaranteed.

SPECIFICATIONS: 110/120V, AC/DC ten speed motor. 6-foot rubber-covered cord. Accessories include grinder, pestle, juicer, strainer, reamer, juicer bowl, extra spout, 2 opal glass mixing bowls, 2 nickel chrome beaters, recipe book. Shipping weight: 21 lbs.

MODEL 5100

4E97X3362-3X3131

$47.50 RETAIL

DORMEYER Mix-Well

…with Electric Food Grinder and Juicer

You get dozens of extra uses out of this Dormeyer mixer. Includes electric food grinder and juicer. Ten full-powered speeds for any mixing job. Automatic beater release. Magic-Mix arm, two opal glass bowls, automatic bowl size indicator. Portable, too. Fully guaranteed.

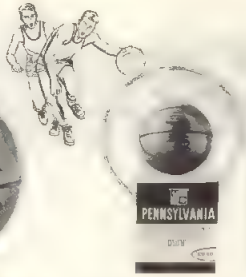
SPECIFICATIONS: 110/120V, AC/DC ten speed motor; with grinder, pestle, juicer, reamer, strainer, 2 opal glass mixing bowls, recipe book. Shipping weight 21 lbs.

MODEL 5100

4E13X2725-3X2538

$38.50 RETAIL

It's a grinder… a juicer!



WILSON "TV" BASKETBALL

"TV" for tested value. High grade, genuine full grain leather. "Grip-Tite" molded process provides superb gripping tenacity. Nylon fabricated carcass for durability. Butyl rubber bladder. A top quality Wilson official ball.

31404 B1235 Wilson...$18.50

PENN-CRAFT BASKETBALL

Features new "Grip-Grain" cover for perfect feel, superior ball handling, passing, shooting. Accurately balanced, 5-ply, 5-pole carcass, waterproof, washable. Official size, weight. Varsity performance, accurate control.

31406 B599 Penn-Craft $9.95

BASKETBALL AND GOAL

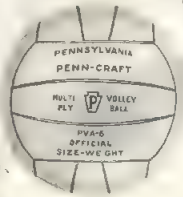
Single ply molded all rubber ball with multi ply performance. Resists peeling, scuffing. Kit has ball, orange colored goal with 8 Net Lok attachments, 30 thread net. Splendid for junior play.

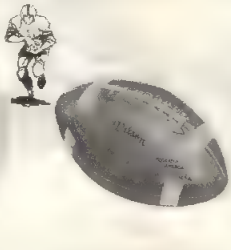
31408 C480 Kit as descr. $7.95
31409 C333 Ball only.... 5.49

OFFICIAL GOAL

Drawn stee. backboard, spot welded tubular steel mounting arms, regulation goal and net, mounting brackets. 3'x24" white enamaeled backboard mounts 14" from wall - right distance for lay-up shots. Orange noop, white cord net.

38449 C999 Ship. Wt.22# $14.95





TETHERBALL SET

Healthy, exciting game for two to four players. Extra strong rope vulcanized into all rubber ball. Tough yellow etched ball covering. Pole is telescoping 16-gauge tubular steel, rust-proof.

31618 B333 Ball.....$5.49
31619 C730 Pole. Wt. 16#11.95

PENN-CRAFT VOLLEYBALL

Ideal for indoor or outdoor play. Multi-ply construction, 18-panel cover. Extra strong, tough, scuff proof. Favorite for all around play. 100% waterproof cover. Official size, weight, performance. Perfectly balanced.

31617 B480 White.....$7.95

ALAN AMECHE FOOTBALL

Tan with 2 white stripes. Wilson "Grip-Tite" grain affords maximum grip in all weather. Cover is top selection, extra tough cowhide. "Pro" features include lock stitching, triple lining, rawhide facing. Rubber valve bladder.

31410 B790 Ameche...$12.00

PENNSYLVANIA FOOTBALLS

Multi-ply fabric carcass, molded pebble grain rubber cover with perfect feel. Official size, wt.
31411 B475 Scor-Rite..$7.95

Lighter, 2-ply laminated rubber construction with rugged pebble grain cover. Fine low price ball.
31412 B267 Goal-Maker $4.49

FIELDER'S GLOVES

DUKE SNIDER GLOVE

Extra large. Selected quality brown cowhide, genuine leather lined, fully welted seams. Cowhide web laced to crotch, contour heel with broken in pocket, leather laced fingers, crotch and wrist. Leather bound, fully oiled.

31615 B618 Duke Snider $9.50

HANK SAUER GLOVE

Finest glove cowhide, cork color. Soft cowhide leather lined, welted seams. Web trap laced to crotch, special heel, deep pocket. Streamline laced fingers, palm crotch, wrist. Adjustable thumb loop, rolled wrist edging. Oiled.

31616 B878 Hank Sauer $13.50

LOU BOUDREAU GLOVE

Five fingered Ball Hawk model, Prime grade glove leather fully lined into fingers, One-piece palm & thumb construction. Flat leather bandings, grip-tite pocket, barrel shaped fold over web. Curved fingers. Right hand players only.

31613 B770 Wt. 1½#... $12.00

PENNSYLVANIA BASEBALL

A rugged, long wearing, rubber-covered baseball to withstand terrific use. Cushion cork center for extra strength. Regulation size and weight. This ball will serve youngsters for years; not harmed by weather.

31614 B75 Baseball.... $1.35

the Imperial
MANTA
New
MAHOGANY
MOLDED PLYWOODS
New
LAPSTRAKES
by
Dunphy
Now ready for '58 are 2 new Lapstrake models that combine every ounce of quality and performance that 104 years of experience can build into them! They outperform anything we've ever seen. The 'Whitecapper' is 16' — the 'Surf Rider', 15'.
Dunphy's 1958 line of Mahogany Molded Plywoods is also full of new exciting surprises. Write for literature. Dealers: Write for franchise information
DUNPHY BOAT CORP.
556 Broad St., Oshkosh, Wis.
the
WHITECAPPER

SEEN FROM THE CROW'S-NEST

Stow-easy sea case

Ideal boat luggage—good-looking, roomy, light—folds flat and stows like a dream. Clothboard stiffeners (which fold flat when bag is collapsed) holds sides rigid for easy packing and protect clothes from crushing. Size, 21" x 12" x 12".
Blue/Green plaid sailcloth .. $12.95*
Navy blue nylon (not shown). $14.50*
*Plus 10% Fed. Tax

Mail orders filled promptly.

Send for 48-page catalog of unique boating accessories.

THE CROW'S-NEST, 475 Fifth Ave., N. Y. 17, N. Y.

BRAND NEW

Designed for

THE FIRST MATE

This is the FIRST and FINEST in a bottled gas range which provides complete broiling facilities with surface cooking. Exclusive new broiler features

"BROILRAY"

stainless steel double reflectors. The cleanest most efficient method of broiling.

$49.95

★ White Porcelain ★ Chrome Guard
★ Broiler Pan and Rack
★ Size 20½ x 14¼
Also Available in Stainless Steel.

Dealer Inquiries Invited

DON SMITH MARINE HARDWARE

3406 West Lake Road — Erie, Pennsylvania

going below and carried away the hatch fittings. The gods of Ireland are not smiling today.

22:15 O'Connor at helm. We must be crazy.

July 7

11:30 O'Connor trips, binnacle light heavily damaged. O'Connor drops cig. down parka, does funny face dance.

July 8

O'Connor left cigarette fuming on shelf in head. We're slowly being destroyed.

July 9

12:05 Truscott hits 22 mph for record speed thus far—course 225°, wind 14, speed 12-16, hot.

14:10 Fortier joins the 22 club! Swingin' wind—above details—see first freighter.

18:00 Scotch hour—O'Connor puts eight foot hanging salami in bilges of ice box—ice all gone—going to be rough from here in—warm beer—we'll make it somehow—wind lighter, 11 knots NE, speed aver. 9, course 260°.

20:00 Great dinner as always—lamb chops, fresh vegetables, rice, frozen strawberries and cake! Wind NE 8-10 knots, aver. speed 9.

July 10

01:00 Change watch, wind light and puffy, 6-8 knots, course 260°, distance 215, fix 2100 7/9/57, 27°40′ N-140°10′ W. All time Pacific Daylight Time.

03:00 Large cumulus sky, almost full moon, balmy—very light air, 5-8, course 270°, discussing possibility of a jibe to south tomorrow—get weather forecast 09:00. Speed 6-9.

09:30 Prepare to jibe port tack, wind very light 5-7, speed 5, course 220°.

10:30 Complete jibe, course 220°, speed 5-7, light NE 5-7 knots.

14:00 Wind continues 8-9 knot speed 6-8 mph. Unfavorable swell this tack—course 230°.

17:00 Conditions same—course 220° Running fix on sun 27°10′ N x 142°52′ W. Exhaust fitting broken on generator—result fuming pit midship compartment stb'd. Murphy entering—may never return.

21:00 Still light airs, course 215°, speed 7, light cumulus, no seas—notice repair in spinnaker, open 4"—steak and onions tonight.

22:30 Wind ENE, 8-9 knots, aver. speed 8, course 215°. Got Vega, Venus, Antares, Polaris sights at 22:00 (P.D.T.).

24:00 Wind freshening in puffs, 8-11 knots, looks good for morning. ETA Sunday morning—hot bullion for next watch—speed 9, course 220° + 202 miles in light air!

July 11

05:00 Seas flat and calm, wind almost due E, 6-8 knots, course 215°, speed 7.

08:00 Wind hauling E, course 220°, speed 7, very hot and clear, a few cirrus and high cumulus, barometer rising 30.15.

14:00 Wind light, 5 knots, course 215°, very hot and clear weather.

16:00 Make jury fish line from nail and lava lava—no fish yet. Conditions same—no sun, sights today 2 sextants, excellent course 210°.

20:00 Scotch hour—wind more N and stronger 7-9 knots, gusts—speed 7 bath time, salt water and Boat Zoap (excellent detergent) for all hands—course 210°.

24:00 Overcast, wind fresher, 10 knots, ENE, course 210°, speed 8.

July 12

01:30 Light squalls, wind E, course 205°, speed 9, misty rain.

03:00 Light and variabe N to E, course 190°-235°, average 208°, speed 7—clearing.

03:20 Wind SE and fresh, 10 knots, speed 10, course aver. 230°.

04:45 Lighter again—course 220°, speed 7—barometer up .05.

05:00 Wind 10 knots, NE, aver. course 212°, aver. speed 8½.

09:30 Wind 12, course 215°, aver. speed 12, barometer down

NORTHWESTERN

SLUGGER BASEBALL GAME

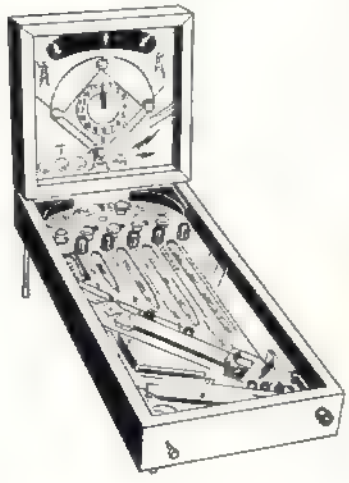
15"x21"x2". Glass covered, self-contained, no parts to lose, automatic reload and feed. Beautifully multi-colored playing surface and fine finished heavy wood frame. For one or many players! All elements of real baseball game used in playing, one player can "pitch" while other "bats." Also plays HI-SCORE. Complete with polished steel balls, instructions, etc.

No. 2213-450 * .....Each $3.98

Six in a Carton

ELECTRIC GAME

ELECTRIC BASEBALL



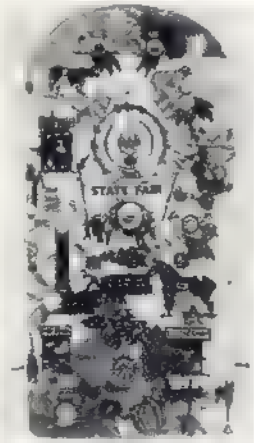
This compact game is packed with exciting baseball and amazing electric action. Spring bat hits the ball, electric lights show the hits, outs and home runs. You see the players' positions at all times to get the thrill of every bit of action. Automatic score keeper totals runs for each inning. Sturdily constructed of prime quality materials for long life. Heavy wood frame and glass front on both game and score areas. Operates on 6 volt lantern battery, not included. Box size 24" x 11" x 6"

No. 1082-BB150 * * .....Each $15.00

One in a carton

MARX

"THE BIG SCORE" BAGATELLE



Measures 23" long, 12½" wide, 1¼" high.

A combination of transparent plastic top, with attractively lithographed metal base.

Game is supplied with ten brightly colored marbles, which are shot out of the chute, and which is at the side of the game. Scoring arrangement in decorative design.

Game has scoring bell.

No. 2013-C183 Each $3.98

Three in a carton

ELECTRIC "PIN-BALL" BAGATELLE GAME

Measures 26½" long, 12½" wide, 14½" high. A real operating "Pin-Ball" Bagatelle Game with automatic scoring, lights and bell. Constructed of lithographed steel with fully enclosed transparent top.

No. 2011-G195 .....Each $11.98

One in a carton

EAGLE

"PRO" HOCKEY

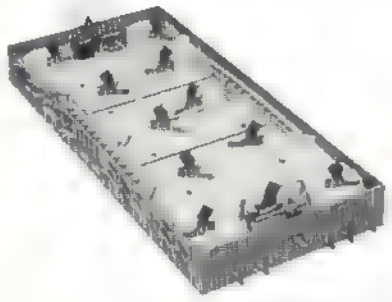
All Players are Individually Operated
Decorated in authentic uniforms of
MONTREAL CANADIENS

Rink realistically decorated 36" x 16" x 4". Heavy gauge steel players litho'd on both sides Montreal Canadiens vs. All Stars. Red mesh nets with steel posts.

No. 975-PH12 * * Each $11.95

One in a Carton

ELECTRIC HOCKEY



All players decorated in authentic N.H.L. uniforms

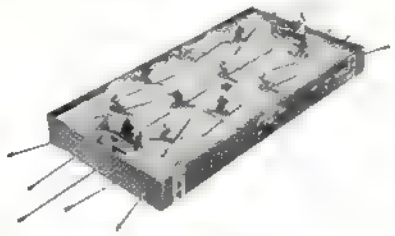
SIX N.H.L. TEAMS

This game combines all the thrills and strategy of the world's fastest sport. Each player individually controlled and all teams are interchangeable. Red light signals automatically when goal is scored. Realistic rink 36" x 16" x 4"

No. 976-NH14 .....Each $14.95

One in a Carton

ELECTRIC HOCKEY



SIX NHL TEAMS

The fastest and most realistic hockey game in the world. Every offensive or defensive play in real live hockey can be performed on this game. Players actually make bodily contact and can block, pass, stickhandle, shoot and even rebound the puck off the very fast boards. Goalie can slide across the entire width of the goal mouth. Red light flashes when goal is scored. Rink size 36" x 18". Game complete (except batteries)

No. 977-NH17 Each $16.95

One in a Carton

GOTHAM

GOTHAM ICE HOCKEY GAME

Size: 11⅝" x 24⅝" x 3⅜". Construction Frame and legs. Steel with rounded nickel plated corners. Base, highly varnished four (4) color label mounted on chipboard. Accessories. 2 hockey players—1 steel ball—2 sets of gears and movements—instruction sheet.

No. 1485-G210 ..... Each $4.00

Six in a carton

ELECTRIC SKIP BALL

Size: 24" x 18½" x 22" high

Construction Outside Wrap, Rims, Return Tray; Skip Piece Buzzer and Battery Unit—Steel Base for Rims and Base for Return Balls—Masonite with Buzzer Unit and Battery Holder attached underneath

Accessories: 5 Colored Wooden Balls (1¼ Diameter), 22 Sheet Metal Screws, 6 Machine Screws with Nuts (to be used in assembling game), 4 Score Discs attached to Score Holder Rules for playing and Assembling Instructions No Batteries

No. 1481-1250 Each $11.98

Three in a Carton

TUDOR

ELECTRIC BASEBALL

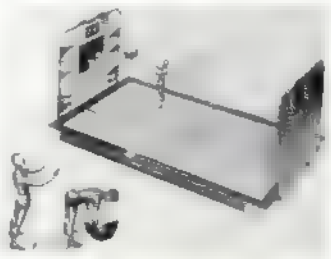
The players actually run the bases—a fielder and a batter—permanently magnetized ball—the batter makes a hit—he starts for first—the fielder picks up the ball and tries to throw him out—double plays—stolen bases—nearly every play in baseball. Beautifully lithographed in four colors . . . Complete equipment 25" x 15¼".

**

No. 1242-550.....Each $6.98

Six in a carton

BASKETBALL



Plus 6 WARM UP GAMES "21" "Round the World" . . . "Follow the Leader Out" . . . "Foul Shot" . . . "5 and 2" . . . "Basketball Golf."

2 LIFELIKE FIGURES actually pick up the ball and shoot for baskets from any part of the court. It's the ANIMATED players that score! All steel backboard and court. Size: 21¾ x 16⅛ x 27½ inches

*

No. 1243-475 ..... Each $6.00

Six in a carton

ELECTRIC FOOTBALL

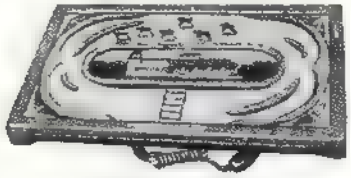
The ball is actually kicked and passed — the players run until tackled—plays can be run from any formation—line plays—end runs—forward passes—field goals—real TRU-ACTION Football right on the living room table! Beautifully lithographed in four colors . . . Complete equipment 25" x 15¼".

**

No. 1240-500..... Each $6.98

Six in a carton

ELECTRIC HORSE RACE



The Most Realistic Horse Race Game Ever Made!

Really TRU-ACTION—cannot be fixed. Every player has a chance at the start of every race. A fascinating adult sport! You will be astonished when you see the track-like things that happen when you're playing. Beautifully lithographed in four colors

Complete equipment 25" x 15¼"

No. 1241-525 . Each $6.98

Six in a Carton

KLAUBER

MAJOR SHUFFLETTE

This new shuffiette game can be played by youngsters and oldsters alike. Included is a 12' long linoleum by 24", 4 pushers 50" long, 4 green and 4 red discs 3½" dia., and exclusive 34" x 23" stencil pattern. Individually boxed in corrugated display box 5" x 5" x 50".

No. 1281-39L ..... Each $11.00

Four in a carton

GAME ROOM SHUFFLETTE
(14 foot x 36" linoleum court)

This near regulation size game is ideal for game rooms, churches, etc. Included are 4 pushers 50" long, 4 red and 4 green discs 4½" dia., a 14 foot long linoleum by 36" wide, and exclusive 60" x 44" stencil pattern. Individually boxed in display box 5" x 5" x 50"

No. 1282-40L . . . Each $18.00

TRANSOGRAM

POLY BOWLING PINS

Contains ten 9" bowling pins of white polyethylene with a red stripe, two 4¾" unbreakable high impack plastic balls; in attractive corrugated carrying case 17 x 9½ x 6". Package printed in four colors

**

No. 1360-3551 ..... Each $3.98

Six in a Carton

A KODAK PONY 135C is a compact 35mm camera featuring an extra fast lens, picture-taking ease and up-to-date styling at a moderate price. Lens fast 44mm f/3.5 Anastar; focuses from 3½' to infinity. Shutter speeds up to 1/300, synchronized for class B and M bulbs. Complete with depth of field scale, built-in exposure indicator, large optical finder, exposure counter, film-load indicator and 'color-marked" universal settings

213/38M2920 . . Retail Price each **$36.50**
213/CC135M635 Case for above Retail ea. **7.95**
213/FLM638 Flash for above Retail each **7.95**
213/328MM1015 Filter Kit . . Retail kit **13.50**

B KODAK "SIGNET 40" CAMERA OUTFIT is the first camera that comes complete with flasholder and two reflectors—3" and 4" sizes for finest flash performance with both popular midget bulbs. Fast 46mm f/3.5 Kodak Ektanon lens coated and color corrected. Synchro shutter with speed up to 1/400 plus bulb. Single window, lens-coupled range and viewfinder, built-in exposure guide, double exposure prevention; "color-marked" universal settings simplified "no-thread" loading. Film winding lever advances film and at the same time moves exposure counter. Compact 3½" x 2½" x 4¾" size

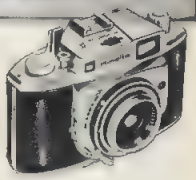
213/49/749M5520 . .Retail Price each **$69.00**
213/540FKM875 Filter Kit. . Retail kit **11.10**

C KODAK RETINA III C is the ultimate in a precision 35mm camera! Features bayonet mount for lens interchangeability and built-in exposure meter combined with simplified light value system that gives exact lens setting. 50mm Schneider Xenon C f/2.0 lens. Synchro-Compur shutter speeds up to 1/500, self timer. Coupled range-viewfinder with projected field frame. Single lever film advance, film type indicator, double exposure prevention.

213/32M13200 . . Retail Price each **$165.00**
213/CCIIICM1080 Case for above Retail **13.50**
213/763RM956 Flash unit. Retail each **11.95**
213/FKM1087 Filter kit Retail kit **14.50**
213/ROFM1160 35-80 optical finder . Ret. **14.50**
213/RWALM4550 Cortar f/5.6 wide angle **55.00**
213/RTLM6000 Longar f/4 telephoto Ret. **75.00**

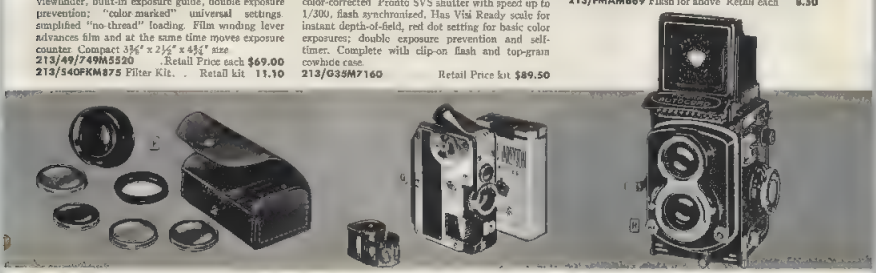
D GRAPHIC-35 FLASH OUTFIT presents "push-button focusing"—merely push a button to adjust the built-in split-image type rangefinder for needle sharp focus. 50-mm Grafar f/3.5 lens, coated and color-corrected. Pronto SVS shutter with speed up to 1/300, flash synchronized. Has Visi Ready scale for instant depth-of-field, red dot setting for basic color exposures; double exposure prevention and self-timer. Complete with clip-on flash and top-grain cowhide case.

213/G35M7160 Retail Price kit **$89.50**



E 35MM MINOLTA A. Single thumb stroke film advance lever cocks shutter, in same operation prevents double exposures. Lens 45mm, 4-element f/3.5 Rokkor coated, click stops. Optiper shutter speeds up to 1/300 and bulb, flash synchronized. Super imposed image, coupled rangefinder.

213/MAM3934 . . . Retail Price each **$49.95**
213/MACM625 Case for above Retail each **7.95**
213/FMAM669 Flash for above Retail each **8.50**



F EDNALITE 35MM FILTER KITS. Control of light is one of the basic keys to better photography. Improve your 35mm black-and-white or color pictures. All filter kit listings for 35mm cameras on these two pages contain: chrome C, chrome haze (skylite) chrome blue and CTB-2 filters, filter adaptor, dual retainer ring and lens shade. Complete in leather case. Kits for cameras not shown are available upon request. Specify model and lens when writing for information about kits not shown.

G MINICORD III is the world's smallest 16mm reflex camera. Made like a jeweled watch . . no bigger than a pack of king-size cigarettes! Famous Georz Heigor 25mm, 6-element f/2 lens coated and color-corrected. Speeds up to 1/400 and bulb, flash synchronized. True ground glass, coupled reflex focusing. Automatic film advance cocks shutter in same operation. Complete with case

213/M16M10465 . . . Retail Price each **$139.50**
213/MFM187 16mm B&W film. Retail ea. **2.80**

H MINOLTA AUTOCORD twin-lens reflex is the result of 20 years of research. Automatic film transport and shutter winding. Takes 12 exposures on 120 roll-film. Lenses, taking, 75mm f/3.5 4-element Rokkor coated; viewing 75mm f/3.2 coated Selkosha speeds up to 1/500 and bulb. Synchronized for regular and electronic flash. Case included

213/MACM8690 Retail Price each **$108.95**
213/MACLCM11058 Above with built-in exposure meter; simple diaphragm and shutter Retail **$133.45**

ECONOLITE *Basics*

SQUEEZE TOYS and VINYL BALLS

with fresh appeal for fresh new sales

GLAMOUR DUCK HUMPHREY DUMPTY

NEW "GLAMOUR" TOYS

...tubable...lovable...squeezable...
in new "poly-ethyl" bags

Sug. Ret. 79c ea.

WINNIE THE WHALE CAP'N TUG FIFI THE FISH FLIPPER THE SEAL

"GLAMOUR TOYS"

SOFT, DURABLE, NON-TOXIC VINYL PLASTIC, VARIEGATED COLORS PERMA-

ROOM 815
HOTEL NEW YORKER

NEW BALLS

...beachballs, sportballs, playground balls... footballs... softballs... solid and variegated colors with reinflatable valves. Quality-produced by one of the world's leading ball manufacturers.

10¾" RAINBOW BEACHBALL

9" FOOTBALL

7½" SPORTSBALL

Econolite CORPORATION

GENERAL OFFICES: 8900 Bellanca Avenue, Los Angeles 45, California
CANADIAN OFFICES: 368 Dixon Road, Toronto 15, Canada

See New Econolite Animated Lamp Originals on Facing Two-Page Insert →

ECONOLITE *Basics*

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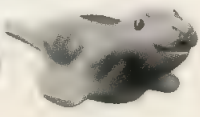


FLIPPER THE SEAL

NEW BALLS

...beachballs, sportballs, playground balls... footballs . . softballs . . sol d and var egated colors with reinflatable valves. Quality-produced by one of the world's leading ball manufacturers.

Econolite **CORPORATION**

GENERAL OFFICES: 8900 Bellanca Avenue, Los Angeles 45, California
CANADIAN OFFICES: 368 Dixon Road, Toronto 15, Canada

See New Econolite Animated Lamp Originals on Facing Two-Page Insert ——→

Straight to the Heart
of all that's finest and best
in quality dolls...

ROOM 442

EFFANBEE DOLL CORP. 200 FIFTH AVENUE · NEW YORK 10

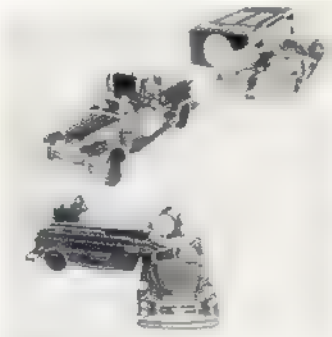
Straight to the Heart
of all that's finest and best
in quality dolls...

ROOM 442

EFFANBEE DOLL CORP. 200 FIFTH AVENUE · NEW YORK 10

ELDON

FIRE COMPANY GIFT SET



The Seagrave Fire Engines! The Pumper and the Aerial Ladder. Four firemen and authentic badge. Action Poly™ that performs! Dimensions: 23" long, 12¾" wide, 6¾" high. Color: Fire Engine Red, with simulated Chrome trim.

*

No. 988-990 ..... Each $5.95

Four in a Carton

DOWST

LAND & AIR SET

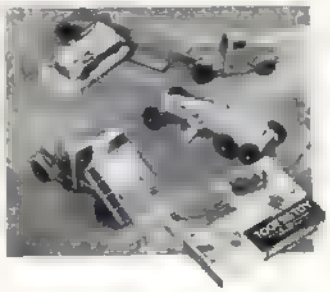
Real Action Set composed of Army Jeep 3¾" long; Two (2) Jet Planes 4" long; Six (6) Wheeled Cannon 4¼" long, 2¼" high. Four (4) Wheeled Cannon 4" long, 2" high, Tank 3¼" long, 2" high. Red Cross Ambulance 4" long. Revolving Searchlight 2½" high. All die cast metal finished in O.D. high gloss enamel.

No. 666-4210 ..... Each $2.00

Twelve in a Carton

DOWST

ROAD CONSTRUCTION SET

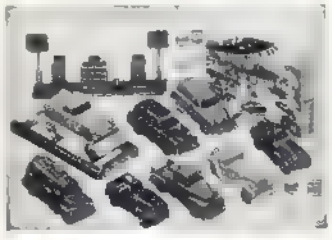


Scale models of Caterpillar Bulldozer 4" x 2½" x 1⅞"; Road Grader 5¾" x 3" x 2"; Rugged Mack Dump Truck 5½" x 2" x 2"; Machinery Hauler and Cab 11¼" x 2⅛" x 2⅜"; Road signs 1½" high. All toys are durable die cast zinc alloy and finished in high gloss non-toxic enamels.

**

No. 660-4350 ..... Each $3.00

Twelve in a carton



Scale model of Service Station Pumps. Grease Rack 5" long, 2¼" wide; Eight cars and trucks 4" long plus road signs. All made of durable die cast metal and finished in high gloss enamels.

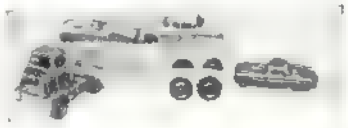
**

No. 667-4200 ..... Each $2.00

Twelve in a Carton

DOWST

AUTO TRANSPORT

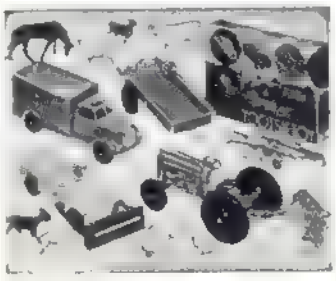


Double deck auto carrier with Tootsietoy "Rol Ezy" construction. Rubber wheels. Tractor cab 3 in. Steel carrier 7 in. Overall length hooked up with cab 9¾ in. Loaded with four Tootsietoy cars. Packed in colorful box.

No. 663-2920 Each $0.98

Thirty-six in a carton

TOOTSIETOY FARM SET



A new 11-in set, complete with exact models of Ford Tractor 4¾" x 2¾" x 2⅝"; Disc Harrow 2¾" x 3⅝" x 1"; Manure Spreader; Two Bottomed Plow, Jeep with Dozer Blade; all purpose Truck; Farm Animals.

No. 669-4300 Each $3.00

Twelve in a Carton

TRACTOR AND DISC HARROW

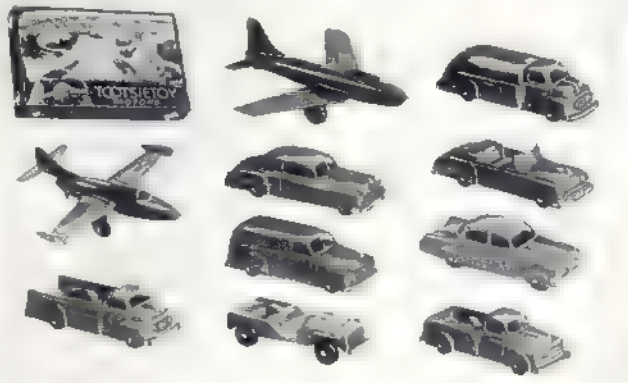
Reproduction of the well-known Ford tractor and disc harrow. This is another all-of-the-time TOOTSIETOY best sellers. Packed in gift box.

Size—Tractor, 4¾" long, 2¾" wide, 2⅝" high; Disc Harrow, 2¾" long, 3⅜" wide, 1" high.

No. 661-2900 ..... Each $1.00

Thirty-six in a Carton

TOOTSIETOY MOTOR SET



No. 668-7200 ..... Each $2.00

Twenty-four in a Carton

DOWST

TOOTSIETOY ROCKET LAUNCHING SET

Contains 11 pieces in OD enamel. Die-cast metal Rocket Launcher that fires 3 color polyethylene rocket from adjustable ramp. Die cast metal Radar Truck, Command Car, Jeep, Helicopter and 5 polyethylene soldiers. Rubber-like holding tray makes up into quonset hut, fox holes, supplies, etc.

No. 659-4320 ** ..... Each $3.00

Twelve in a Carton

TRAFFIC SAFETY SET

Set includes 1 Convertible; 1 Hard-Top; 1 Police Car, 1 Ambulance; 1 Tow Truck; 1 Helicopter; 1 Police Badge and 1 Sheriff's Badge; all of die-cast metal. In beautiful baked enamel finishes.

No. 662-4220 ..... Each $2.00

Twelve in a Carton

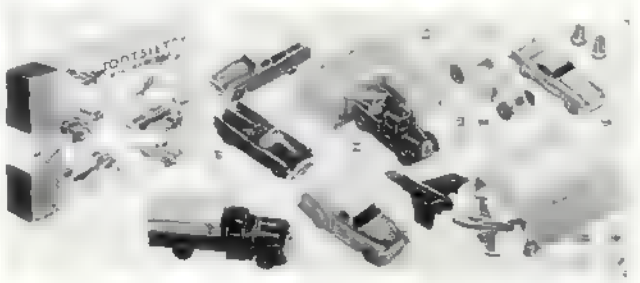
PAN AMERICAN AIRWAYS SET

5 die cast metal parts in this 12 piece set—the Boeing 707 Jet Clipper, Boeing Stratocruiser, Convair, Helicopter and Beechcraft. Accessories include baggage truck (3 pieces), passenger ramp, oil truck, pilot and stewardess badges. Rubber-like hangar, gas pumps and runways.

No. 664-4310 ..... Each $3.00

Twelve in a Carton

PLAYTIME VILLAGE SET



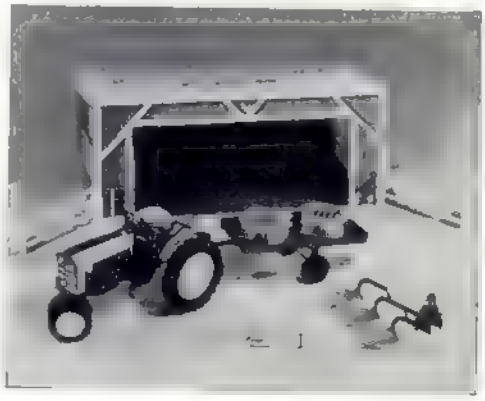
9 die-cast metal tootsietoys, 2 airplanes, 1 tow truck, 1 panel truck, 1 station wagon, 1 convertible, 1 sport coupe, 1 sedan, 1 hot rod and 10 metal road signs. Hi-gloss baked enamel finish. Rubber-like tray makes into gas pumps, garage and hangar.

No. 665-4410 ..... Each $4.00

Twelve in a Carton

HUBLEY

FARM SET—METAL



Set consists of one Ford Tractor, a three-bladed plow, a Farm Wagon and two crates of chickens and ducks. Lithographed box, can be converted into a barn for additional play features.

No. 1055-57 Each $5.95

Three in a Carton

FORD TRACTOR—METAL

Length 10½ inches. **Scale model** of Ford 961 Powermaster Tractor. Tricycle type wheels. Red and grey with black rubber wheels. Realistic engine details and 3 point hitch for accessories.

No. 1058-507 ** Each $3.98

Six in a Carton

Calendar of Coming Trade Shows

Mar. 2-5: **Annual Convention and International Merchandise Exhibit, Wholesale Stationers' Assn., N. Y. Trade Show Bldg.**

Mar. 2-5: **Denver Gift & Jewelry Show, Hotel Albany.**

Mar. 7-16: **Variety, Toy & Novelty Fair, New York Trade Show building, 8th ave. and 35th st., New York City.**

Mar. 9-13: **Boston Gift Show, Hotel Statler.**

Mar. 10-19: **American Toy Fair, Hotels New Yorker, McAlpin, 200 5th Ave., 1107 Broadway, New York.**

Mar. 16-19: **Minneapolis China, Glass, Gift, Stationery & Housewares show, Radisson Hotel, Minneapolis.**

Mar. 23-26: **Philadelphia Gift Show, Hotel Benjamin Franklin.**

Apr. 14-17: **National Premium Buyers Exposition, Navy Pier, Chicago.**

Apr. 15-17: **Point-of-Purchase Advertising Institute 12th Annual Symposium and Exhibit, Sheraton-Astor Hotel, New York City.**

Apr. 27-May 1: **4th Annual Western Toy Show, Shrine Exposition Hall, Los Angeles.**

May 4-7: **Miami Gift, Jewelry, Stationery, Toys & Housewares Show, Biscayne Terrace Hotel, Miami.**

May 18-21: **Juvenile Products Show at Atlanta Biltmore Hotel, Atlanta.**

May 18-23: **3rd Annual Western Toy, Juvenile & Wheel Goods Market, Western Mdse. Mart, San Francisco.**

May 18-23: **New York Stationery Show, Hotel New Yorker.**

June 8-11: **Hobby Industry Ass'n Show, Municipal Auditorium, and Convention, Hotel Muehlebach, Kansas City, Mo.**

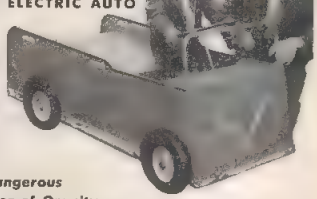
Something for nothing not always enticing

Staking motorists to pennies for parking has paid off in good will for the PBSW Supply & Equipment Co., Phoenix, Ariz.

The store discovered that many shoppers discover belatedly that they lack coins for the meters. As a result, a large bowl of pennies was placed in the store under a hand lettered sign which told shoppers to help themselves.

The store finds that while some customers appreciate the service, they apparently are too independent to accept something for nothing and use the pennies to make change.

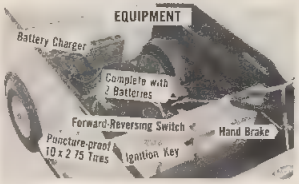
LATEST—MOST PRACTICAL
SAFEST For JUNIOR
Wee Folks Wagon®
ELECTRIC AUTO



SPECIFICATIONS:

Length	50 in.
Width	24 in.
Body Height	18 in.
Wheelbase	31⅞ in.
Color	Red
Speed	6 m.p.h.
Passenger Capacity	4 Children or 1 Dad & 2 Kids

Not too fast to be dangerous
• Sturdy • Low Center of Gravity.



- Can Move 200 lbs.
- Clean — Quiet
- Runs All Day
- Recharges Overnight

Dealer Inquiries Invited

Manufactured by
GRANT and GRANT
243 N. Westmore and Ave
Los Angeles 4, California

PLASTIC CHRISTMAS TREE ORNAMENTS
excitingly different designs

Modern Visible Packages
Prices that Sell

PLASTIC PULL TOYS
with real live action

TEE VEE TOYS
INCORPORATED
LEOMINSTER, MASS.
Room 1421,
Hotel New Yorker

ELECTRONIC TOYS

U.S. ARMY BULLDOG TANK

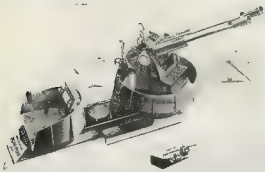
Like its real-life counterpart, this powerful bulldog tank advances, retreats, climbs over obstacles, destroys barricades! Loads 4 shells in brass casings to a clip. Fires projectile automatically from remote position.

New big feature! Ejects empty brass shells after firing. Caterpillar tread has 14 working wheels. 2½ inches long. All-aluminum cannon operates on 4 "D" flashlight batteries (not included). Each boxed.

S.R. $12.98 plus batteries

		Each
K658-106	Army Tank (Mfr. No. 607) 4 per carton; wt. 9 lbs.	$17.34

U. S. NAVY POM POM GUN



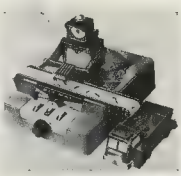
The Pom Pom Gun is completely motorized (operates on 2 motors). From a remote position on the gun emplacement, rotate the entire gun area 360 degrees by motor action in either direction . . . ; raise or lower the twin aluminum Pom Pom barrels by hand wheel gear action. . . . Depress the firing trigger. The double Pom Pom barrels fire and recoil in steady synchronization (by motor action). . . . The firing light on the panel is illuminated . . . the ultra-realistic sound of Pom Pom firing continues steadily in complete synchronization with the recoiling barrels.

Overall dimensions are 19" long, 8½" deep, 8½" high. Operates on 4 "D" flashlight batteries (not included). Each in a box.

S. R. $12.98

		Each
K658-304	Pom Pom Gun (Mfr. No. 406) 3 in a shipper; wt. 10 lbs.	$17.34

"BIG MAX"
and his electronic conveyer



Completely motorized, Big Max performs his duties entirely by remote-control.

From the operating panel:

Turn Big Max 360 degrees in any direction. . . . Direct him to bend over and pick up metal ingots (included) from the bins behind him with his electromagnetic arms. . . . Light on head goes on when electromagnet is operating. . . . Have him turn and place ingots on conveyor belt. . . . Operate motorized conveyor forward or reverse so that it will dump ingots into beautifully styled truck (included).

Beautifully done in high impact plastic. Overall dimensions 12" long, 12" deep, 8¼" high. Operates on 4" "D" flashlight batteries (not included).

S. R. $8.98

		Each
K658-502	Big Max (Mfr. No. 401) 3 in a shipper; wt. 10 lbs.	$12.00

TOY TRUCKS

SEMI-TRAILER VAN TRUCK
OUR OWN HARDWARE

A miniature reproduction of well known over the road truck line, made especially for Our Own Hardware Co. Heavy duty job for real hauling. Made of heavy gauge steel, with retractable stand wheels and locking rear doors. Has 10 big tire treaded rubber wheels mounted on plated steel truck wheels. Orange and Blue baked on enamel finish with Our Own Decal on sides. Length, 24 ins.; height, 9 ins.; width, 5¾ ins.

S. R. $5.89

		Each
K658-700	Our Own Van Truck (Mfr. No. 333) One in a ctn.; wt. 6 lbs.	$8.80

UTILITY TRUCK
OUR OWN HARDWARE

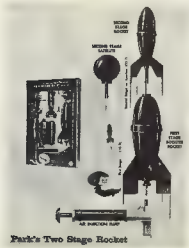
A factual miniature truck of a popular model. Plated wheels, tail gate chain, bumper and grill. Rubber tires. Orange and Blue baked enamel finish with Our Own Hardware decal on sides. Length 13½ ins.; height 5⅝ ins.; width 5⅝ ins.

S.R. $2.98

		Each
K658-809	Our Own Utility Truck (Mfr. No. 165) One in a ctn.; wt. 3 lbs.	$4.00

SATELLITE TOYS

PARK'S TWO STAGE ROCKET



Park's Two Stage Rocket

First stage rocket soars up to 300 feet, then second stage rocket is released and blasts off to even greater heights.

Set contains booster first stage rocket, one second stage rocket, one second stage satellite, a fuel supply tank and an air injection pump.

Made of Butyrate plastic, practically indestructible. Simplified operation and safe; uses water as fuel. Each boxed.

S.R. $2.98

		Each
K657-116	**Two Stage Rocket**.....(Mfr. No. 507)	**$4.00**

12 per ctn.; wt. 13 lbs.

PARK'S TRAK-O MYSTERY SATELLITE

Trak-O Mystery Satellite Ball has a battery operated electronic brain that brings Trak-O out of corners, around obstacles, under objects, emits a "Beep-Beep" sound as it rolls on its course, can be steered by user. Indoor or out door play value. Energized with standard "C" batteries. (not included.)

Absolutely safe in children's hands. Made of Butyrate plastic - practically indestructible. Non Wearing, long life nylon gears. A continuous action toy for young and old. Each in display box.

S.R. $4.98 plus batteries

		Each
K657-223	**Mystery Satellite** (Mfr. No. 506).....	**$6.66**

6 in a counter display; wt. 10 lbs.

SATELLITE LAUNCHER TRUCK

High impact plastic truck in bright colors with mechanical launching device and four polyethylene satellites that soar into the air and spin around in graceful arcs. Rear of truck houses launcher and storage area for four satellites. Launcher device can be tilted 45 degrees by turning dial control. Driver's cab is enclosed in clear plastic bubble and rotates 360 degrees by means of turning dial. Cab has elevating radar screen. Size: 17" long x 6⅝" high x 6½" wide. Each in a box.

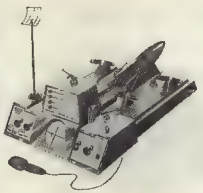
S.R. $4.98

		Each
K657-330	**Satellite Launcher Truck** (Mfr. No. 4874)	**$6.66**

6 in a shipper; wt. 16 lbs.

ELECTRONIC TOYS

GUIDED MISSILE BASE



Made of durable hi-impact plastic. 14" Long, 9⅛" Wide, 5" High. Features: full instrument panel; 6" Rocket and 4 Flying Pursuit Saucers can be fired individually or simultaneously—flying up to 30 feet; 5 Adjustable Anti-Aircraft Guns; Rotating Radar Antenna; Adjustable Rocket launching platform; Distance control panel; "Make believe" microphone. Indiv. boxed.

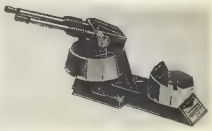
S. R. $4.98

		Each
K657-553	**Guided Missile Base** (Mfr. No. 76)	**$6.66**

6 in a shipper; wt. 12 lbs.

U.S.S. HAWKEYE POM POM GUN

The Hawkeye works by remote control...has motorized twin guns, 360 degree rotation, double barrel recoil action and good-'n-loud pom pom sound! Operates on 2 C flashlight batteries (not included). Each boxed.



S.R. $4.98 plus batteries

		Each
K657-660	**Pom Pom Gun**.....(Mfr. No. 603)	**$6.66**

6 per ctn.; wt. 9 lbs.

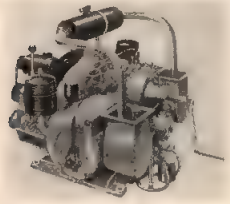
SKY SWEEPER TRUCK

High powered Nike rocket launcher with built-in sight and projector searchlight mounted on trailer pulled by truck cab. Beam of light projects six different images on wall . . . even in daylight. Sighting device zeroes in target by elevating and rotating to track the image on the wall. Twin rocket launcher fires missles tipped by suction cups. Projector has off-on switch, focusing dial and knob for changing targets. Launcher rotates 360 degrees and elevates 90 degrees. Truck has polyethylene wheels. Size: 24" long x 6½" wide x 8½" high. Each in a box.

S. R. $7.95

		Each
K657-884	**Sky Sweeper Truck** (Mfr. No. 4875).....	**$11.34**

6 in a shipper; wt. 16 lbs.



Two cylinder, air-cooled Enfield marine diesel

Elgin 35 hp Skipper is sold by Sears, Roebuck and Co.

BRITISH MARINE ENGINES

► The Stuart line of 2 cycle marine gasoline engines now includes an 8 hp. two cylinder model designed for use as sailboat auxiliary power. The new engine uses the triple-port system for automatic intake, compression and exhaust operations and therefore has no valves or cams. Stuart 1½ hp and 4 hp. single cylinder models, as well as the new "twin," mix lubricating oil with the fuel. An interlock between throttle and gear shift lever on all Stuart engines gives one hand control of speed and direction.

The 1958 line of Enfield air-cooled lightweight diesels includes one and two cylinder models in a choice of sizes. Featured is the Mark III twin cylinder 25 hp model. The Enfield is cooled by air provided by an integral blower. Exhaust air is vented outside the hull through simple ducts. Singles of 10 and 15 hp. and a 15 hp. "twin" complete the Enfield diesel line

BRITISH MARINE PRODUCTS LTD., 80 Shore Road, Port Washington, N.Y.

Blue Streak Lubri-Point set installed in distributor

BLUE STREAK LUBRIPOINT SETS FOR DISTRIBUTORS

► Blue Streak LubriPoint sets have a built-in Lubri-Wik designed to lubricate the lobes of the distributor cam while preventing an accumulation of grease on the flats. The device is treated to hold a sufficient amount of special silicone lubricant so that just a small amount need be added at the time of installation. It is claimed that no further lubrication is required during the normal life of the points.

STANDARD MOTOR PRODUCTS, 37-18 Northern Blvd., Long Island City 1, N.Y.

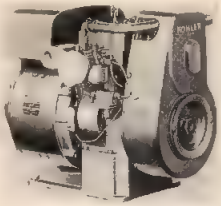
ELGIN HAS NEW 35 HP. OUTBOARD

► Leader of the 1958 Elgin line is the newly-designed "Skipper 35." Its features include a 12 volt, coil-type ignition system, 20 amp generator, push button starting and a "Regu-lock" switch, permitting the operator to regulate horsepower at 35, 15 or 7½.

Elgin also presents a new simplified remote throttle and gear shift control which can be installed in a boat in just a few minutes by simply plugging it into the Elgin motor. Most 1958 Elgins include the necessary fittings.

Also in the current Elgin line are 2, 5½, 7½ and 12 hp. models, plus standard "35s" with either manual or electric starting.

SEARS, ROEBUCK AND CO., 925 S. Homan Ave., Chicago 7, Ill.



Kohler model 1A27, a 1 kw electric plant

NEW ELECTRIC PLANTS BY KOHLER

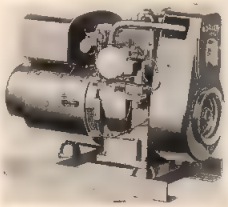
► Three new Kohler models have been announced. All are powered by single cylinder Kohler water cooled gasoline engines. Model 1A27 turns out 1 kw. at 115 or 230 volts, AC. It starts when any switch in the circuit is turned on, stops when all switches are off.

Model 1CD7 is a 1 kw. battery charger.

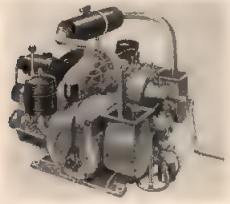
Rated at 2.5 kw., 115 or 230 volts, is the model 2.5R67.

Current Kohler plants are direct water cooling models from 1 to 5 kw. and keel cooling in 10, 15 and 35 kw capacities. Cooled with fresh water through heat exchangers are 2, 5, 10 and 15 kw. gasoline and 10, 15, 20 and 35 kw diesel units.

KOHLER CO., Kohler, Wis.



A 2.5 kw. unit, the Kohler model 2.5R67



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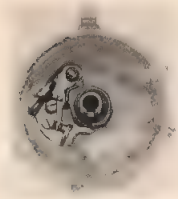

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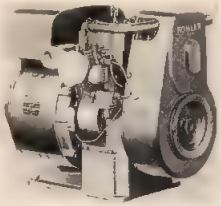

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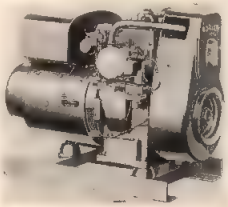

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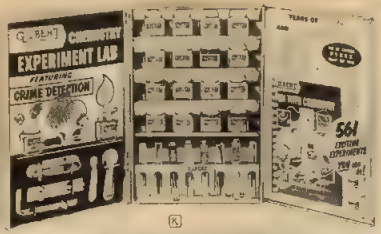
(E)



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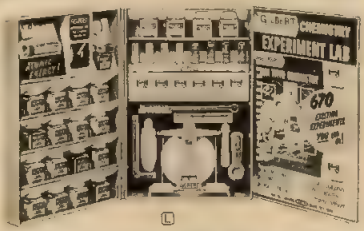
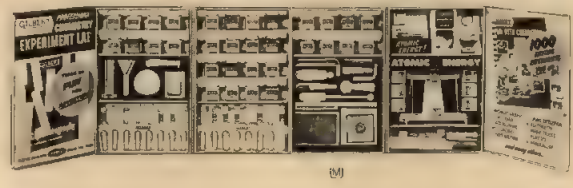


(L)

(H)



(M)

Microscope Sets

(E) **GILBERT PROFESSIONAL MICROSCOPE & LAB SET** . . . the ultimate in laboratories! Gold Medal Mirro-flector, electrically illuminated microscope has 4-stop turrets, quick-switch power eyepiece gives 60 to 650 power magnification! Micro-color lets you see images in color or black and white. You'll see the miracle of marine growth . . . real 24-hr. hatch shrimp eggs are included. Watch life begin right before your eyes! There's Polaroid filters, dissecting equipment, slides, test tubes, chemicals, and lots more elaborate equipment. All in 9½x13¾x6½ in. steel cabinet that opens to 28½".
88-3652 B1330 Microscope & Lab Set with Manual. **$19.95**

(F) **GILBERT 45° MIRRO-FLECTOR MICROSCOPE.** Quick-switch power eyepiece with 60, 100, 150, 200, 250, 350, 450, and 650 powers. Professional features include: large, sharp field of view and automatic focusing, plus selective 4-stop turret. Die cast metal base. Leatherette case is well outfitted with plenty of equipment.
88-3702 B997 Microscope and 6½x10½x4¾" case. . . . **$14.95**

(G) **GILBERT ADVANCED MICROSCOPE & LAB SET.** Silver Medal Mirro-flector electrically illuminated microscope boasts 4-stop turrets of 60, 150, 200, 450 times magnification. Focuses easily and has micro-adjustable specimen table. New Micro-Color reveals the invisible in color or black and white. Includes real 24-hour hatch shrimp eggs, Polaroid filters and big array of chemicals and equipment. Manual incl.
88-3694 B1130 In Steel Cabinet, 9½x13¾x3⅝". **$16.95**

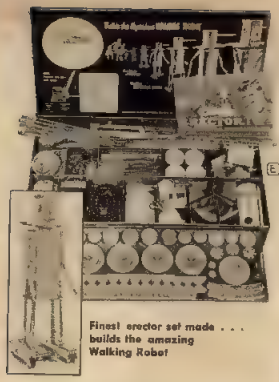
(H) **GILBERT SENIOR MICROSCOPE & LAB SET.** See real shrimp eggs (included) come to life through 3-stop turret Microscope which magnifies 60, 200 and 450 times. Professional features include, automatic focusing, Ramsden lens, "click-stop" power positioning. Set features Polaroid filters, Pyrex test tubes, steel racks and dissecting equipment, chemicals. All in steel cabinet 9½x13¾x3⅝", opens to 1½ ft.
88-3660 B730 Senior Microscope & Lab Set. **$10.95**

Chemistry Sets

(K) **GILBERT CHEMISTRY EXPERIMENT LAB** . . . contains enough apparatus, equipment and chemicals to perform many hundreds of exciting experiments! This lab features a crime detection kit for real F. B. I. fingerprinting, secret writing and invisible inks. There's an alcohol lamp, plus other interesting apparatus and a giant array of chemicals to test foods, make blueprints, do magic tricks. Equipment includes safe Pyrex brand test tubes. Full-color manual shows you how to do 561 wonderful experiments. Lab and equipment in 9½x13¾x3¼" cabinet that opens to over 2 ft.
88-3629 B667 Gilbert Chemistry Experiment Lab. . . **$10.00**

(L) **GILBERT CHEMISTRY EXPERIMENT LAB** . . . for years of fun and adventure into the world of science. You'll be able to do thrilling experiments in the field of atomic energy, crime detection, magic tricks, secret writing, and for the first time ever—Chromatography, experiments in the analysis of chemicals by color! Kit contains alcohol lamp, safe spintharscope, scale and many other pieces of fascinating apparatus. Handsomely colored illustrated booklet shows you how to perform 670 different experiments! Lab comes in 9½x13¾x3¼" steel cabinet that opens to over 2 ft wide.
88-3637 B1000 Chemistry Experiment Lab. **$15.00**

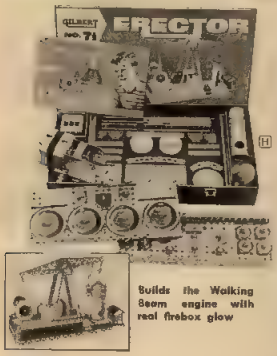
(M) **GILBERT CHEMISTRY EXPERIMENT LAB.** A magnificently complete laboratory that includes everything the budding scientist could dream of owning! Do experiments in atomic energy, in Chromatography (analysis of chemicals by color), in crime detection, glass blowing, plastics and countless more. Extensive apparatus includes mortar and pestle, Pyrex test tubes and chemicals for 1,000 experiments. Colorful "Fun with Chemistry" manual shows you how to do every one . . . new Chromatography manual included too. All equipment in steel cabinet 19x13¾x3¼ in. deep . . . opens to over 4 ft.
88-3645 B1667 Chemistry Experiment Lab. . . . **$25.00**



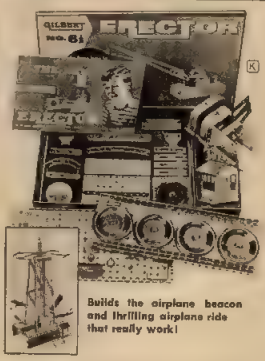
Finest erector set made . . . builds the amazing Walking Robot

Builds the operating Parachute Jump and Merry-Go-Round!

Builds the Ferris wheel, oil drilling rig and operating elevator



Builds the Walking Beam engine with real firebox glow



Builds the airplane beacon and thrilling airplane ride that really work!

Builds Trip Hammer, Walking Beam Engine, R.R. Bridge

Gilbert Erector Sets

World's Greatest Construction Toys—make the wonders of engineering come to life with motorized action! Each set comes with instruction manual.

(E) ERECTOR 12½ . . . the Walking Robot Set opens the world of engineering. Has 37 pounds of parts to make every model imaginable, including the extraordinary Walking Robot, hoists, derricks, bridges, parachute jump and more. Has 110-volt electric motor, wind-up motor, new clam shell bucket for lifting with crane or hoist, truck chassis, axles, girders, electro-magnet, lights, caterpillar treads plus lots more. All contained in a big steel chest 24½x14¼x4" high. 37 lbs.
88-3546 B4334 12½ Erector. **$65.00**

(F) ERECTOR 10½ . . . the Amusement Park Set. Big all-steel hinged cabinet contains nearly 25 pounds of parts and equipment over 300 toys in one! It builds a colorful carnival setting. Swings into action when connected by 110 volt electric engine with forward-and-reverse operation and 4 geared speeds. Parts include: boiler and fly wheel equipment, electro-magnet, horses, bridge tender's shack, electric lights. All packed in a steel cabinet that is 22x13½x2¾" high.
88-3553 B3167 10½ Erector. **$47.50**

(G) ERECTOR 8½ . . . the All-Electric Set. Nearly 16 pounds of girders, gears, pinions, plates, wheels and other parts in a sturdy hinged-cover cabinet. Includes 4-speed forward and reverse gearing in electric engine . . . electric lights illuminate finished models . . . electro-magnet grabs girders. Makes more than 100 engine-driven models, scores of others. Has Flex-O-Matic magic coupling to transmit motor power in twists and loops. In metal chest 20¾x12¾x2¾" high.
88-3561 B1864 8½ Erector. . . **$27.95**

(H) ERECTOR 7½ . . . the Engineer's Set. Includes more than 360 all-metal parts, a powerful electric engine with variety of speeds, reverse or forward operations . . . polished steel boiler and engineer's shack. With new red light, socket and battery holder, a real firebox glow can be installed in models. By adding gear arrangements, the electric engine produces scores of varied speeds and turns vertically and horizontally. Comes in a chest that is 18½x10½x2½" high.
88-3579 B1434 7½ Erector **$21.50**

(K) ERECTOR 6½ . . . the 4-speed Electric Motor Set. Gleaming array of over 325 parts in big steel chest. Jam-packed with girders, gears, pinions, wheels, plates, bolts. Powerful electric engine gear train runs in forward and reverse, has multiple speed combinations. All-steel bridge tender's shack finished in bright colors. Magic-Twist flexible coupling enables you to transmit power from motor to model in bends, twists and loops. Storage chest is 18" long, 10" wide, 3" high
88-3587 B1197 6½ Erector. **$17.95**

(L) ERECTOR 5½ . . . the Battery-Powered Electric Motor Set. Two-tier, sturdy steel chest holds a multitude of parts—girders, plates, wheels . . . everything you need to build such big models as Trip Hammer, Walking Beam Engine, R. R. Bridge and many, many more. Has a powerful 3-volt electric motor that operates on two ordinary flashlight cells (cells not included) . . . it runs trucks, windmills, etc. Instructions included. Comes in 16¼x10½x3" high container.
88-3603 B730 5½ Erector. **$10.95**

Evans "CARSTYLE" Bicycles

EVANS FIREBIRD 26" BICYCLE—A demon for speed . . . foremost of its type! New lightweight cantilever frame with famous Sturmey-Archer 3-speed gear shift and built-in coaster brake. Chrome truss rods, rims and fenders. Sport type saddle with chrome springs and crash rail. Chrome electric headlight and horn. Front wheel hand brake. Deluxe carrier with Evanlite reflector and chrome carrier brace. Chrome trimmed chain guard. Whitewall tires. And all the famous Evans automotive styling: sleek streamlined sweep-back luggage rack, sporty twin-jet headlight horn, automobile spring action, car type fenders . . . they're even finished in colorful automotive paints! Adjustable Hi-Lo saddles too! 1.75 tires. Boys' bike in flamboyant green, girls in flamboyant blue. The most thrilling you can drive. Ship. wt. 56 lbs. F.O.B. Mich. Allow 14 days for delivery

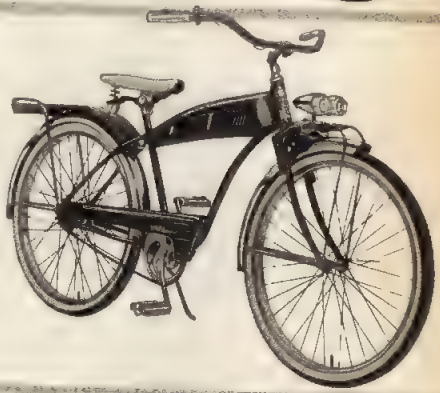
778-1D6750—Boy's 26"—Not mailable ..... **Retail $86.95**

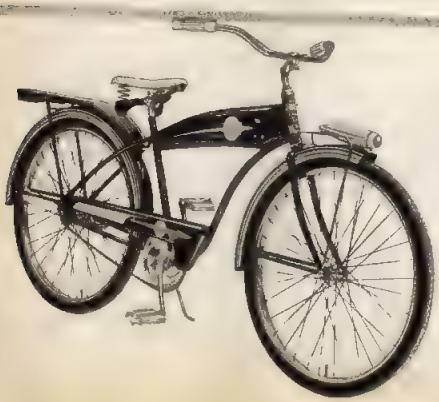
778-2D6750—Girl's 26"—Not mailable ..... **Retail $86.95**

EVANS OLYMPIC 26" BICYCLES—Inspired by modern automobile styling, they feature sweep-back luggage racks, twin-jet headlight horn, automobile springing action, car-type fenders. Exclusive Evan-action front fork, chrome truss rods, rims, fenders. Deluxe saddle has double chrome springs and crash rail. Evanlite reflector, chrome carrier brace, automatic taillight-stoplight. Chrome trimmed chain guard, white wall tires; American-made coaster brake. Truly superior in design, features, workmanship and materials! Proud possession for any boy or girl . . . guaranteed to thrill them just as much as new car would their Dad. Boy's bike in Flamboyant green with black, red and white trim. Girl's model in Flamboyant blue with black, red and white trim. Ship. wt. 70 lbs. F.O.B Mich. Allow 14 days for delivery. Not mailable

778-3D6600—Boy's 26" bike ..... **Retail $84.95**

778-4D6600—Girl's 26" bike ..... **Retail $84.95**





EVANS SONIC SCOUT BICYCLES—Years-ahead styling inspired by the most recent developments in automotive design . . . as speedy and modern as coming space travel! With all these exclusive Evans features: futuristic sweep-back luggage rack, deluxe twin-jet headlight horn, the same spring action used in automobiles, even sleek car-type fenders. Plus all these other features too: Chrome truss rods and rims, coil spring saddle, electric horn and headlight, luggage carrier, deluxe chain guard, jewel reflector on rear fender; safe American-made coaster brake. Superior quality and workmanship throughout . . . built to give years and years of service, for play, travel back and forth to school, running errands for Mom. One they'll be proud to own and take care of! Boy's model in black automotive paint with red and white trim, girl's in two-tone green automotive paint with yellow outline. F.O.B. Mich. Allow 14 days for delivery. Not mailable.

778-5D4500—Boy's 26", ship. wt. 58 lbs. ..... **Retail $56.95**

778-6D4500—Girl's 26", ship. wt. 58 lbs. ..... **Retail $56.95**

778-7D4395—Boy's 24", ship. wt. 50 lbs. ..... **Retail $54.95**

778-8D4395—Girl's 24", ship. wt. 50 lbs. ..... **Retail $54.95**

MONARCH Bicycles

SILVER KING ROADSTER—Streamlined design with all the sporty touches children love! Sturdy frames finished in three-color auto-tone paint, have lots of gleaming chrome on them! 1.75 tires are deluxe white side walls, enamel rims have contrasting color stripe. Full double braced fenders, 3-color Torpedo headlamp with chrome bezel. Gleaming chrome truss rods, fork cover and steerhorn handlebar with white grips to match white vinyl covered saddle. Deluxe streamlined luggage carrier for toting school bags, groceries for Mom. Safety approved Stimsonite reflector and safety coaster brake, full chain guard. Jeweler's chrome plated crank and sprocket, ball-bearing white plastic pedals. Positive locking kickstand. Full frame-fit tank. Boys' in Pacific coral with Showroom black and Alaska white, girls' in tur-green with white and Shamrock green. Not mailable.

79462B3960—Boy's 26", ship. wt. 60 lbs. ..... Retail $49.95
79463B3960—Girl's 26", ship. wt. 60 lbs. ..... Retail $49.95
79464B3890—Boy's 24", ship. wt. 55 lbs. ..... Retail $48.95
79465B3890—Girl's 24", ship. wt. 55 lbs. ..... Retail $48.95
79466B3820—Boy's 20", ship. wt. 48 lbs. ..... Retail $47.95
79467B3820—Girl's 20", ship. wt. 48 lbs. ..... Retail $47.95

BOYS' 24" AMERICANA BICYCLE—A thrilling possession for any boy! It's completely streamlined . . . with deluxe white-wall 1.75 tires, chrome plated rims, a forward-look chrome plated deluxe front luggage carrier with high-tension spring, continental style chrome plated handlebar. Chrome plated front fork cover, jewelers' chrome finish crank and sprocket, jewelers' chrome plated fenders. Safe Bendix power brake and 2-speed gear mounted on handlebar; safety-plus front hand caliper brake. Racing type ½" pitch chain with chrome plated guard. Continental-style 2-tone vinyl covered saddle, white handlebar grips, full-size white coach bag, white plastic bow type pedals. Lifetime guaranteed motor bike style frame, full turn spotlite, sar-flo rear reflector, positive locking kickstand. Finished in Showroom black with Alaska white and Cadet red trim. Not mailable. Ship. wt. 58 lbs.

79469B5460 ..... Retail $69.95

Sturdy frames, full chain guard, completely streamlined!

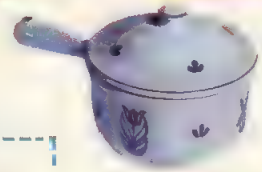
BOYS' 26" COUPE DE VILLE—Streamlined as tomorrow, and all a-gleam with sparkling chrome . . . chrome plated rims, jewelers' chrome mud-guards, stratoliner 3-way safety headlamp in chrome with black trim, wrap-around chrome plated air-wing head shield, chrome plated frame-fit tank, chrome plated full steerhorn handlebar, heavy-duty streamlins luggage carrier with chrome plated auto-style grille, hardware chrome finish deluxe Kromegard combination rear reflector and bumper, deluxe sprocket-to-sprocket chrome plated chainguard with crown medallion, and finished in durable weather-resistant heavy chrome plate with contrasting showroom black, Alaska white and Cadet red. Deluxe motor bike style frame, easy riding Gyro-glyde spring fork, white side-wall 1.75 tires, safety coaster brake, racing type ½" pitch chain, positive locking kickstand. Built-in electric horn, white plastic grips and bow type pedals, vinyl covered white saddle. Not mailable. Ship. wt. 65 lbs.

79468B5460 ..... Retail $69.95

From Holland

Hand decorated porcelainized cast iron

In Delft Blue, Key Largo Green or Tulip Yellow



Sauce Pan, hollow handle with cover

Use as a cooking utensil and then put this attractive sauce pan right on the table. Suitable for both stove top or oven.

2H51X597	1½-Qt. Saucepan H Handle w/Cover	List $ 8.95
2H52X663	2-Qt. Saucepan H Handle w/Cover	List $ 9.95

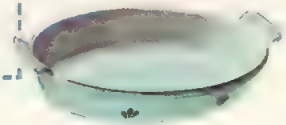
Distinctive sauce pans, casseroles, frying pans and baking dishes — all made of porcelainized cast-iron. Designed to be taken directly to the table from the stove top or oven — you cook and serve in the same lovely dish. Royal DRU-ware's permanent, beautifully hand-decorated surface gives it the lifetime beauty of fine china. Made in Ulft, Holland, by skilled old-world craftsmen, each piece is hand-decorated with traditional Dutch motifs of tulips, windmills, and fleur-de-lis. Burnproof, stainproof, easy to wash — Royal DRU-ware is a lifetime of beauty.

Please specify Green, Blue, or Yellow when ordering

Butter Melter

Double pouring lips, separate base and cover. Ideal for butter and hot or cold sauces.

2H54X330	1-Cup Butter Melter	List $ 4.95



Oval Dish

Marvelous for hot or cold dishes, roasts or broiling. Carve and serve in the same attractive dish.

2H53X397	10" Open Oval Dish	List $ 5.95

Imported by
EVANS INTERNATIONAL

Cook and serve in the same lovely dish

EVANS

OVEN-TO-TABLEWARE

Cook in Royal DRU-ware — serve in Royal DRU-ware. All the cooking advantages of cast-iron — all the beauty and cleaning ease of a hand-decorated porcelain finish. Foods simmer at thrifty low heat which brings out the delectable natural flavor, a method of cooking preferred by continental chefs and gourmets. The fine textured finish washes easily like china, no special cleansers required. Each piece in Delft blue, Key Largo green, or Tulip yellow, with sparkling white interiors.

Round Casserole with cover

Ideal for cooking outdoors or over an open fireplace. Can be used as a sauce pan too! Foods stay piping hot through an entire meal.

2H49X797 3-Qt. Round Casserole w/Cover — **List $11.95**

Whistling kettle

Porcelainized sheet iron. Functional as well as pretty — never needs polishing. A spot of beauty for any kitchen!

2H57X397 2-Qt Whistling Tea Kettle — **List $ 8.95**

Frying pan, wooden handle

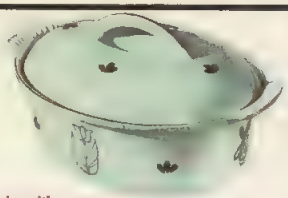
Covers available separately. These versatile pans can be used for everything from southern-fried chicken to cooking eggs the Dutch way. Covers lie flat on the table and are suitable as garnishing or serving dishes. A compliment to any kitchen.

2H55X597 10½" Fry Pan, Wood Handle — **List $ 8.95**
2H56X330 10½" Fry Pan Cover — **List $ 4.95**

DeLuxe Homemaker Starter Set

Consisting of 4 most wanted pieces: • *1½ qt. covered Sauce Pan* • *9" open skillet* • *10" oval dish* • *2¼ qt. covered oval casserole.* Ideal for large or small servings. Proudly given · proudly received.

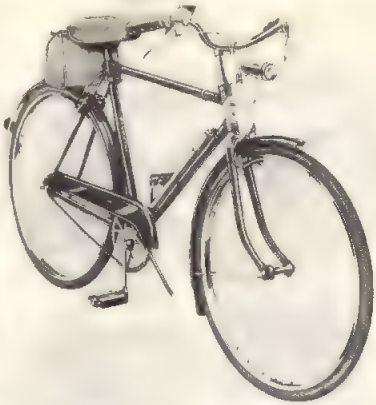
2H58X1996 4 Pc. Starter Set (Spec. Pr.) — **List $29.95**



Oval casserole with cover

Appropriate for a dinner party entre or a family casserole. Never necessary to rewarm. Take this attractive "Dutch Oven" right from the oven to the most charming table setting.

2H50X730 2¼-Qt. Oval Casserole w. Cover — **List $10.95**



EVANS SONIC SCOUT BICYCLES

The Sonic Scout is a streamlined, tank model, high performance bike at a budget price. Fenders, frame and chain guard in glowing Colorama colors. Sturdy saddle with coil springs for easy riding and the Evans Hi-Lo adjustment. Equipment includes chrome truss rods; electric horn in tank; electric headlight, luggage carrier; kickstand; jewel reflector on rear fender; deluxe chain guard and American-made coaster brake. Wheels have chrome rims and 1.75" tires. Boys' models have jet black fork, frame and fenders with red and white trim; red tank, chain guard and luggage carrier with black and white trim, white saddle, white hand grips and pedals. Girls' models come in emerald green with pine green trim and yellow outline, white saddle, hand grips and pedals.

37551 C4595 Boys' 26" model. Ship. Wt. 56 Lbs. $59.95
37552 C4595 Girls' 26" model. Ship. Wt. 56 Lbs. 59.95
37558 C4495 Boys' 24" model. Ship. Wt. 52 Lbs. 57.95
37559 C4495 Girls' 24" model. Ship. Wt. 50 Lbs. 57.95

STELBER 20" CONVERTIBLE WITH TRAINING WHEELS

A rugged, long lasting trainer that can quickly be made into a regular two wheel bicycle. Standard bicycle double bar frame with 2-position tank that converts into either boy's or girl's model. Upholstered Troxel spring saddle, fully adjustable training wheels 3-piece ball bearing crank with large rubber pedals. Chrome plated truss rods, 20"x1.75" tires, colorful streamers on grips. Finished in flamboyant red enamel, white trim. Shipping weight 45 Lbs.

37565 C3150 20" Convertible for boys or girls. $42.50

ROYAL PRINCE DELUXE LIGHTWEIGHT

A top quality, imported bicycle that is ideal for both children and adults, wonderful for the serious cyclist. This English lightweight is equipped with the Her-Cu-Matic three speed hub with handlebar control. Changes smoothly and instantly into any one of the 3 forward speeds. Makes hill climbing a pleasure. Hand operated front and rear caliper brakes ensure quick action. Featherweight, extra strong frame. Silver Hawk battery light in silver finish, heavy duty tourist bag, chrome plated pump, rear reflector, kickstand, easy riding mattress type saddle. 26"x1.375" tires on lightweight chrome rims. Completely "Spra-Bonderized" before enameling for rust resistance and long life. Men's model is finished in gleaming metallic burgundy with rich gold trim, ladies' is metallic sky blue with gold. Durable, attractive, practical.

37588 C4495 Men's 26" Lightweight. Ship. Wt. 48#. $59.95
37589 C4495 Ladies' 26" Lightweight. Wt. 48#. 59.95

STELBER DELUXE CANTILEVER MIDDLEWEIGHT

Popular new middleweight construction that combines the sturdiness of American bicycles with the light weight of imported models. Streamlined triple bar Cantilever frames with one-piece "Lifetime Guaranteed" crank. 1.75" whitewall tires. Stem mounted headlight, large luggage carrier, standard coaster brake, Troxel spring saddle, approved reflector, kickstand, chainguard. Boys' model is shiny black, white trim; girls' blue with white. Both standard 26" size.

37563 C4150 Boys' 26" Middleweight. Ship. Wt. 50#. $54.95
37564 C4150 Girls' 26" Middleweight. Ship. Wt. 49#. 54.95

(A) RADIO RANCHER WAGON - NEW PATENTED DESIGN

Deluxe all-purpose convertible wagon featuring 4 removable sparkling white steel panels. Heavy duty body has broad rolled-under flanges, new brilliant red enamel finish. White double disc wheels; 10"x1.75" semi-pneumatic tires; Congo lifetime bearings. Wt. 38#.

37418 C1130 Radio Rancher. Size: 36x17x8"..... $16.95

(B) RADIO FLYER WAGON - AMERICA'S FAVORITE

Dashing new high style for America's most popular wagon. Rolled-under flange body 36x17x4½" in new, brilliant red baked enamel finish. Sparkling white double disc wheels; 10"x1.75" semi-pneumatic tires. Congo graphite lifetime bearings never need oiling.

37420 C795 Radio Flyer. Shipping Wt. 35 Lbs..... $11.95

(C) RADIO SUPER WAGON - MODERATELY PRICED

An "in-between" that is smart and special. Body is 28x13x3-3/4" finished in new, brilliant, red baked enamel finish. Sparkling white, red striped double disc wheels. 7"x1.25" semi-pneumatic tires. Congo graphite lifetime bearings need no oiling.

37417 C530 Radio Super. Shipping Wt. 18 Lbs..... $7.95

(D) DELUXE MODEL SCOOTER - FOR HEALTHFUL ACTION

A speedsters delight and a real beauty! One-piece heavy gauge steel frame with non-slip embossed foot rest in new brilliant red baked enamel. Length 38", height 34". Sparkling white double disc wheels, 8"x1.25" semi-pneumatic tires. Plastic handle grips.

37421 C399 Congo lifetime bearings. Ship. Wt. 14 Lbs....$5.95

(E) AIR FORCE JEEP - EXCITINGLY TRUE-TO-LIFE

A realistic jeep that bears the authentic Air Force markings in red and white. Sturdy welded steel construction finished in baked enamel in official Air Force blue. Ball bearing rear axle, push rods and wheels that are 8" in diameter and equipped with 1-1/4" semi-pneumatic tires. Press-on permanent locking hub caps. Adjustable seat levels, three pedal adjustments. Front and rear bumpers. Room for a passenger, too. Shipping weight 36 Lbs.

37419 C1375 Air Force Jeep..... $19.95

(F) BUCKLEY IRISH MAIL - WONDERFUL BODY-BUILDER

Irish mail, the winning "sports car" for the sidewalk set. It's the newest thing on three wheels and really going places! An improved version of an all-time favorite, it has automobile chain drive transmission, ball bearing wheels with Firestone semi-pneumatic tires and a chrome plated, tubular steel handle and frame. Chassis is finished in Sports Red enamel. Single front wheel is easier to steer. Adjustable weatherproof Duran upholstered seat.

37430 C1495 Irish mail. Length 38". Wt. 28 Lbs.....$22.50

(G) BUDDY "L" SIT-N-RIDE TOW TRUCK - Small Fry's Delight

Ride to the rescue on this sturdy rider! Built for years of interesting play, it is made entirely of auto-fender steel finished in brilliant two-tone baked-on enamel. Six rugged rubber tires. Seat and boom both removable for use as a hauling truck as well. Boom has hand operated winch. Steering wheel is complete with horn to let them know you are coming. Truck measures 25" long, 8½" wide, 11" high. Wonderful fun indoors or out. Shipping Wt. 9 Lbs.

37416 C567 Combination Sit-N-Ride..... $8.50

HAND DECORATED IN HOLLAND

EVANS

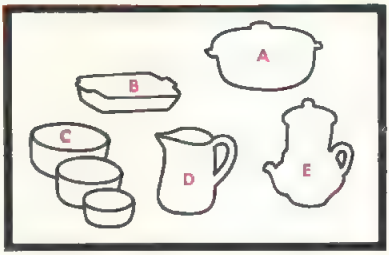
de SPHINX

Candy-striped Porcelain

candy stripe porcelain oven-to-tableware

Something new in oven-to-tableware —
Gay Continental stripes of blue, yellow, green and cocoa • Hand painted on lustrous white porcelain • Cook and serve in the same charming dish • The gay pastel stripes blend with every color scheme, every type of china • Stain-proof, burn-proof, colors are fade-proof • Wash this lovely porcelain with soap and water — no scouring needed.

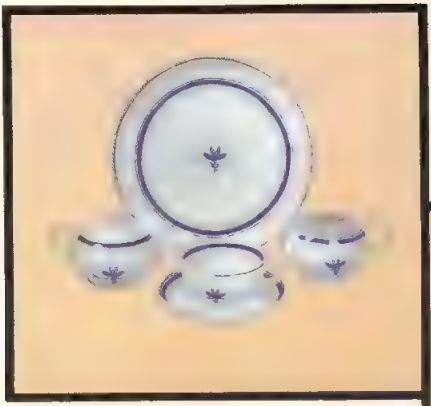
A	7H26X283	1¼-Qt Casserole, round, covered	List $4.25
B	7H27X196	Au Gratin, oval	List $2.95
C	7H30X396	Set of 3 Large Nested Bowls	List $5.95
D	7H29X216	1-Pt Pitcher	List $3.25
E	7H28X330	2-Cup Brazil Coffee-Tea Pot	List $4.95



IMPORTED FROM HOLLAND BY **EVANS INTERNATIONAL**

IMPORTED FROM HOLLAND

Hand decorated dinnerware styled for modern living in contemporary and traditional designs



• **Blue Tulip** Enhance your table with a touch of simplicity and charm • Stylized tulip on a background of Delft Blue — subtle tone on tone trim make this dinnerware ideal for any table.

10H380D1133	16-Pc. Starter Set	List $17.00
10H381D2503	32-Pc.	List $37.55
10H382D3896	50-Pc.	List $58.45

• **Blue Bouquet** A colorful rim of pale yellow contrasts delightfully with a delicate pastel blue color • Center floral pattern in pastel with touches of yellow, green, blue and red make this a desired pattern for any setting.

10H383D1133	16-Pc. Starter Set	List $17.00
10H384D2503	32-Pc.	List $37.55
10H385D3896	50-Pc.	List $58.45

• **Provincial** Modern design of fruits and flowers whose vivid colors of yellow, tan, blue and green provide delightful contrast to the background of white.

10H389D920	16-Pc. Starter Set	List $13.80
10H390D2116	32-Pc.	List $31.75
10H391D3270	50-Pc.	List $49.05

Service for 6 — 32 piece set

6 cups • 6 saucers • 6–10½" plates • 1 oval dish 12¾" 6 soup-cereal bowls • 6–6" plates • 1 open veg. dish

Service for 8 — 50 piece set

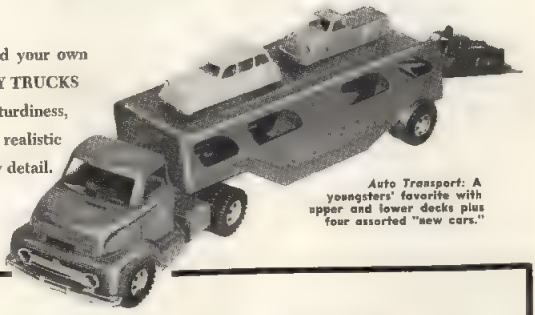
8 cups • 8 saucers • 8–10½" plates • 8–8" plates 8–6" plates • 8 soup-cereal bowls • 1 oval dish 12¾" 1 open vegetable dish

• **Autumn Harvest** A touch of New England Fall in changing seasons • A graceful pattern of stylized leaves of carmine red set off by contrasting dashes of autumn green and blue on a background of dazzling white.

10H386D920	16-Pc. Starter Set	List $13.80
10H387D2116	32-Pc.	List $31.75
10H388D3270	50-Pc	List $49.05

NO BETTER BUY in toy trucks!

Shop the market as you will and your own eyes will tell you that FAME TOY TRUCKS are at the head of the list for sturdiness, safety-engineered construction, realistic styling, and every possible quality detail.



Auto Transport: A youngsters' favorite with upper and lower decks plus four assorted "new cars."

DURING YOUR VISIT TO THE TOY FAIR!

Call at Room 203 in the Fifth Avenue Building where FAME TOY TRUCKS are on display for your convenience throughout the year.

Auto Wrecker: In high demand, this model handles any toy truck "emergency," has heavy wind-up chain and hook, simulated emergency operating lights.

Refrigerator Transport . . . Just like the real ones! Features the sturdiest construction and safety features. Endless play value. H. 9", W. 6¼", L. 23¾". Individually packed, 4 to a shipper. Wt. 34 lbs.

SEE
THE COMPLETE
FAME LINE
in **ROOM 203**
200 FIFTH AVENUE
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National Sales Representatives
WAtkins 9-2038

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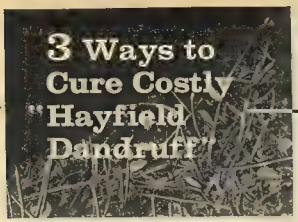
PRODUCTS CO.
305 THIRD AVENUE • NEWARK, N. J.

Write for Complete Catalog!



Mow, Condition, and Rake with Leaf-Saving
JOHN DEERE Equipment

Lost leaves . . . lost dollars! Poor timing and poor handling really cost money in legume hay crops. With better than 70 per cent of the feed value and most of the carotene (vitamin A) in the leaves, you'll need the **fast but gentle** handling of John Deere Equipment to save the valuable leaves and pocket full profit.

How Does a John Deere Mower Save Leaves? By being there ready to cut 35 or more acres per day when the crop is ready to be cut! By cutting cleaner, even at faster forward travel speeds! By reducing clogging . . . by cutting like new over the years . . . by reducing field time losses.

How Does a John Deere Hay Conditioner Save Leaves? By crimping stems so leaves and stems cure together faster, making the crop ready for windrowing before leaves become brittle and shatter off stems—by cutting curing time 35 to 50 per cent! By doubling your chances of getting hay put up without weather damage!

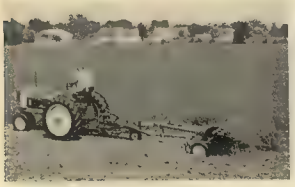
How Does a John Deere Rake Save More Leaves? By gently moving **and lifting** the hay into neat, fluffy, well-formed windrows with leaves inside . . . stems outside for faster curing! **By not** beating the crop, shattering the leaves from the stems! By raking cleaner in every condition.

See your John Deere dealer. Write today for free descriptive literature!

New High-Capacity Mowers Cut 35 or More Acres per Day

Two brand-new mowers—the flexible No. 8 Caster-Wheel Mower (shown at left) and the convenient 3-point No. 9 Mower—give new meaning to fast, clean cutting. Higher capacity . . . practically vibrationless running . . . protected operation . . . simple adjustments for like-new performance . . . and quick, easy attaching and detaching are features.

Hay Conditioner Saves Precious Leaves . . . Cuts Curing Time in Half



You'll make better hay with the John Deere Hay Conditioner. Its interlocking, corrugated metal rolls pick up and kink each stem at about 2-inch intervals, insuring fast, even curing. Mower hookups are available for new No. 8 and No. 9 Mowers to make mowing and conditioning one cost-cutting operation.

High-Speed Rakes Make Faster-Curing Windrows

John Deere Rakes feature the 4-bar reel, reducing the number of times tooth-bars contact hay . . . reducing the shattering of leaves. Curved teeth lift hay gently onto stubble, forming fluffy windrows. Rakes are available with right-angle reel and conventional reels . . . ground- and PTO-drive . . . in semi-integral, drawn and 3-point-hitch types.

The John Deere Credit Plan lets you pay for equipment as it earns for you.

ask about the JOHN DEERE CREDIT PLAN

JOHN DEERE

"WHEREVER CROPS GROW THAT'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

SEND FOR FREE LITERATURE

JOHN DEERE • Moline, Ill. • Dept. J8

Please send me free literature on John Deere Hay Equipment checked below.

- ☐ New No. 8 Caster-Wheel Mower
- ☐ New No. 9 3-Point-Hitch Mower
- ☐ 350 PTO Rake
- ☐ 851 Ground-Drive Rake
- ☐ 594 Series Drawn Rakes
- ☐ John Deere Way of Making Hay

*Name*_____ ☐ *Student*

*R. R.*_____ *Box* _____

*Town*_____ *State*_____

JOHN DEERE is *FIRST AGAIN* with

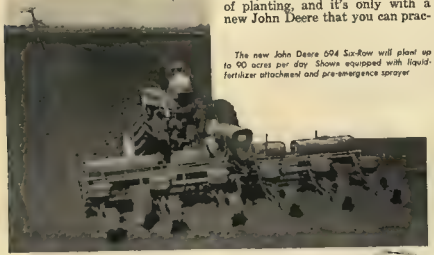
The Only Modern Planter for Today's Needs

The new 4-row 494 with dry-fertilizer attachment, pre-emergence sprayer, and insecticide attachment.

PROFITABLE corn production today is a science . . . a science that not only dictates accurate planting at faster speeds, but the combining of four big jobs into one operation. Today, you need a planter that will plant fast and accurately, precision-place high-analysis fertilizer, and apply weed and insect-controlling chemicals in one fast cost-cutting trip across the field. And the new John Deere Planters are the only ones on the market that live up to these specifications. It's only a new John Deere that gives you this four-in-one job of planting, and it's only with a new John Deere that you can practically insure a perfect stand of corn every time.

Whether you choose the 494 Four-Row or the 694 Six-Row, you can equip it to meet your every planting need. You have your choice of big-capacity dry- or liquid-fertilizer attachments that are real time-savers. You have a wide choice of ground-working equipment and fertilizer openers. The insecticide attachment can save your replanting . . . or getting a half stand. The pre-emergence weed sprayer can save you one or more cultivations.

Put your corn-growing operation into high gear this season by planting with today's only modern planter—the all-new John Deere.



The new John Deere 694 Six-Row will plant up to 90 acres per day. Shown equipped with liquid-fertilizer attachment and pre-emergence sprayer

SEND FOR FREE LITERATURE

JOHN DEERE • Moline, Ill. • Dept. HG

Please send me free literature on the new 494 and 694 Corn Planters.

Name _____ ☐ Student

R. R. _____ Box _____

Town _____ State _____

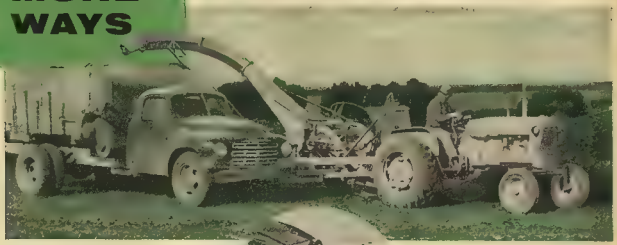
Ask about the JOHN DEERE CROPPY PLAN

JOHN DEERE

"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

PAYS MORE WAYS

than any other Feedmaker on the farm



Feed more animals off the same acreage—college feeding tests show that one acre, green-chopped or ensiled, can equal up to two acres grazed.

WHEN THE FIRST BLOSSOMS APPEAR, your pay-harvests of grasses and legumes begin.

From then on, your own Allis-Chalmers Forage Harvester repeats its busy pay-off: daily green feeding, grass or row-crop silage, straw, bedding, cornstalks or whatever chopping job you wish to use it on.

You can chop up to 100 tons a day at lowest possible cost with big savings in labor. A steady stream of silage heaps up the load behind or at the side.

Allis-Chalmers *cut-and-throw* cylinder design does it. Wide 3-ft. knives are cupped and curved a special patented way to both cut and throw material into truck or wagon. You get a more uniform mix of leaves and stems.

Knives are power-sharpened right in the machine with a built-in hone. They are protected by a Stone Stopper safety clutch on the feed rolls.

Step up output from your land and your herd. See your Allis-Chalmers dealer and learn how you can really cut your feed costs with this modern Forage Harvester and its big-capacity companion blower for both grain and forage.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WISCONSIN

Chop more tons an hour with 12 ft. of knife-cutting edge. Loop-type stalk spreader distributes row crops across full width of cylinder.

ALLIS-CHALMERS
Forage Harvester

Engineering in Action

Now,
See The New

Kewanee

Wrap-Around Disks

Model No. 140
cuts 11'2"

Only KEWANEE Offers You A Full Line of Disks Completely Equipped with Double Timken Tapered Roller Bearings.

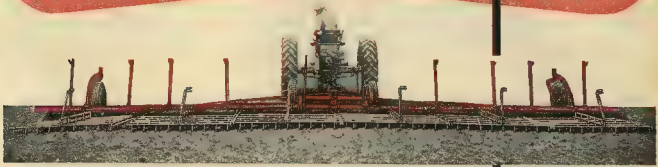
SEE THEM AT YOUR DEALER'S OR DEMONSTRATED ON YOUR FARM

Farmers who have bought and used these new KEWANEE DISKS are enthusiastic about the new Wrap-Around Frame, the rigid, welded construction and the way the KEWANEE'S closer spaced disk blades (6¾" apart) tear out corn roots so well you can't tell where the rows were. Farmers tell us KEWANEE'S Timken Bearing equipped disks save over 4 pounds of grease a day—save down-time in the field—and pull lighter. KEWANEE'S new, machined-steel spacer spools keep disk blades tight—gangs uniformly in line. Get a demonstration of one of the 6 new KEWANEE DISK models on your farm soon. See for yourself that you get more disk for your money when you buy a KEWANEE. There's a KEWANEE DISK to fit every tractor.

Wrap-Around Frame keeps you from hooking gates, fences or other obstructions. The frame supports the gangs and protects them over their entire length. All disk blades lie safely within KEWANEE'S Wrap-Around Frame. The KEWANEE stays rigid for years longer than other disks.

KEWANEE'S Constant-Level Control keeps your disk gangs at the same level or tilt when you change the depth of disking as your disk different types of soil in the same field. See this feature demonstrated on your own farm soon.

New KEWANEE Hitch is bigger over all—stronger—heavier. Hitch has wide-angle attaching points for free trailing all the time. Four grease fittings in heavy bushings on Hitch and Hitch Clevis protect against wear.



CUT HARROWING TIME IN HALF

If You Pull A 3 Bottom Plow—You Have The Tractor Power to Pull the KEWANEE WIDE HARROW—Use This Power to Save Time—Fuel—Money.
You can do this with the KEWANEE WHEEL-MOUNTED SPIKE-TOOTH HARROW:

1) Make transporting harrow sections easier—faster;
2) Do a better harrowing job than with your 4-section harrow;
3) Greater area coverage—faster harrowing means you don't have to tie up 2 tractors;
4) Cut harrowing time in half.

Farmers who own the KEWANEE WIDE HARROW say: "Just see one work on your farm and you won't let the dealer get off the place with it."
KEWANEE'S WHEEL-MOUNTED HARROW is available in 5, 6 or 7 sections. 5½' or 6' sections make harrows 27½', 30', 33', 36', 38½' or 42' in length. Your present sections are usable.

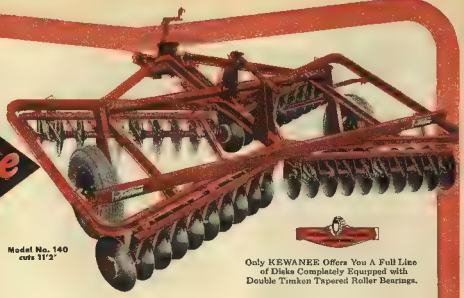
Kewanee

MACHINERY & CONVEYOR COMPANY
KEWANEE, ILLINOIS

Now, See The New

Kewanee

Wrap-Around Disks



Model No. 140 cuts 11'2"

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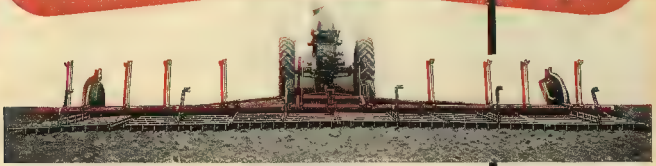

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Kewanee

MACHINERY & CONVEYOR COMPANY
KEWANEE, ILLINOIS

Aluminum
FEATHER CRAFT
Fiberglass

Introducing the
Fabulous
new Feather Crafts

See the new
Feather Craft
line at the
BOAT SHOWS
• New York
January 18-26
• Chicago
February 7-16

The exciting Feather Craft line for 1958 features six sleek new models including fiberglass plus striking innovations on the old favorites. You will marvel at the advanced engineering that assures peak performance from the new higher-powered motors—the dramatic styling and glamorous anodized colors. Write for complete information.

Feather Craft, Inc. 440 Bishop St., N. W., Atlanta 13, Ga.

The Sonar Model D 120 Depth Indicator.

Sonar Radio Corporation, Brooklyn, N. Y., will offer for 1958 three new models of marine radio telephones which will feature the Antennapak for greater talking power.

Model 65 is a 65-watt, 6 marine channel plus broadcast band radio telephone designed so that the power supply and the receiver transmitter is all self-contained. It is available for 6 or 12 volts.

Sonar Model 90, a 90-watt unit, features 6 marine channels plus broadcast band available for 12 or 32 volt DC operation.

Model 160 is a 160-watt 6 marine channel plus broadcast band marine radio telephone, available for 12 and 32 volt DC and 117 volt AC operation. It has a two dynamotor and vibrator power supply.

All of the above units comply with Coast Guard regulations relating to public boats for hire and will meet all new FCC regulations.

MARINE ADHESIVE TAKES ABUSE

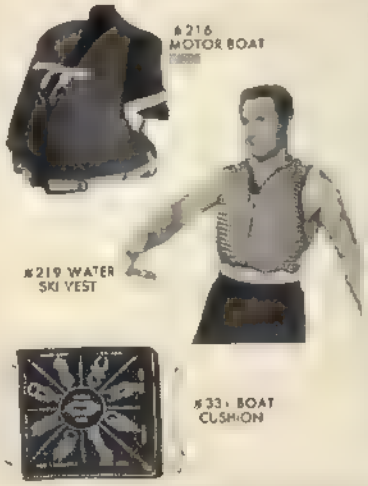
Operation South Bay Blue Jay—the 25-boat community building program which attracted so much attention in Northeastern boating circles last spring—used AR-703 exclusively for gluing and protecting the plywood planking on their Blue Jay Sloops. They report the product has performed beyond all expectations.

In spite of a season's abuse by 25 novice junior skippers in a strenuous 5-month sailing program, all report the AR-703 is as good as the day it was applied.

During the racing season a number of the boats were involved in collisions leaving them with fractures and holes in their plywood planking—some of which were 3" or 4" across. It was found that AR 703 mixed with Part C thickener proved ideal for making quick, flawless and permanent patches for these holes.

In addition to its use as a marine glue, plywood and fiberglass patching material and plywood protector, AR-703 has many other uses ranging from securing teak decks to underdecks to protecting wooden hulls from marine borers in southern waters. Complete details on AR-703 Marine Coating and other "AR" Products are available from Alroy Process Corp., 6 East 46th Street, New York 17, N. Y.

take along Tapatco
for Carefree Boating

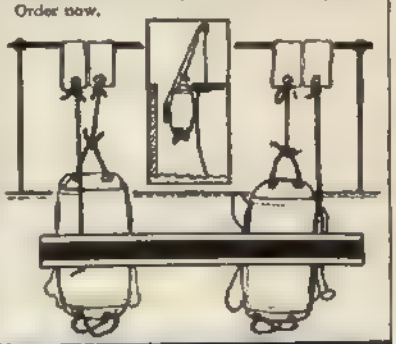


"You can't buy better . . . to save your life"

Write for free literature & prices.
THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio • Fairfield, Calif.
New Orleans, La. • Trenton, N. J.
In Canada: Magog, Que.

AEROMATIC BOAT FENDERS
Fender Boards and Straps

HERE'S the latest improvement in boat fenders—the Jenkins Aeromatic—a lightweight, resilient, heavy duty fender and life raft. Your boat sleeps on air—no greasing or squeaking. You sleep, too. Heavy rubber. Army duck cover, brass grommets, [redacted] lanyards. Cover easily replaced at low cost. Outlasts most others, stores in small space. Order now.



Size	Length	Width	Depth	Price
No. 1	36"	12"	6½"	$21.00
No. 2	27"	12"	6½"	$19.00
No. 3	27"	10½"	7½"	$17.00

FENDER BOARD—California Redwood 4' x 2" x 5½" trimmed with ¾" brass oval molding and 8 ft. rope. each...$27.50
RAIL STRAPS—16" x 4", brass grommets each $2.95
Your name or name of boat stenciled free
Order direct if your dealer cannot supply you. We ship anywhere in the USA prepaid!

JENKINS & FREY
INCORPORATED
1283 N.E. FIRST AVE. • MIAMI 32, FLORIDA

The Surfliner* Deluxe is a fully enclosed Sport Cruiser with overnight accommodations for the family neatly arranged to utilize the full and obvious advantages of the open "Walk Thru"* windshield assembly. The versatile cabin plan blends it to the large self-bailing cockpit to provide the open room ness needed for sport fishing—and the Deep Vee is carried well aft for truly soft riding.

Day Cruiser models are also available for those who plan fewer overnight outings yet desire the cool Surfliner* sedan cabin with its permanent weather protection.

19' and 21' OUTBOARD or INBOARD MODELS

The Surfliner Sport Cruiser

and

The Melody 32

"BRISOTE"

Both the Surfliner and the Melody utilize a Vee bottom design. Plywood planking on longitudinal stringers held by carefully designed bulkhead frames provide rigid and roomy boats. Fibrous glass is used for exterior protection. These models have outstanding performance qualities, exceptional versatility, and delightful appearance—coupled with old fashioned durability.

DIRECT SALES FACTORY TO YOU

Smallcraft NOT INC LAKE WALES, FLORIDA

CHAS. M. HUNT, JR. DESIGNER

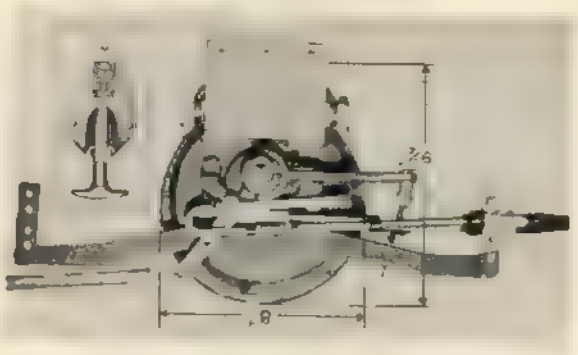
*Surfliner and Walk-Thru are Smallcraft trademarks. The windshield assembly is patent pending.

The Melody 32—"BRISOTE"

Her racing record and her pleasing appearance leave little more to be said for the Economical Melody 32.

LOA—32', LWL—20', Beam—8'6", Draft 4' to 5'3" 5500# Finished Models . . . Hulls from $2,500.00.

HEAVY DUTY SYNCHRONIZER



Marmac Products of Detroit have developed a new, heavier duty synchronizer for operation on twin-engine, inboard gasoline and diesel powered vessels. It eliminates vibration.

A new and heavier duty synchronizer for twin-engined, inboard gasoline and diesel powered boats is now being marketed by Marmac Products, 2400 Bellevue, Detroit 7, Michigan.

The accurate and sensitive new unit is said to keep the "lead" and "following" engines within one rpm of each other. Four tachometer drive outlets are provided as a source of power, with the result that the throttle control arm can be set to travel from left to right, or right to left as desired. The synchronizer will also handle engines having opposite rotating tachometer drives without the provision of additional equipment.

Of especial interest to boat owners is the fact that the unit may be mounted in any convenient location below deck.

According to the manufacturer, the new unit completely eliminates all propeller noises and engine vibrations set up by frequency variations due to non-synchronization.

Marmac also announces a new "topside dual steerer," especially adapted for use by sport fishermen. Entirely mechanical in its operation, the new device eliminates the need for opening or closing valves at either of the wheels mounted on the flying bridge or in the deckhouse. It is especially noteworthy, also, for the lack of any material play in the upper controls.

The main portion of the mechanism is contained within the lower control tower. It consists of dual racks, mounted in parallel within tubular brass housings and actuated by a single pinion located between these racks. The movement of this pinion is controlled by the rotation of the shaft.

HATHAWAY SAILS POWER WINNERS

Twenty yachts using Hathaway, Reiser & Raymond, Inc. dacron sails produced 31 first places in middle and long distance racing in 1957, including the Trans-Atlantic race from Newport to Santander, Spain; the Fastnet, Halifax and Storm Trysail-Block Island events. In five M.O.R.C. races, eight of 12 classes in the Off Soundings Club spring and fall cruises, the Britannia Cup, Watch Hill long distance fixture, American Y.C. cruise, Norwalk Y.C. Cruise, Single Handed Creepstakes, Riverside-Stratford Shoals, and Storm Trysail-Mt. Desert test, this company's sails powered prize winning yachts.

In the Columbus Day Indian Harbor-Stratford Shole-Execution race, 10 entries using H. R. & R. sails drove eight of the first nine boats on corrected time.

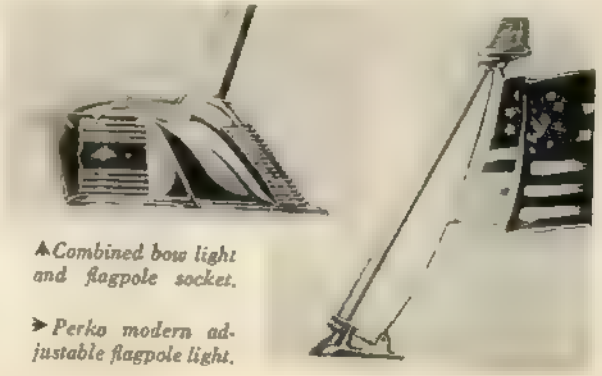
PERKINS MARINE ADDS NEW ITEMS

Streamlined lights, modern-designed hardware and fittings, made to meet the new requirements of the U. S. Coast Guard for motorboats and other types of vessels, are being offered this year by Perkins Marine Lamp and Hardware Corporation, 1941 Pitkin Ave., Brooklyn 7, N. Y.

The 1958 Combination Bow Light with flag pole socket and a patented Perko rebulbing feature is one of its offerings.

For 50 years they have manufactured marine lamps and hardware. Their 1958 general catalog, available for $1.00, shows their complete line. A small boat catalog, showing items for outboards, inboards and cruisers, can be obtained for 25 cents.

Their many new items; lights, hardware and fittings, are made to meet the new U. S. Coast Guard regulations



▲*Combined bow light and flagpole socket.*

➤*Perko modern adjustable flagpole light.*

FIBRE-BILT* TOYS

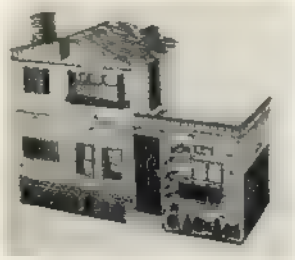
*the really built *fibreboard* toy

Durable—Light—*All* Play Value
Quick, Easy Assembly
Packaged and Priced to Sell
Conforms to all Parcel Post Regulations

SUB-BUR-BANNETTE Doll House
No. 106
List price $1.98

VISIT US AT THE HOTEL NEW YORKER, ROOM 1048, DURING THE TOY FAIR

Manufacturers' Representatives: — We still have a few desirable territories open.



"SPLIT-LEVEL" for 8" and 10" Dolls
List Price $5.98

SMOKEY TOWN
Fire House
No. 109
List Price $5.98

ELECTRONIC MAN
No. 108
List Price $2.98

FRONTIER CABIN
No. 105
List Price $3.98

★
***and* MOON-JET . . .**
★ to be unveiled at the Toy Fair
No. 111 — **$3.49**
★ ★

Division of **ATLANTIC CONTAINER CORP.**
48-08 30th Place, Long Island City, N. Y.
RA 9-7700

MAINE-BUILT 35-FOOTER

A new, 35′, twin-screw fishing cruiser is being introduced by Poly-Craft Marine of Boothbay Harbor, Me. The firm is a division of the Poly-Choke Company of Hartford, Conn., long known among outdoor sportsmen and hunters as a pioneer manufacturer of adjustable shotgun chokes and hunting accessories.

Designed to combine seaworthiness with modern styling, Poly-Craft's chief structural feature is a tested underbody form which couples round-bilge construction with light weight to provide maximum comfort and safety in rough water with maneuverability. Built by experienced Down East craftsmen from plans and specifications by Eldredge-McInnis of Boston, this newcomer is actually a semi-custom boat produced at a price that compares favorably with stock boat prices. Production will be limited, for the present.

Poly-Craft's materials and equipment are the finest available. Frames and keel are oak, planking is mahogany. Everdur-fastened. Decks and self-bailing cockpit are teak. Flush cockpit is 17′ long and has 6′ 2″ headroom under the deckhouse extension. The cabin has sleeping accommodations for four, and optional bunks for two more in the deckhouse, which is completely enclosed by a removable, white canvas covering or, if desired, by a permanent bulkhead.

Power is provided by twin Chrysler Crown 125 hp engines with 2.04:1 reduction gear, and may be varied at the owner's option. Other specifications include Wilcox-Crittenden hardware, Marmac controls, Crowell hydraulic steering control, Columbia propellers, Danforth anchor, Allcraft monel gas tanks. Optional features include a flying bridge, bow and stern rails, and outriggers.

Complete information is available from Poly-Craft Marine, Dept. 161, The Poly-Choke Co., Inc., East Hartford, Conn.

The 35′ fishing cruiser introduced by Poly-Craft Marine of Boothbay Harbor, Me. Eldredge and McInnis designed it.

PURITAN SKI TOW ROPES

A new type of polyethylene and a new construction are combined in the 1958 addition to the Puritan Marine Products family of water ski tow ropes. The new yarn offers lower stretch, superior resistance to abrasion and to deterioration from ultra violet sun rays. The new diamond braid construction highlights greater strength, less tendency to kink and better knot holding power.

The new Poly-Flyer set is completely assembled with the tow line spliced for attachment to the bridle. The bright yellow hardwood tow bar is 1″ in diameter for a good comfortable grip. Regular and slalom models are available. For additional information write Puritan Marine Products, 126 Cable Street, Louisville 6, Kentucky.

PRICE CHANGE ON OUTBOARD OIL

In face of rising material costs and handling charges, Dew-coated Lubricants, Chicago 80, Illinois, is reducing retail prices on the complete package line of outboard motor oil and upper cylinder lubrication for the West Coast market, thus making the product available throughout the United States at a standard price level (slightly higher in Canada).

Also, Dew-coated products will offer more profit to the jobber and dealer in 1958 as a freight allowance plan has been put into effect which is equivalent to a prepaid basis of distribution.

SEE THE FUN LINE FOR '58
Fleetform
CORPORATION
If you love a boat that looks and acts like a thoroughbred ... a different boat of uncompromised excellence, you'll fall in love with Fleetform. Take a look ... take a ride ... then try to be satisfied with any ordinary boat!
CHOOSE FROM A COMPLETE LINE
14 FT. COMMODORE OUTBOARD RUNABOUT
Superb family runabout — terrific ski boat.
Length 14' 1" Approx. Wt. 450 lbs.
Beam 5' 3" Seat Cap 5
19 FT. SPORTSMAN OFFSHORE OUTBOARD
Our flagship! Great new fishing or family boat.
Length 19' Approx. Wt. 1100 lbs.
Beam 6' 9" Seat Cap 7
15 FT. SPORTS HOLIDAY INBOARD
Super performance inboard for ski, sport use.
Length 15' Weight 1200 lbs. Speed up to 36 mph
Beam 5' 3" Seat Cap 5 Power 65 hp
NOW READY: SMART NEW 16-FT. OUTBOARDS!
See them at the New York and Chicago Boat Shows.
Write for free literature.
Fleetform
BOX 4108
HICKS FIELD
FORT WORTH 6, TEXAS
THE NEW STYLE STANDARD IN BOATING

Flowers by PROLON

CHORALEER

—translucent like fine china
—exquisite "molded-in" decorative patterns that cannot wear off
—only melmac® dinnerware line completely decorated

Here's captivating beauty in today's most exciting decorated dinnerware . . . non-fade patterns on soft white field . . . molded-in beauty that will thrill the most discriminating hostess. Florence DECORATED is the only Melmac® dinnerware which offers a fully decorated line even with patterns on all curved surfaces. Florence DECORATED is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long-life, smoothness and lustre . . . Florence DECORATED is virtually unbreakable, resists chipping, is not harmed by hottest water in automatic dishwashers. Four delightful patterns to choose from . . . REGATTA refreshing as a cool sea breeze . . . contemporary in its smart symbolic design . . . GRANADA—dignity and charm in rich colors and exquisite patterns . . . CHORALEER—a whimsical, sprightly decoration that will cheer your every meal . . . ORIENTAL POPPY—a colorful, captivating whisper of the Orient.

SPECIAL NEW 20-PC DINNER SET

A $37.20 open stock value for $29.95 retail

Contains four each 10-in dinner plate, 6¼-in bread and butter plates, 14-oz bowls, cups and saucers. In four patterns. Shipping wt. 8 lbs

Stock No.	Pattern Name	Retail
7815RP1997	Regatta	$29.95
7815GP1997	Granada	$29.95
7815OP1997	Oriental Poppy	$29.95
7815CP1997	Choraleer	$29.95

REGATTA

GRANADA

ORIENTAL POPPY

SERVICE FOR TWELVE
Order 1-45 Piece Set and 1-20 Piece Set

DECORATED OPEN STOCK

Minimum order **$20.00** at Retail Value. Available in four patterns: Choraleer, Regatta, Granada and Oriental Poppy. Allow 10 days for shipment from factory F.O.B. Florence, Mass. SPECIFY STOCK NO. and PATTERN DESIRED.

Stock No.	Description	Retail
7800P200	10-D Dinner Plate	$3.00
7802P150	7¾-in. Salad Plate	$2.25
7803P107	6¼-in. Bread & Butter	$1.60
7804P90	Saucer	$1.35
7805P107	9-oz Cup	$1.60
7806P117	14-oz. Soup, Cereal Bowl	$1.75
7841P100	8-oz. Fruit Dish	$1.50
7832P463	14¾-in Oval Platter	$6.95
7805P200	Open Vegetable Dish	$4.50

melmac

as advertised in

LIFE

EXCLUSIVELY ON MELMAC DINNERWARE
Guaranteed by Good Housekeeping
SEE US ADVERTISED PATTERNS

45-PIECE DINNER SET

A $90.80 open stock value for $74.50 retail

Eight each, 10-in dinner plates, 6¼-in bread and butter plates, 14-oz. bowls, cups, saucers. One each: 14¾-in oval platter, vegetable dish, open, creamer, covered sugar. Please specify pattern desired. Wt. 18 lbs

Stock No.	Pattern Name	Retail
7868RP4719	Regatta	$74.50
7868GP4719	Granada	$74.50

Beverly by PROLON

Another Prolon style-triumph . . . Never before such rare loveliness in fine Melmac® dinnerware! Delicately graceful dinnerware in glowing, fadeless color . . . Break-resistant quality and priced so low! It looks so delicate and "china-like", yet it's strong and durable—to give you years of service . . . Safe in the hottest water of automatic dishwashers . . . won't crack, craze or fade . . . practically unbreakable.

GUARANTEED: *not to chip, crack or break in 2 full years normal use.*

45-PIECE DINNER SET

A $39.40 open stock value for $29.95 retail

Contains eight each: 10-in. dinner plates, 6¼ in. bread and butter plates, 19 ⅞-in. soup dishes, cups, saucers. One each: 14-in. platter, vegetable dish, creamer, covered sugar bowl. Solid colors, or rainbow assortment—equal number of pieces in turquoise, white, pink, and yellow; service pieces in turquoise and pink. Wt. 16 lbs.

Stock No.	Color	Retail
7445TP1997	Turquoise	$29.95
7445PP1997	Pink	$29.95
7445YP1997	Yellow	$29.95
7445RP1997	Rainbow Assortment	$29.95

20-PIECE DINNER SET

A $16.20 open stock value for $12.95 retail

Service for four contains four each 10-in. dinner plates, 6¼-in. bread and butter plates, 19 ½-oz. soup dishes, saucers, and cups. Rainbow assortment of turquoise, white, pink, and yellow. Wt. 6 lbs.

Stock No.	Color	Retail
7420RP863	Rainbow Assortment	$12.95

BEVERLY OPEN STOCK

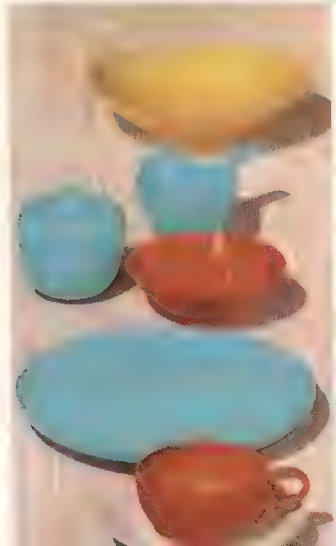
Minimum order **$20.00** at Retail Value. Available in Turquoise, Pink, White or Yellow. Allow 10 days for shipment from factory, F.O.B. Mass. SPECIFY STOCK NO. and COLOR DESIRED

Stock No.	Description	Retail
7400P83	10-in. Dinner Plate	$1.25
7401P40	6¼-in. Bread & Butter	$ .60
7402P40	Saucer	$ .60
7403P63	7-oz. Cup	$ .65
7404P63	19½-oz. Soup Dish	$ .95
7405P40	7 oz. Fruit Dish	$ .60
7406P117	Vegetable Dish	$1.75
7407P183	14 in. Platter	$2.75
7411P167	Sugar and Creamer Set	$2.50

melmac

Guaranteed by Good Housekeeping

LIFE



Florence by PROLON

Award-Winning Designs . . . Clear, Glowing Colors . . .

Beautiful, deep coupe styling with a delicately tapered edge . . . rich, jewel-like colors in the fadeless durability of Melmac® that enhance any table setting . . . Florence matches the beauty of fine semi-porcelain yet offers the lifetime serviceability you can get only in Melmac® . . . It's fully chip-and-crack resistant—virtually unbreakable! Wash it in your dishwasher—the hottest water cannot harm its glowing, fadeless color nor mar its lustrous finish. It stays lovely as new, always . . . Florence dinnerware is odorless, non-toxic, non-flammable, and colors stay bright and clear, surfaces remain smooth and lustrous.

GUARANTEED: *Not to chip, crack or break in 2 full years normal use.*

20-PIECE DINNER SET

A $24.60 open stock value for $19.95 retail

Service for four contains four each 10-in. dinner plates, 6¼-in. bread and butter plates, 14 oz. bowls, cups, and saucers. Available in two color sets (equal pieces of each color) or a rainbow assortment of equal number of pieces in turquoise, yellow, copper, and beige. Shpg. wt. 8 lbs.

Stock No.	Color	Retail
7815TP1330	Turquoise and White	$19.95
7815CP1330	Copper and Beige	$19.95
7815RP1330	Rainbow Assortment	$19.95

45-PIECE DINNER SET

A $60.65 open stock value for $49.95 retail

Contains eight each: 10-in. dinner plates, 6¼ in. bread and butter plates, 14-oz. bowls, cups and saucers, one each 14¼-in. oval platter, open vegetable dish, creamer, and covered sugar bowl. Rainbow assortment contains an equal number of pieces in turquoise, yellow, copper, and beige—all serving pieces in turquoise and yellow. Wt. 18 lbs.

Stock No.	Color	Retail
7815TP1330	Turquoise and White	$19.95
7815CP1330	Copper and Beige	$19.95
7815RP1330	Rainbow Assortment	$19.95

FLORENCE OPEN STOCK

Minimum order **$20.00** at Retail Value. Available in six solid colors: Sunset Red, Beige, Yellow, White, Turquoise or Copper. Allow 10 days for shipment from factory F.O.B. Mass. SPECIFY STOCK NO. AND COLOR DESIRED

Stock No.	Description	Retail
7800P130	10-in. Dinner Plate	$1.95
7802P83	7⅛-in. Salad Plate	$1.25
7803P66	6¼-in. Bread & Butter	$1.00
7804P60	Saucer	$ .90
7805P76	9 oz. Cup	$1.15
7806P76	14-oz. Soup Cereal Bowl	$1.15
7841P60	8-oz. Fruit Dish	$ .90
7807P217	12⅛-in. Oval Platter	$3.25
7832P283	14¼-in. Oval Platter	$4.25
7808P217	Open Vegetable Dish	$3.25
7809P250	Divided Vegetable Dish	$3.75

FORMAN 4 FAMILY COLOR

PERCOLATOR SETS
Listed below are the 3 color combinations available.

With the turquoise percolator, all the metal parts are finished in chromium.

With the yellow percolator, all the metal parts are finished in solid brass.

With the pink percolator, all the metal parts are finished in solid copper.

For further details, please refer to the copy shown on the right, underneath "percolator sets."

COMPLETELY AUTOMATIC

(A) PERCOLATOR

Enjoy coffee of the finest flavor—free of METALLIC taste—because it is made in vitrified china. Set it forget it. Keeps continuously warm after shut-off. China by Hall, guaranteed heat-proof, and available in choice of the 3 most popular colors. Complete with cord set, cap. 4-8 cups, A.C. only, 110/115 volts, U.L. approved, shipping wt. 7½ lbs.

H38275-1317 Turquoise	Retail **$19.75**
H38285-1317 Yellow	Retail **$19.75**
H38295-1317 Pink	Retail **$19.75**

COMPLETELY AUTOMATIC

(B) PERCOLATOR SETS. For gracious and elegant service—the percolator, as shown above, is combined with a sugar, creamer and tray to match. Available in any one of the 3 most popular colors, as described in copy at left. Each sugar and creamer is made of china with a slide-on slide-off metal cover. Tray 17½" x 10½" with embossed center. Shipping wt. 13 lbs.

H38305-2330 Turquoise	Retail **$34.95**
H38315-2330 Yellow	Retail **$34.95**
H38325-2330 Pink	Retail **$34.95**

CASSEROLE WITH CANDLE WARMER. Bake in Pyrex serve sizzling hot—from same dish. Preserves original flavor! Available in solid brass or copper, adding the warm Colonial touch. Cap 3 qts. Ht. 8½", Shipping Wt. 4½ lbs.

	Retail
H38255-663 Copper	**$9.95**
H38265-663 Brass	**$9.95**

CHAFING DISH. The hostess' delight for buffet and dinner parties! Makes entertaining a fascinating pleasure! Choice of solid copper or brass. Sterno heat for convenience. Cap. 2 qts., Ht. 10". Shipping wt. 5 lbs.

	Retail
H38335-1263 Brass	**$18.85**
H38345-1263 Copper	**$18.95**

CASSEROLE
A gourmet's surprise! A decorator's delight! China oven baking dishes surpass all. China available in the 3 most popular colors. Metal matched to harmonize. China by Hall, guaranteed heatproof, cap. 2 qts., Shipping wt. 6½ lbs.

	Retail
H38355-560 Turq./Chrome frame	**$8.40**
H38365-560 Yellow/Brass frame	**$8.40**
H38375-560 Pink, Copper frame	**$8.40**

COVER SLIDES-ON SLIDES-OFF

THE COZY

The Continental touch! Brews tea and *KEEPS IT HOT*, ready to serve. Ideal for instant coffee, too! China in the 3 most popular colors. Insulated metal cover (to match) slides-on and slides-off to hold the heat. China by Hall, guaranteed heat-proof, cap. 6 cups, Shipping wt. 3¾ lbs.

	Retail
H38385-530 Turquoise China/Chrome cover	**$7.95**
H38395-530 Yellow China/Brass cover	**$7.95**
H38405-530 Pink China/Copper cover	**$7.95**

B
A
C
D
Chromium PLATED WARE
THE BEST NON-TARNISHABLE FINISH!
EXCELLENT FOR OUTDOORS, TOO!
(A) LAZY SUSAN IN CHROMIUM. Spins round-and-round, merely by the touch of a finger. Designed for luxurious dining and superb buffet service. Six separate glass inserts (in milky white) hold a generous variety of sweet meat or hors d'oeuvres. Beautifully embossed center on tray, dia. 14½", Shipping wt 6½ lbs.
H38415-597 Retail $8.95
(B) SUGAR & CREAMER SET IN CHROMIUM. A necessity for every hostess! Because of its neutral chromium finish, it will match elegantly with all china table service of any color. Also, made to last! Engraved tray 11" x 6¼", Sugar and creamer cap. ¾ Pt. each, Ht. 4", shipping wt. 2 lbs.
H38425-530 Retail $7.95
(C) SERVING TRAY IN CHROMIUM. Enjoy its use at home—in front of TV — on the patio — or anywhere else. Serve cocktails, beer, soft drinks, coffee, sandwiches, etc. Black insulated handles make for easy lifting. Tray measures 17½" x 11", beautiful embossed center Shipping wt 3 lbs
H38435-397 Retail $5.95
(D) CHEESE AND CRACKER DISH IN CHROMIUM. A wonderful after-dinner service piece! Ideal for snacks, too! Covered glass center is ample for variety of cheese, and the metal tray holds a nice selection of crackers. Add the coffee or beer for an enjoyable time! Dia. 12", Shipping wt. 2½ lbs.
H38445-397 Retail $5.95
FORMAN 4 FAMILY
Famous for Useful Gifts
(E) CASSEROLE IN WROUGHT ALUMINUM. Serves a 3-in-1 utility purpose! Complete—it's a big Pyrex casserole remove the cover, and it's a salad bowl—finally, remove the glass, and it's a wonderful fruit bowl. Pyrex cap. 2 qts., bowl dia. 9¼", shipping wt. 3¼ lbs.
H38455-263 Retail $3.95
(F) SIZZLE MAID PLATTER IN WROUGHT ALUMINUM. Broil and serve—sizzling hot from one platter—without scorching the tablecloth! Simply attach the easy-to-clamp handles when the platter comes from the broiler. Only in this manner can the rich and natural flavors be captured for an epicurean's paradise! Tray only 17½" x 11" Shipping wt. 3½ lbs.
H38465-597 Retail $8.95
(G) ICE BUCKET AND TONGS IN WROUGHT ALUMINUM. A perfect gift for any occasion —ideal for your own home, too! Fibre glass insulation keeps cubes solid for hours. In addition (for your permanent convenience to mix cocktails) the recipes for 14 of the most popular drinks are inscribed on the inside of cover. Cap. 6 pts., Shipping wt 2½ lbs.
H38475-530 Retail $7.95
(H) 2 TIER TIDBIT DISH IN WROUGHT ALUMINUM. A graceful utility piece serving a great necessity. Styled to hold a lot and yet limited to modest table space. Perfect for after-dinner parties. Also wonderful to serve by hand, from guest to guest. Bottom tray 12" dia. Shipping wt. 2 lbs
H38485-367 Retail $5.50
Antiqued
WROUGHT ALUMINUM MOTIF
HIGHLY POLISHED LUSTRE!
NATURAL PERMA-FINISH!
BROIL & SERVE FROM SAME PLATTER
SIZZLE 4 MAID

GENUINE FRANKENTHAL—DRESDEN MEISSEN

Imported from

FRIEDRICH WILH. WESSEL PORZELLANMANUFAKTUR

FRANKENTHAL, GERMANY

Each figurine illustrated below is an antique of tomorrow produced by artisans who practice the same skillful manual processes that have been used by their forefathers since 1709. All our exquisite lacy figurines are especially packed within a heavy clear plastic container, with the figurine securely fastened to cardboard bottom to avoid breakage in shipment. Ideal gifts and handsome showpieces to enhance the beauty and good taste of any home. Each piece carries the genuine Frankenthal Hallmark illustrated above—to guarantee each piece to be actual Dresden Meissen. Naturally, due to space limitations, we cannot begin to show the complete Frankenthal line however if you desire any piece of Dresden-Meissen not illustrated on this page, write for full information and prices.

LADY WITH FAN

529D880 -3½" High **Retail $13.50**

DANCING AND CONCERT GROUP

561D15600—9" High **Retail $235.00**

WAITING FOR THE CAVALIER

522D950—3 High **Retail $14.00**

FLOWER GIRL AND FLOWER BOY

510D950 —5¼' Girl **Retail $14.00**
516D1010—5¼ Boy **Retail 15.00**

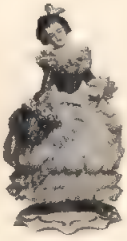
CHESS PLAYERS

514D3680—5½ High (As Illus.) **Retail $85.00**
507D4310 6¼' High (Smaller Playing Table) **Retail 64.50**

CAVALIER AND LADY

521D880 5½ Cavalier **Retail $13.50**
518D1300—4½ Lady **Retail 19.50**

DANCING COUPLE



GIRL WITH BASKET

SPANISH DANCER

MINUET ROCOCO

FRICTION MOTOR TOYS

TANK WITH ACTION CANNON

Army tank with sparks. Strong friction motor; metal construction. Plunger action cannon fires rubber tipped dart. Size: 8" long. Each boxed.

S.R. 98¢

		Each
K681-116	Army Tank (Mfr. No. 574)	$1.34

BULLDOZER

Friction bulldozer with driver and piston action that actually light while in motion. Uses "C" battery (not supplied). Size: 7½" long. Each boxed.

S.R. $1.98

		Each
K681-223	Bulldozer (Mfr. No. 662)	$2.66

TRACTOR WITH TRAILER

Friction tractor and detachable trailer combination. Tailgate actually moves. Size: 15½" long overall. Each boxed.

S.R. $1.98

		Each
K681-330	Tractor/Trailer (Mfr. No. 688)	$2.66

SHOOTING CANNON

Realistic 9¾" Howitzer that shoots. Authentic detail and scaled. Complete with 2 shells. Individually boxed.

S. R. 88c

		Each
K681-447	Shooting Cannon (Mfr. No. 525)	$1.20

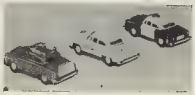
MILITARY VEHICLES

Assortment consists of twelve different friction military vehicles, six of each style with demonstrator. Metal construction. Most sizes 5½" long. Each boxed.

S.R. 39¢

		Per Asst. of 72
K681-553	Military Vehicles (Mfr. No. J-2021)	$40.00

ASSORTED CARS



Metal friction assorted cars with rubber tipped wheels, in three assorted styles—Police, Fire Chief and Taxi Cab. Measures 5¼" long. Each in box.

S. R. 39c Each

		Each
K681-660	Assorted Cars (Mfr. No. 709)	$0.50

DOUBLEDECK GREYHOUND BUS

Friction motor, metal Greyhound bus with authentic markings. Six wheels; rubber tires. Length, 11 inches.

S. R. 98c

		Each
K681-777	Motor Bus (Mfr. No. 501)	$1.34

24 PIECE CAR ASSORTMENT

Deal includes 8-prong wire display rack, sign and 24 car assortment of 4 each 1958 scale models of Chev. and Ford cars.

Each has spin-torque motor, colorful plastic body, sturdy steel chassis, chrome grille and bumpers and rubber tires.

S.R. 98¢

		Per Asst. of 24
K681-884	Auto Car Asst. (Mfr. No. 103)	$32.00

ASSORTED METAL TRUCKS

9½" wreck truck with manual crank action hoist; 8½" dump truck with manual action hydraulic dump; 8" Army atomic cannon truck—plunger action gun fires 2 shells. Each boxed.

S.R. 88¢

		Each
K681-991	Assorted Trucks (Mfr. Nos. 560, 561, 600)	$1.20

FRICTION MOTOR TOYS

JEEP WITH CANNON

Friction metal jeep with cannon. Trailer finished in army colors. Cannon has 2 wooden shells. Measures 13" overall. Packed each in box.

S.R. 98¢

		Each
K682-106	Jeep with Cannon.....	$1.34

(Mfr. No. 709-184)

FORD FAIRLANE SEDAN

Faithful reproduction of the original—even to authentic insignia—is scaled 1/25th actual car size. Sturdy tenite plastic body in bright, non-chip two-tone colors has a metal chassis, plated bumper and grille trim, rubber tired wheels with true detailed hub caps and clear acetate windows. Driven by flywheel motor. Measures 8" long.

S.R. $1.95

		Each
K682-205	Ford Sedan.....	$2.66

(Mfr. No. 55F)
12 per carton; wt. 9 lbs.

CHEVROLET SPORT COUPE

Similar to Ford Sedan shown above except for type.

S.R. $1.95

		Each
K682-304	Chevy Coupe.....	$2.66

(Mfr. No. 99C)
12 per carton; wt. 9 lbs.

JEEP WITH CANNON

Large 18" authentically scaled model of an artillery jeep with cannon. This friction motor jeep has a driver and five heavy duty rubber tires. The cannon fires two plastic shells in a very realistic manner. Indiv. boxed.

S.R. $1.98

		Each
K682-502	Jeep with Cannon.....	$2.66

(Mfr. No. 669)
24 per carton; wt. 28 lbs.

BOAT AND CAR

Metal friction boat and car with boat trailer. Overall length 15", 3" wide, 2½" high. 1 combination set to a box.

S.R. $1.98

		Each
K682-601	Boat and Car.....	$2.66

(Mfr. No. 678-107)

ASSORTED CARS

Assorted friction metal cars: Convertible, coupe and station wagon with rubber tires. 7" long, 3" wide, 2½" high. Each in box.

S.R. 98¢

		Each
K682-700	Assorted Cars.....	$1.34

(Mfr. No. 678-122)

ARMY JEEP WITH CANNON

Friction radio jeep with antenna, carrying four wooden missiles with rubber tips, and driver. Separate anti-aircraft automatic cannon which can operate independently or as an attachment to the jeep. Strong friction motor, heavy gauge metal and heavy duty rubber tires. Actually two separate playgoing toys. Overall length 27" x 5⅝". Each boxed.

S.R. $3.98

		Each
K682-775	Jeep with Cannon.....	$5.34

(Mfr. No. 756)
12 per carton; wt. 27 lbs.

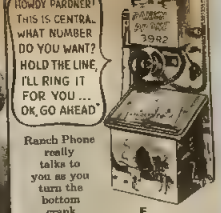
PISTON ACTION TRACTOR

Metal friction farm tractor with piston action motor; pistons move up and down. Size: 6½" long. Each boxed.

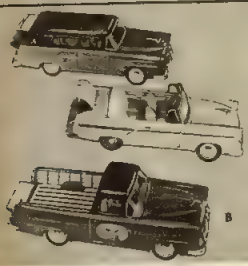
S.R. 98¢

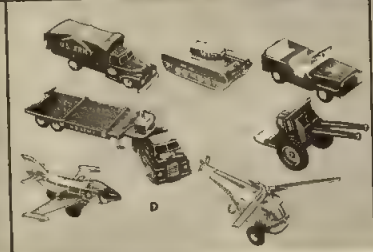
		Each
K682-841	Tractor.....	$1.34

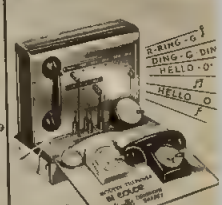
(Mfr. No. 603)



Ranch Phone really talks to you as you turn the bottom crank







(A) KAMKAP TYPEWRITER. Not a toy, but a real typewriter. 54 characters on 27 key standard keyboard—complete alphabet, capitals, all numbers, all punctuation marks, dollar sign, two shift keys. Has feather touch, speedy typing. Makes carbons, cuts stencils. By far the world's lowest priced quality typewriter! Precision built, die-cast body. Lightweight. 11½x10x6 inches.
21-31209-2067 Shpg wt. 17 lbs. ... .Retail **29.95**
Typewriter Case. Featherweight case. Two-tone washable covering. Brass plated hardware. 4 lbs.
21-31159-332 12x11x6½ inches.....Retail **4.98**

(B) FRICTION FORD SUBURBAN FLEET. Contains Station wagon with action rear door—Ranchero truck with action rear door—Convertible with action baggage compartment and front seats. Metal, baked enamel finish. Rubber tires. Each 12 in. long
21-31985-465 Set. Wt. 4 lbs. ..... .Retail **6.98**

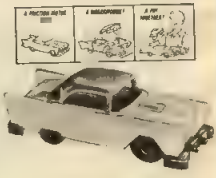
(C) TOM THUMB TYPEWRITER AND CASE. Operates like a full size typewriter. Has standard keyboard with 84 letters and numbers. Shift keys for Capital and small letters. Fingertip spacer. Ribbon shift uses standard ½ inch ribbon. Has ball bearing carriage. Attractively finished with chrome trim. Size: 10¼x10½x4¼ in. high
21-31225-1330 Shpg wt. 12 lbs. .Retail **19.95**

(D) FRICTION MILITARY ASSORTMENT. Steel enameled set consists of a jeep and siren, sparkling tank; sparkling cannon; U.S. Army flatbed truck; Army transport van; a jet and a helicopter. All are authentic scale replicas of Army vehicles.
21-31977-399 Shpg. wt. 2 lbs.....Retail **5.98**

(E) RANCH PHONE. Upper crank rings the bell. Lower crank operates record mechanism which actually says..."Howdy Pardner. This is central. What number do you want? Hold the line I'll ring it for you . . . " Receiver hook clicks when depressed.
21-31084-199 13¼ in. Wt. 3 lbs. ... Retail **2.98**

(F) KAMKAP TALKING SWITCHBOARD. Decorator colored telephones make this talking steel switchboard more popular than ever. Board has phone, clicking dial, plug-ins, cord. Crank the handle and you hear—"Operator, number please, operator, number please. What number are you calling? Thank you, I'm ringing your number." Wt. 5 lbs.
21-31092-399 11¼x10½x3¼ in.....Retail **5.98**

(G) KAMKAP RADAR SPEED TRAP. Unique toy actually works—shows the speeds of passing cars, from 0 to 120 MPH, automatically. Play radar antenna, radio antenna, telephone, traffic summons pad, adjustable tubular tripod, plastic end caps.
21-31407-599 Shpg. wt. 6 lbs .....Retail **8.98**



(H) TALKING CASH REGISTER. Turn the handle and it talks. Drawer opens, rings bell. Red and chrome color. 7½x6½x9¼ in. high.
21-31191-265 Wt. 4 lbs..... .Retail **3.98**
(J) TALKING DIAL TELEPHONE. Turn handle, record says "Hello mommy, hello daddy, I love you, goodbye." Metal.
21-31100-122 Wt. 1 lb. **1.98**

CHILD GUIDANCE LEARN 'N PLAY KIT. Three individual smooth plastic pre-school toys in a sturdy, 3-color corrugated case. Includes: Add-A-Count Scale (teaches addition); Teach-A-Time Clock with movable hands and numbers, Turn-A-Gear with 9 unbreakable, turning gears. Shipping weight 3 lbs.
21-31126-265 Retail **3.98**

WRECKMOBILE. It's sensational . it's a superior friction motor car . . . it's a wreckmobile that comes apart upon impact with another object . . . it's a put together model. And then again it's a beautifully styled futuristic car of many different colored plastics. Has all metal friction motor. 8x3x2¾ in.
21-31936-166 Wt. 1 lb .....Retail **2.49**

MUSICAL INSTRUMENTS

The instruments shown on these pages are made to exacting specifications by the world's leading manufacturers of fine instruments. Each instrument is fully guaranteed. Please write for further information about any of the instruments illustrated, or if you are interested in instruments not shown. We can furnish any type of instrument. Be sure to specify exact type of instrument and price range when writing.

FULTONE

Ⓐ Fultone Imported Saxophones

E♭ Alto Saxophone. Integral, one-piece tone holes, drawn from body. Hardened key mechanism, easy to play low tones quick responsiveness and beautiful tonal quality. Modernistic key covers. The latest and most acceptable model. Perma-lacquer finish.

D74R78-14400.....RETAIL **$225.00**

Deluxe Alto Saxophone Case. Gladstone, covered with scuff-proof vinyl acetate, silk-plush lined

D74R79-1995.....RETAIL **$37.50**

B♭ Tenor Saxophone. Identical in construction and finish as model E♭ Alto Saxophone **(above).**

D74R80-17600.....RETAIL **$275.00**

Deluxe Tenor Saxophone Case. Gladstone, covered with scuff proof vinylite, silk-lined.

D74R81-2350.....RETAIL **$42.50**

Ⓑ B♭ Wood Clarinet Outfit

Boehm system. 17 keys, 6 rings. Made of finest quality Grenadilla wood. Case hardened, nickel-silver keys. Tuning and tone quality of professional caliber. Complete in deluxe Gladstone case

D74R74-7200.....RETAIL **$135.00**

Ⓒ B♭ Ebonite Clarinet Outfit

Boehm system, 17 keys, 6 rings. The upper joint is completely lined with nickel-silver to prevent breakage. Hardened nickel-silver keys, nickel plated. Imported. Complete in deluxe Gladstone case.

D74R75-6895.....RETAIL **$129.50**

Ⓓ Flute Outfit. Key of C

Closed G♯ key. Made of solid nickel-silver, silver-plated and burnished. Excellent responsiveness and intonation. Complete in deluxe plush lined carrying case.

D74R77-6565.....RETAIL **$125.00**

Ⓔ American Made Cornet

Perfect tone, tune and intonation. Precision-ground valves, pure nickel silver outer slides. Perma-lacquer finish. Complete in luggage-type, scuff-proof, silk-plush lined case. American made.

D74R72-5465.....RETAIL **$102.50**

Ⓕ American Made Trumpet

A high grade trumpet at a modest price. Perfect tone, tune and intonation. Precision-ground valves, pure nickel silver outer slides. Perma-lacquer finish. Complete in luggage-type, scuff proof, silk-plush lined case.

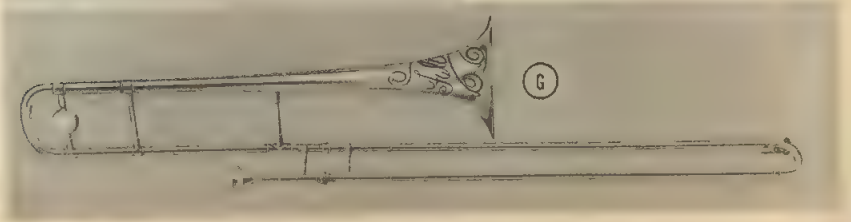
D74R71-5465.....RETAIL **$102.50**

Ⓖ Trombone and Case

American made. Pure nickel-silver slides, precision ground. Medium bore. Sturdy construction, beautifully balanced. Full tone, good response, excellent intonation. Perma-lacquered. Complete in Gladstone-type case that is scuff-proof and lined with silk plush.

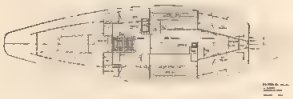
D74R70-5995.....RETAIL **$112.50**

All Instruments on This Page F.O.B. Factory, N. Y.



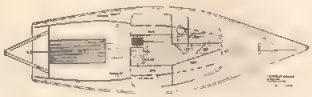
DESIGNS BY FORD

Shown below are two widely diversified designs. Both are tailored and engineered to fit special purposes.



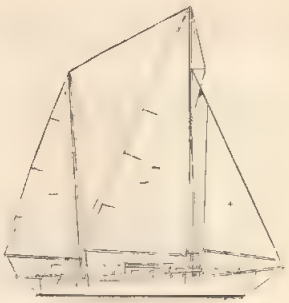
"QUINTET"

39' x 27'6" x 10' x 5'6"
Racing Cruising Aux. Yawl



"DUET"

30' x 27'6" x 10'4" x 3'
Racing Cruising Aux. Ketch



Both of the above designs are now building. Duplicates are available—or consult us for designs meeting your own specific requirements.

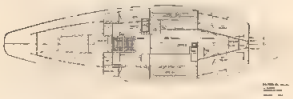
F. S. FORD, JR. NAVAL ARCHITECT

60 RENAUD RD. GROSSE POINTE 36, MICHIGAN

Designs of all types both power & sail

DESIGNS BY FORD

Shown below are two widely diversified designs. Both are tailored and engineered to fit special purposes.



"QUINTET"

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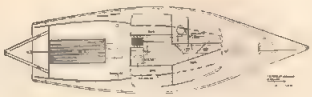
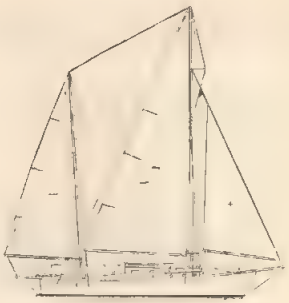


"DUET"

30' x 27'6" x 10'4" x 3'
Racing Cruising Aux. Ketch



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F. S. FORD, JR. NAVAL ARCHITECT

60 RENAUD RD. GROSSE POINTE 36, MICHIGAN

Designs of all types both power & sail

Famous High-Power Rifles

Savage . . . Marlin . . . F. N. Mauser . . . three big names in firearms.
Famous for precision, minute attention to detail . . . the finest anywhere!

M Savage Model 99R Hi-Power Repeating Rifle. Finger operated lever returns forefinger to trigger automatically—you fire as fast as you aim. Rotary magazine feeds fast . . . in rain, dust, mud, ice or snow. Holds 6 shots—5 in magazine, 1 in chamber. Side ejection leaves receiver open for low top mounted scope; drilled and tapped for standard scopes. Finger tip safety on trigger guard. Tapered 24" barrel. Gold bead front sight, adjustable semi-buckhorn sporting rear sight. Checkered walnut stock. Capped pistol grip. 43¾" overall. Weighs 7½ lbs.

29-5188	**A8755**	M99R .300 Cal.	**$116.75**
29-5196	**A8755**	M99R 250 Cal.	**116.75**
29-5204	**A8755**	M99R .308 Cal.	**116.75**

N Savage Model 99F Hi-Power Repeating Rifle. Bang! A miss. You need another shot. Bang! You reload and fire again without moving the rifle out of your shoulder. Hammerless, solid breech, lever action. Rotary magazine makes reloading easy—even with gloves on. Holds 5 rounds in magazine, 1 in chamber. 22" round, tapered barrel. Metal bead front sight, adjustable rear sight. Checkered walnut stock and fore-end with capped pistol grip. Safety on trigger guard. Receiver drilled and tapped for sights. Corrugated steel butt plate. 41¼" overall. 6½ lbs.

29-5220	**A8755**	.300 cal.	**$116.75**
29-5238	**A8755**	.243 cal.	**116.75**
29-5246	**A8755**	.308 cal.	**116.75**

P Savage Model 340 Hi-Power Repeating Rifle. A lightning fast, extremely accurate bolt action rifle with a clean crisp trigger—.30-30 cal. with big game walop, .222 for pests and small game. Cocks on opening stroke. Thumb operated safety locks sear and bolt. Detachable clip type magazine. Capacity: .222 Remington—4 shots; .30-30 cahber—3 shots (plus 1 in chamber for both). Round, tapered barrel. One piece solid walnut stock and fore-end. Ramp front sight, adjustable rear sight. Semi-pistol grip and corrugated butt plate. 40-42" overall. 6¾ lbs.

29-5253	**A4315**	.30-30 cal 22" barrel	**$57.50**
29-5261	**A4315**	222 cahber Remington. Barrel length 24". Weighs 7 lbs	**$57.50**

R Marlin M336 Sporting Carbine. Here's a short barrel, fast shooting carbine for deer and similar game. Speedy lever action works as fast as your wrist! Side ejection spits spent cartridges out the side, out of your sight line. Round, tapered barrel (20" long), has exclusive Micro-Groove rifling. Open rear sight, ramp front sight with bead. Receiver is drilled, tapped for standard sights. Low hammer spur lets you mount scope sights on dead center. Pistol grip stock, seasoned walnut forearm. Holds 5 rounds in magazine, one in chamber. 38½" overall. 7 lbs.

29-6186	**A5925**	Sporting Carbine, 30/30 cal	**$76.95**
29-6194	**A5925**	35 Remington Cartridge. For bigger game. .	**$76.95**

S Marlin M336 Carbine. Ideal lightweight deer or big game carbine. You get the split-second speed of lever action. Puts a new round in the chamber at the flick of your wrist! Side ejection keeps expended cartridges out of sight. Micro-Groove rifling cuts down gas leakage, keeps bullet from "flipping" at barrel. Open rear sight, ramp front sight. Receiver is drilled, tapped for standard sights. Low hammer spur lets you mount scope on dead center. Walnut pistol grip butt-stock. Holds 6 rounds in mag., one in chamber. 20" barrel; 38½" overall. 7 lbs.

29-6228	**A5925**	M336 Carbine, 30/30 cal	**$76.95**
29-6236	**A5925**	.35 Remington Cartridge. For bigger game	**$76.95**

T F.N. Deluxe Mauser . . . the latest improved sporting modification of the world-famous Mauser Bolt Action Rifle. Simple in design, strong, easy to operate, positive in its function. Safety is on left side, out of the way of shooter's hand when rapidly manipulating the bolt. Streamlined receiver (no clip slot or unsightly thumb cut) is drilled, tapped for standard sights. Chrome vanadium steel barrel, 24" long. Bead-type front sight. Finest selected French Walnut stock with cheek-piece, capped pistol grip and high comb. Hand-fitted at essential points for utmost accuracy. 5-shot capacity. 44¼" overall. 7 lbs.

29-3865	**A11250**	.30-06 Caliber	**$150.00**
29-5873	**A11250**	.270 Caliber	**150.00**

.22 CALIBER RIFLES and SHOTGUNS

Fast-loading, lightweight rifles and shotguns—ideal for small-game hunting or trap-shooting. By four of America's finest gun-makers—Mossberg, Marlin, Firearms International and Noble!

E Marlin Golden M39-A 22 Cal. Repeating Rifle . . . only .22 caliber lever action rifle made! Holds 25 short, 20 long or 18 long rifle .22 cal. cartridges Accurate Micro-Groove rifling, automatic side ejection Receiver drilled and tapped for Weaver scopes below, Turns single hand screw—all working parts exposed Seasoned walnut pistol grip stock with cap. 22" round barrel, Gold trigger Fixed swivels. With Adapter Base for Tip-off and Top mounts. Front sight, hood.
29-6251 A5620 Overall 40 ½". 6¾ lbs . . . **$72.95**
29-6269 A5620 'Mountie"; Western style 20" barrel. Holds 20 short, 15 long, 15 long rifle . **$72.95**
29-5774 A940 Weaver M-B6, 6 power Scope. **12.50**
29-5782 A735 Weaver M-B4, 4 Power Scope. **9.75**

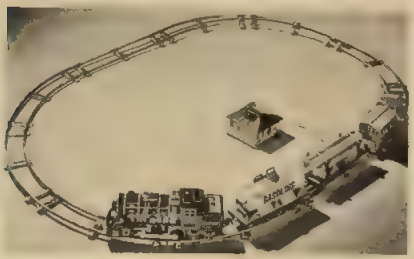
F Marlin M56 Clip Loaded .22 Caliber Rifle famous "Levermatic", America's only lever action, clip fed .22! Fast lever action needs only ⅕ usual effort to seat new round in chamber . . . you get fast loading. Automatic side ejection throws empty cartridge to side, out of sight line. 24" barrel has Marlin's exclusive Micro-Groove rifling, increases accuracy 20 to 25% . . . far less corrosion in barrel, too. Fires .22 cal. shorts, longs and long rifles, 7 shots (clip). Open rear sight, ramp, front sight with hood Receiver drilled, tapped for standard sights Walnut pistol stock has shock-absorbing hard rubber butt plate. 41" overall, weight 6¼ lbs
29-6277 A3843 M56 "Levermatic" 22 **$49.95**

G Mossberg 140B Sporter-Target .22 Cal. Rifle . . . combines light weight of a sporter with accuracy of a target rifle! Easy-to-handle clip type repeater has 7-shot bolt action. Tapered 24½" steel barrel chambered for .22 short, long and long rifle cartridges. Adjustable trigger pull, grooved trigger Thumb operated safety with Red and Green buttons. 8 different sighting combinations—Micro-peep hinged sight has ½-minute click adjustments, open rear sight adjustable for windage, elevation; hooded, ramp front sight with 4 interchangeable inserts—bead, narrow or wide post and aperture. Genuine Walnut Monte Carlo stock, molded trigger guard. Overall 42". 5¾ lbs.
29-6087 A2545 Mossberg 140B .22 Cal. . . . **$33.95**

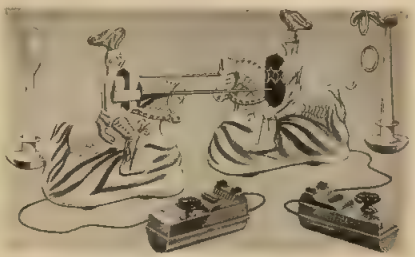
H Mossberg M173 Top-Load Bolt Action Shotgun. This fine 410-gauge gun is a great choice for beginners—yet has all the quality any shooter can demand. Being a top-loader, it loads and reloads faster and easier than any other single shot shotgun we know of No need to "break" gun to reload Open bolt—drop shell in loading port. Handy, easily visible thumb operated safety. 24" barrel chambered for all 2½" and 3" factory-loaded shells and rifled slugs. Full choke Grooved trigger, molded guard with finger grooves in grip features usually found only on high priced guns! American Walnut stock has hand-rubbed finish.
29-6095 A1880 43¾" overall. 5¾ lbs. **$24.95**

K F. I. 400E Matador Double Barrel Shotgun. A tight, hard-shooting gun . . . great for wild fowl and upland game. Each barrel forged in one piece . . . polished inside from muzzle to chamber. Square, matted rib makes sighting easy and fast! Modified choke in right, full choke in left barrel. Single trigger selects barrel . . . is positioned in trigger guard so you can shoot with gloves on. Selective automatic ejectors kick out one or both fired shells when gun is open. Positive automatic safety White metal bead front sight. Close grain French walnut stock. 12-ga. shotgun is 47" long overall, 16-ga. 45" long.
29-6376 A11550 12-ga. 30" brl. 7¼ lbs **$154.00**
29-6384 A11530 16-ga. 28" brl. 7 lbs. **154.00**

L Noble M65 Slide Action Repeating Shotgun . . . a lightning fast pump gun in the field, blind or at the traps! Barrel is proof-tested steel. Tubular magazine holds five shots, plus one in chamber. Action must be closed before you can pull trigger . . . you've got to pull and release the trigger on every shot (assures greater safety) Push button safety on the trigger guard Improved extraction and automatic side ejection. Newly designed receiver is permanently aligned with barrel. Pistol grip and full shaped extension slide handle are made of select American Walnut 48" overall.
29-6392 A4780 12 ga. Full Choke. **$63.45**
29-6400 A4780 16 ga. Modified Choke. . . . **63.45**

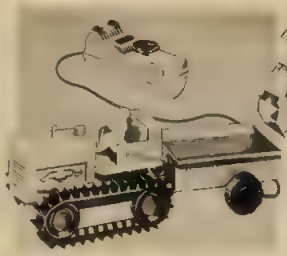


12-PC. ELECTRIC TRAIN SET . . operates in principle like the more expensive transformer trains. The train consists of one 7¼" locomotive, one 6½" gasoline car, one 6½" lumber car, one 6½" caboose . . . all running on 7 pieces of standard gauge track. Train can move forward or backward this action is regulated by the control box, which uses two standard flashlight batteries. It's a wonderful toy for a little boy - and, of course, for his father! All pieces are made of heavy gauge metal, brightly lithographed. Batteries not included
89-1259 B350 12-pc. Electric Train Set. **$4.98**

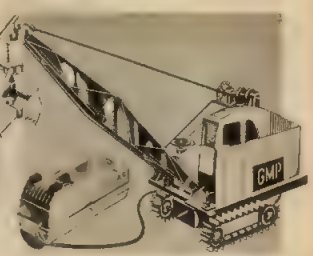


REMOTE CONTROL TOURNAMENT KNIGHTS . . . for all the thrills of the days when knighthood was in flower! This pair of jousting opponents dodges, parries, thrusts, charges, reverses . . . 'til the winner's plume lights up. All done by the opposing operators of the remote control battery cases! The knights can also pick off suspended plastic rings, bowl over a small shield on a target stanchion. Knights are high-impact plastic on a metal case, rubber wheels. Each 9x9x4". Powered by 2 standard flashlight batteries (not included).
89-4436 B1035 Remote Control Tournament Knights. . . **$14.95**

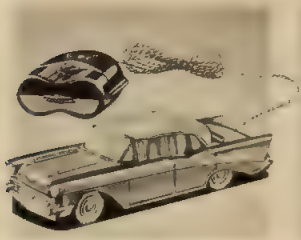
REMOTE CONTROL FORD THUNDERBIRD . . . a car just like Dad has (or wishes he had), but scaled to 1/25 its size. Yours to steer by remote control: you make it start, stop, reverse, move left or move right. All done with motor battery power pack and 7-foot cable. The 8" car is a 2-tone model with realistically finished interiors.
89-4626 B350 Ford Thunderbird. **$4.95**



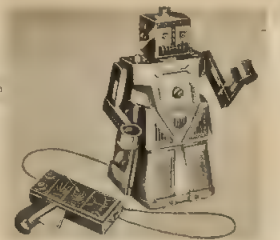
REMOTE CONTROL TRACTOR & TRAILER. Push a button and tractor rolls into action. Operate it over rug "terrain" . . . climbs, pushes or pulls objects many times its own weight. Has separate detachable farm trailer. Controlled from the battery case control box with cable. Rubber cleated tread. Uses flashlight batteries (not included).
89-4527 B280 Size: 11x4½x3¼". **$3.98**



ELECTRIC MAGNETIC CRANE . . . goes forward and reverse. Remote-controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket. Cab and boom are manually adjustable. Magnetic attachment lifts ferrous metals. Crane is powered with 2 electric motors by battery control case switch 7¼x4¼x17" overall.
89-4519 B695 Electric Crane. . . **$9.98**

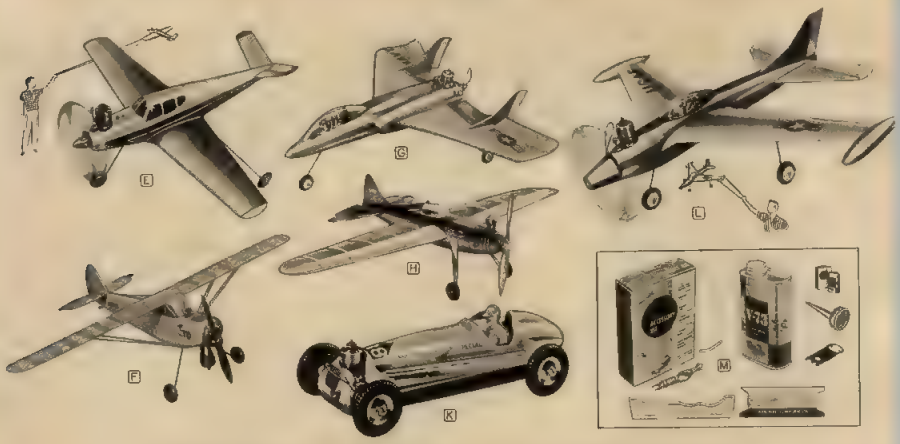


REMOTE CONTROL CHEVROLET COUPE. If the Ford Thunderbird is not quite your style, you might like a nice family car—the Chevy coupe. This too has remote control—can go forward or reverse, but can be steered only when reversed. This handsome 2-tone model is 8" long. Comes with motor, battery power pack and 7 ft. cable.
89-4592 B210 Chevrolet Coupe. . . **$2.95**



ROBERT, THE TALKING ROBOT . . moves forward, backward and turns by means of winding crank and trigger device. Robert's hands can clutch objects. Unbreakable plastic record repeats. "I am Robert Robot, mechanical man. Drive me and steer me wherever you can." Robert is 14" tall; moves on 4 wheels. Tough, hi-impact plastic in metallic finish.
89-6506 B420 Talking Robot. **$5.98**

LIGHTNING BRAINY BUG . . . with a "mind" of its own! Watch it doggedly work itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Runs on self-contained battery and electric motor. Brilliantly colored, with flashing nose light. 9½x14x5" overall.
89-4550 B350 Bug, without battery. . **$4.98**



ENGINE POWERED . . . and ready to go!

You're the pilot or race-driver, with these unbreakable plastic beauties. They come already assembled . . . just pull the starter cord or spin prop to send plane or racer whizzing off, always under your control.

E BEECHCRAFT BONANZA . . . for speed thrills. Has miniature 1-cylinder internal combustion engine that turns over at least 17,500 rpm! Flight-controlled, with tri-cycle gear for smooth landings and takeoffs. Nylon prop, cockpit seats. Wingspan 14½", fuselage 13".
89-4477 B665 Blue/Yellow Plane.....**$9.95**

F SUPER CUB 105. This modified scale-model of the famous Piper Cub is powered by a dependable Thimble-Drome .049 engine. Super-tough high impact plastic, with authentic molded in details. Has unbreakable spring starter. Wingspan 17⅛", fuselage 11⅜".
89-4410 B535 Yellow Plane.....**$7.95**

G NAVY CUTLASS. Throttle-muffler control unit allows "flyer" to make the Cutlass go fast or slow *while it flies*. Lets him taxi it up runway, do touch-and-go landings. Pusher-prop design, automatic recoil cable starter, plastic canopy, pilot. Wingspan 13⅛".
89-4584 B1135 Dark Blue Plane. ...**$16.95**

H THIMBLE DROME PLANE . . . with complete engine accessory kit. All-aluminum air cell wings with huge 24½" span give top performance, true flight characteristics. Actual 120 sq. in. wing area. 18" hi-impact plastic fuselage, instant-starting Space Bug engine.
89-4469 B1335 Plane, 18" long.....**$19.95**

K INDIANAPOLIS SPEEDWAY "AUTOMITE". Exciting racer goes 40mph in a controlled circle, or on straightaway. Real 1-cylinder engine turns over 17,500 rpm; has automatic recoil starter. Rubber tires, decal trim, chrome-plated driver and exhaust stack.
89-4485 B935 Racer, 9½" long.....**$13.95**

L TURBOJET. Advance design . . . with new jet-stream wing tanks, swept-wing design for speed and stability. Tri-cycle gear allows super-cushioned landings. Chrome-plated pilot, plastic canopy, nylon propeller. Automatic recoil starter. Wingspan 15".
89-4576 B865 Turbojet, 12½" long..**$12.95**

M ACCESSORY KIT . . . for engine-powered planes and racer above. Half pint of fuel, single-unit battery wire-clip, engine wrench, pouring spout fueling tube. Flight control handle and 30-ft. of non-stretch linen flight-lines -no cranks to break.
89-4568 B135 Accessory Kit.....**$1.95**

FLYING HELICOPTER . . . can be "piloted" from the ground. Just a few turns of the remote-control handle, and this amazing helicopter can be made to perform exactly like a real one. It goes up, down . . . hovers . . . goes forward, backward . . . and then lands! Made of lightweight metal, with flexible cable.
89-6639 B267 Helicopter, 9½" long..**$3.98**
89-6647 B135 Helicopter, 5½" long..**1.98**

U.S.S. FLIGHTMASTER FLIGHT DECK

Lets youngsters make remote-control plane landings—indoors or out.

- Catapult for launching planes in the air
- 4 scale-model planes with 11½" wing span
- Big terrain mat
- Hangar base

Size of deck 6 ft. x 6 ft.

Plane flies in 6 ft. diameter circle

Now your boy or girl can experience the thrills of a carrier pilot! With this deluxe set, they can launch planes by remote control . . . fly them . . . land them. Set includes regular hangar base, and a "carrier deck" with catapult and arresting-gear that really work.

Terrain layout mat (painted with runways, sea, land) is made of tear-resistant plastic. 4 planes can be hooked on remote-control pylon or used alone. Metal control box works on two 509 lantern batteries (included).
89-6985 C2330 Flight Master.....**$34.95**

ACTIVITY TOYS

TRANSOGRAM

Little Country Doctor & Little Play Nurse Kits

1-piece molded polyethylene bag in simulated leather grain with gold foil label and pull out drawer. Kit has real hearing stethoscope, plastic microscope, thermometer, many other items for play doctors and nurses. All pieces safe and harmless.

Doctor Kit

No.	List Each	L.P.L.	P.L.
M63-1357	$2.98	02X00	01X80

Nurse Kit

No.	List Each	L.P.L.	P.L.
M63-1327	$2.98	02X00	01X80

Packed 6 each, 9 lbs.

Little Country Doctor & Little Play Nurse Kits

1-piece molded polyethylene bag in simulated leather grain. All contents safe, harmless, non-toxic. Both kits feature a play stethoscope, microscope, toy thermometer, play hypodermic, many, many other fascinating items.

Doctor Kit

No.	List Each	L.P.L.	P.L.
M63-1353	$1.98	01X34	01X20

Packed 12 each, 11 lbs.

Nurse Kit

No.	List Each	L.P.L.	P.L.
M63-1323	$1.98	01X34	01X20

Packed 12 each, 11 lbs.

REMCO INDUSTRIES

Sneaky Pete's Master Magic Show

All the apparatus for 11 sensational feats of magic in a colorful display box. Includes Cut the Lady in Half, Mystic Vanishing Box, Magic Flower Pots, Oriental Mystery Chamber etc.

No.	List Each	L.P.L.	P.L.
M63-701	$9.98	06Y67	06Y00

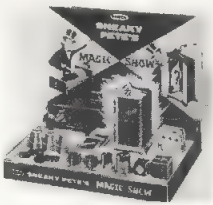
Packed 4 each, 12 lbs.

Sneaky Pete's Broadway Magic Show

Fun packed tricks; Cut the Lady in Half, Magic Wedding Ring, Talking Dice etc. Display Box.

No.	List Each	L.P.L.	P.L.
M63-703	$2.98	02X00	01X80

Packed 12 each, 11 lbs.



Sneaky Pete's Professional Magic Show

World famous magic tricks any youngster can easily learn to perform. Full color display box with all the mystic equipment and complete instructions.

No.	List Each	L.P.L.	P.L.
M63-702	$6.98	04X67	04X20

Packed 6 each, 11 lbs.

HASSENFELD BROS.

Mr. Potato Head

A 28 piece set of comic features, hats, bodies etc. that transform ordinary fruits and vegetables into 1001 funny characters. Window box.

No.	List Each	L.P.L.	P.L.
M63-2000	$1.00	00X67	00X60

Packed 24 each, 12 lbs.

GABRIEL

Shirley Temple Snap-on Paper Dolls

Extra heavy Shirley Temple paper doll, 32 costume changes, doll stand and special snap-ons which go through accessories and dress into the doll. In a gaily decorated box.

No.	List Each	L.P.L.	P.L.
M63-300	$1.00	00X67	00X60

Packed 12 each, 20 lbs.

FASCINATING ACTIVITIES

MILTON BRADLEY

Magic Mary Dolls
Dolls over 10 inches tall. Concealed magnet holds dresses in place without tabs or glue. Metal stand for the doll. Assorted 4 different dolls, each in a box with 15 costumes.

No.	List Doll	L.P.L.	P.L.
M64-4010	$1.00	00X67	00X60

Packed 24 each, 16 lbs.

TEEN TIME PRODUCTS

"Date Line" Teen Age Accessories
Cleverly designed items of heavy gauge plastic in smart colors, richly padded, deeply embossed. Pre-priced stickers inc.

Photo Scrap Book
Size 11¾ x 14 inches. Looseleaf style with extra pocket for negatives.

No.	List Each	L.P.L.	P.L.
M64-12	$1.59	01X06	00X96

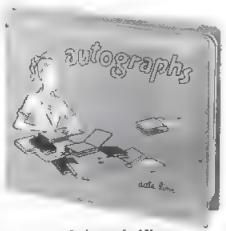
Packed 12 each, 21 lbs.

TEEN TIME PRODUCTS

Treasure Box
6 x 8½ x 1¾ inches. With lock. Perfect for teen-age souvenirs.

No.	List Each	L.P.L.	P.L.
M64-78	$1.00	00X67	00X60

Packed 24 each, 16 lbs.



Autograph Album
4¾ x 6 inches. Printed title pages, assorted color pages for autographs and several pages for mounting photos.

No.	List Each	L.P.L.	P.L.
M64-23	$1.00	00X67	00X60

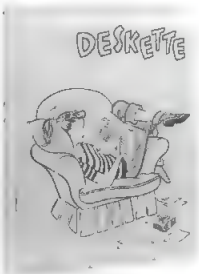
Packed 72 each, 28 lbs.

TEEN TIME PRODUCTS

Diary Book
5½ x 4 inches. One year perpetual diary with lock and key, memoranda pages.

No.	List Each	L.P.L.	P.L.
M64-34	$1.49	01X00	00X90

Packed 24 each, 16 lbs.



Deskette
9¼ x 11½ inches. 12 envelopes and 12 sheets of printed teen stationary. Letter opener, stamp holder, blotter, pen holder.

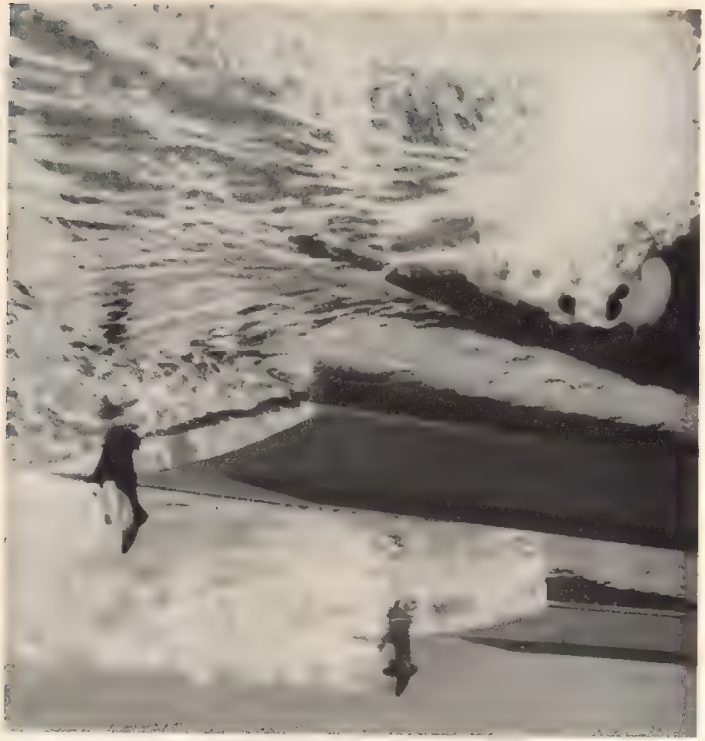
No.	List Each	L.P.L.	P.L.
M64-67	$1.29	00X86	00X78

Packed 24 each, 25 lbs.

SAALFIELD PUBLISHING

Box of Activity Books
Colorful 13 x 5-3/16 inch box with 20 activity books. Books have 16 pages, plus colored covers. Box of crayons is included.

No.	List Box	Packed	L.P.L.	P.L.
M64-6092	$1.00	24 boxes, 50 lbs.	00X67	00X60



the secret treasure of a bold Buccaneer

Buccaneer has devised a bold stratagem to capture the imagination of adventurous spirits like yourself. It's a secret treasure. But the secret is an open one. The people who've made Buccaneer the fastest-growing outboard motor in America have already discovered it. You can too.

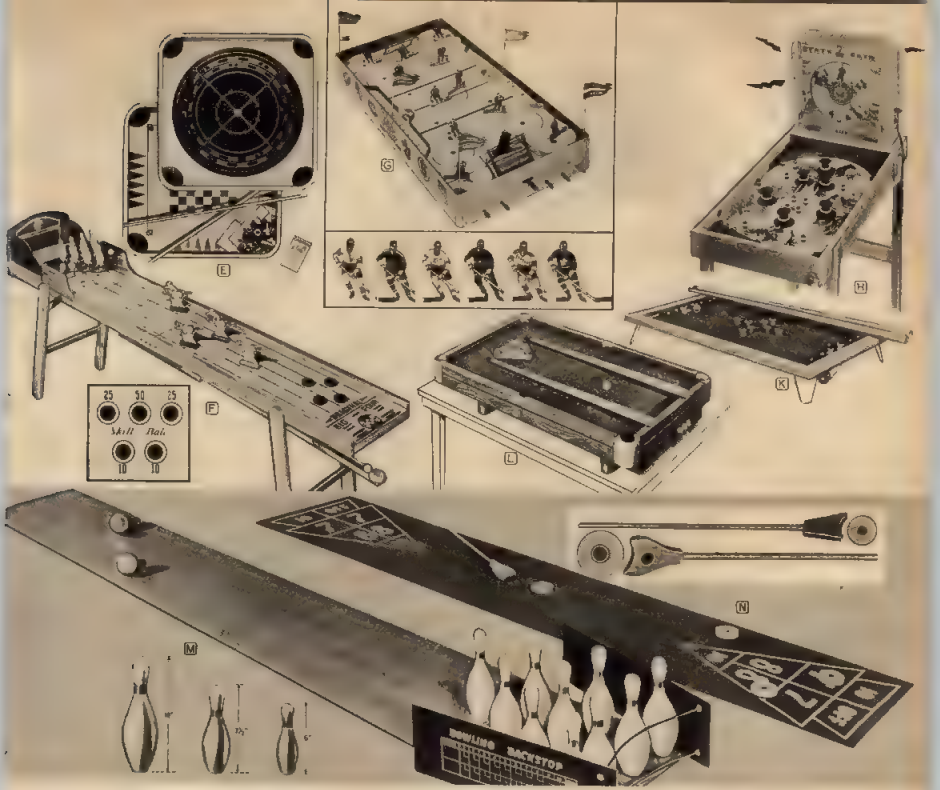
CLUE 1 Take Buccaneer's special features. The new automotive-type ignition, for instance. Turn the key "ON" to start, "OFF" to stop. Or the new tilt-lock that holds the motor safely out of the water for beaching. To these special features, add Buccaneer's top-to-bottom silencer system and its full-powered engine responding instantly to your touch. That's *part* of it.

CLUE 2 Take a good lo-o-ong look at the photograph above and picture yourself on top of the world of outboard motoring. All alone, away from it all . . . or taking the family for a holiday spin. That's a *big* part of it

CLUE 3 Man of action? Discover the secret treasure for yourself. Grab the nearest "Yellow Pages" and find the Buccaneer dealer under "Outboard Motors." Or drop us a card. We'll send you the material for dreaming. You can take your pick of eight sparkling models, from 3 hp to 35 hp.

GALE Buccaneer GALE PRODUCTS DEPT 818, GALESBURG, ILL. DIVISION OUTBOARD MARINE CORP

Class C Ser. Out. Run.	49 723	10/26/57	DeLake, Ore.	... .	Johnny Laird	.....	.....
Class C Rac. Out. Run.	59 524	2/2/57	Lakeland, Fla.	Hornet XIV	Wm. Tenney	DeSilva	Johnson
Class F Rac. Out. Run.	55.372	10/17/54	DeLake, Ore.	Crossfire	Bud Wiget	DeSilva	Evinrude
Class TU Run.	27.239	8/27/55	Ocean Lake, Ore.	Lil Bill	Bill Schumacher	Benson	Mercury
Class AU Run.	*43 394	10/27/57	DeLake, Ore.	Spec IX	Jack Corner	....	....
Class BU Run.	47 872	9/30/56	Orick, Calif.	Slip 'n Round	Art Knolty	Knolty	Champion
Class CU Run.	*51 165	10/27/57	DeLake, Ore.	Sloppy Joe Joe IV	Bob Scrabrack		
Class DU Run.	58 476	8/28/55	DeLake, Ore.	My Boy	Rocky Stone	McDonald	Mercury
Class EU Run.	61 152	8/28/55	Ocean Lake, Ore.	Lil Man	Dean Mahaffey	Calkins	Evinrude
Class FU Runabout	26 344	9/17/50	Dallas, Texas	....	Roy Bass	Speedliner	Evinrude
Class A Stock Hydro	43 883	2/2/57	Lakeland, Fla.	....	Charles Loveless	Sid-Craft	Mercury



BIG Games . . . fun for family and friends

E CARROM BOARD . . . all you need to play 95 games—have countless hours of fun! Play old favorites like Carroms, Crokinole, Checkers, Backgammon, Ten Pins, Ringaring spinning games; other entirely new games! Sturdy 3-ply hardwood Carrom board is 28½" square. With 29 hardwood rings, ten pins, dice, 2 hardwood cues and rule book.
87-3513 C835 Carrom Board..... **$11.95**

F BIG 4 GAME ALLEY with Magic Pin Setter . . . all ready for bowling, skil-bal, shuffleboard or horse racing! Alley is 66" long, 24" high, 13" wide; has natural finish hardwood frame and collapsible legs with metal lock braces. Comes with 4 bowling balls, 10 bowling pins, 4 horses, 4 pucks, spinner, Automatic ball return and scoring bell.
87-3521 C1050 Magic Game Alley. **$14.95**

G "PRO" HOCKEY . . . a fast, most exciting game. Each person can operate his player individually stick handle, pass, shoot, block, score. 36x16x4" rink of sturdy masonite, wood, metal. Includes all 6 National Hockey League teams in official uniforms (teams quickly interchangeable); 2 pucks, 6 flags, 2 goals with nets, scoreboard, rules.
87-3760 C1050 For 2–6 players.....**$15.00**

H ELECTRIC PINBALL with Automatic Scoring . . . has 5 steel balls and automatic ball loading. 2 hand-activated kickers keep ball in play so that a score of 10,000 can be made. When ball strikes a bumper, lights flash, bells ring, score registers. Provision made for triple plays. Wood frame, glass-covered game on wooden legs 30¾x16¼x45". AC-DC.
87-3802 C1695 UL approved **$24.95**

K BUMPER POOL . . . the pool table's been cut down in size, the fun remains the same. Pool's a game of skill, dexterity and defensive maneuvering . . . here, accurately adapted for home play! Hardwood frame with masonite playing field, wrought iron legs, return rack for balls: 17x24x3". Two 28" tipped cue sticks, 10 balls, rules.
87-3596 B420 Bumper Pool..... **$5.98**

L DELUXE TABLE MODEL POOL TABLE . . . for family fun, parties. Has steel frame, authentic green flock-covered masonite surface, rounded nickel corners, rubber cushions at sides, return alley. Measures 30x17½x6½". Equipment includes: 15 numbered balls, white cueball, steel triangle, 2 rubber-tipped wooden cue sticks, score markers and rules.
87-3554 B695 DeLuxe Pool Table. . . **$9.95**

M SPARES AND STRIKES . . . sized to fit your room, these sets quickly turn a game room (or basement) into a bowling alley. And—they're easily dismantled! Sets include linoleum alleys, 10 maple pins, 2 hardwood balls, score sheets, easy-to-follow rules.
87-3430 C1325 12' alley, 10" pins. **$18.95**
87-3448 C905 10' alley, 7½" pins.. **12.95**
87-3455 C555 8' alley, 6" pins..... **7.95**

N SHUFFLETTE . . . here, in two versions, adaptable for play at home or use in club or community houses. It's wonderful fun for children . . . good exercise for adults . . . and not so strenuous that oldsters can't join in. Play it to win . . . or play it as a good excuse for a friendly get-together! Easily set up (inside in game room, outside on patio or terrace) –Shufflette is easily dismantled, too!

Major Size Shufflette includes linoleum court 12 ft. long, 24" wide. 4 each: 50" pushers, 3½" red and green discs. Rules. For home use.
87-3471 C670 Major Size Shufflette. **$10.00**

Game Room Shufflette . . . linoleum strip 14 ft long, 36" wide. With instructions, 4 each: 50" pushers, 4½" red and green discs. Very good size for game rooms in church, clubs.
87-3489 C1210 Shufflette..... **$18.00**

Customer success and satisfaction is our most important asset!

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Showrooms 407-408 1107 Broadway, New York

Representing

DELPHOS BENDING COMPANY

GARTON TOY COMPANY

B & C IDEAL DOLL and DISPLAY STANDS

LOOK TO *Garton* for *Everything New* in *Wheel Goods!*

New style fenders and truss rods with new ball bearings . . . just one of many new velocipedes featured for 1958!

THE TOP PROFIT LINE FOR 1958!

You never saw a line like this new Garton line for 1958. A regular Toy Fair in itself is the array of new top sellers ready for you now . . . automobiles, baby walkers, pedal bikes, velocipedes, sidewalk bikes, scooters, wagons. The most . . . the best . . . everything that's new in wheel goods for young America is to be found in this greatest array of top profit items for the year ahead . . . plus sleds and croquet sets galore, plus Garton's sensational new line of Water Skis.

Be sure to see them all at the Toy Fair . . . or write for new catalogs now ready, if you can't go to the Fair!

See these New Items

AND DOZENS OF OTHERS — AT THE

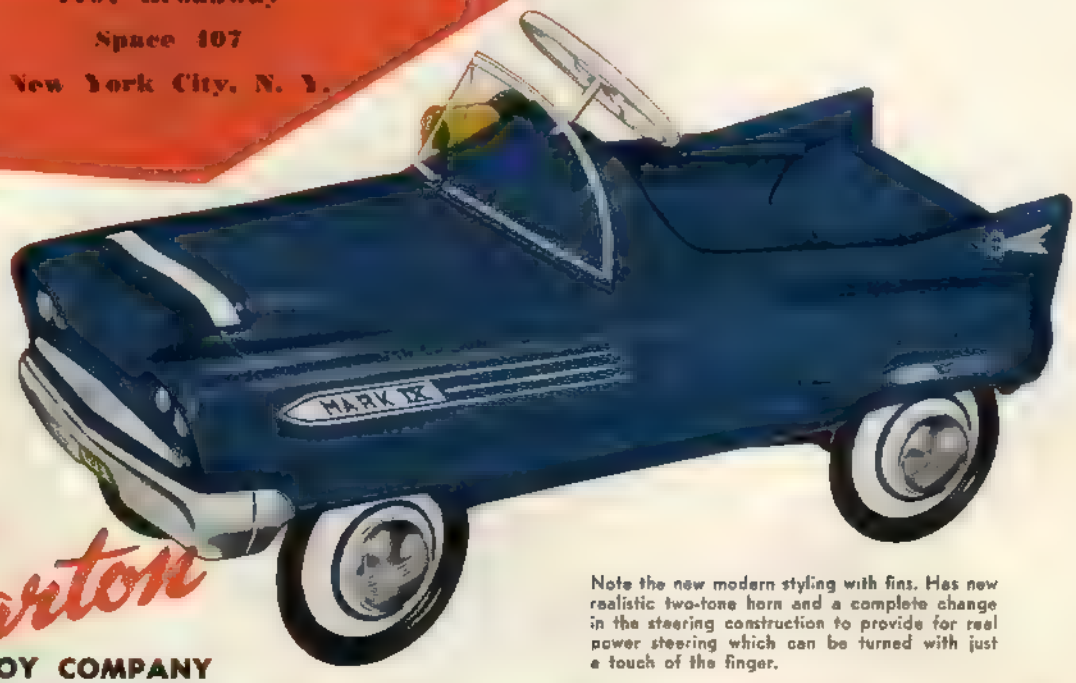
TOY FAIR

MARCH 10th—19th

1107 Broadway

Space 107

New York City, N. Y.



Note the new modern styling with fins. Has new realistic two-tone horn and a complete change in the steering construction to provide for real power steering which can be turned with just a touch of the finger.

THE *Garton* TOY COMPANY
SHEBOYGAN, WISCONSIN

FIRST WITH EVERYTHING NEW IN WHEEL GOODS SINCE 1879

FASTER—SAFER—MORE RUGGED

Sight seeing or water skiing, whatever your reason for buying your family a boat, Speedliner's the boat to buy in '58.

Speedliner for '58 combines new speed, stamina and styling into the most beautiful and exciting fleet afloat...26 rakish, precision made Philippine Mahogany Plywood boats that offer you features like a deeper boat at the stern (for safety), more luxurious interiors, stronger, more rigid bottoms, and smoother riding.

And if fiberglass is your fancy, Speedliner has four stunning new models ranging from 14 to 16 feet. But see all the new '58 Super Speedliners at your dealer or send for a copy of the new '58 Speedliner catalog. It's free! Just use the coupon below.

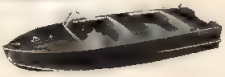
Stock runabout racing models available for all classes

Model M-718 NAMDBAH —newest, trimmest 18' Speed ster w th 72" beam. A 7-passenger liner! Convertible Top optional.

Model M 116 TROPICANA —1958 redesigned 6-passenger, 16' model with many new features. Very smooth riding.

Model M 514 DAMARA, new, 1958 5-passenger 14 10" Speedl ner fiberglass hull. Streamline fins optional.

Model M 714 TROPHY, 1958 style—Fast, 6-passenger, easy rid ng, quick turn ng 14' runabout. Beaut ful to handle.



NEW! SPEEDLINER AQUADYNAMIC WATER SKIS

Enjoy the family fun of water skiing with the strongest, safest water skis made—9 ply Philippine Mahogany Aquadynamic Speedliners. Available in popular sizes and in low-cost kits. Mail coupon below today!

GENERAL MARINE COMPANY

Dept 418, 6th & Oak St., St. Joseph, Mo.
Please send me complete details on items checked

- ☐ Speedliner Boats for '58
- ☐ Boat Kits
- ☐ Fiberglass Models
- ☐ Water Skis and Kits
- ☐ Marine Plywood
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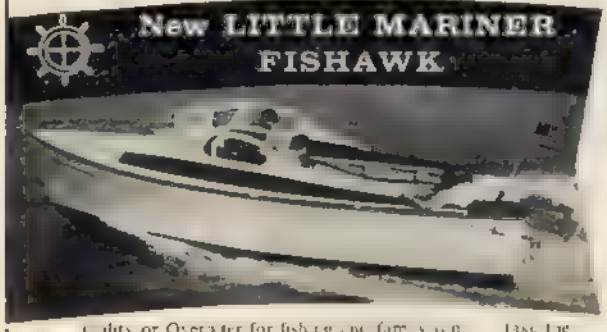
CHOOSE YOUR CLASS
from the Line that's
IN A CLASS BY ITSELF!

ALL NEW Sea Flyer OUTBOARD RUNABOUTS

Safe . . . speedy . sleek! Choose from three all-new runabout models—the economy priced Ski Boat, a sporty standard runabout and the smooth, fashionable Princess model. All are designed for speeds up to 40 miles per hour smooth, safe speeds made possible by the all-new semi-vee hull design. Turn waterways into highways of fun . . . see the Sea Flyer line and select the model of your choice. Safely accommodates the largest outboard motor

New LITTLE MARINER FISHAWK



Cruiser or Overnighter for fishing and family cruising. Take the wheel of a Little Mariner Fishawk! She breezes smoothly and safely along as you enjoy positive handling and refreshing speed. She's the ideal family boat . . . and you can't beat her for fishing. Features extra long cabin, smooth, and dry-riding semi-vee hull design. The Overnighter model has sleeping accommodations for two

LITTLE MARINER DAY CRUISER

Matchless performance in a practical, economical cruiser. You're off to your favorite port at a smooth, swift 25 knots aided by all the essential equipment you find in much larger boats, plus a wonderful, comfortable sense of spaciousness. Navy top provides complete protection from sun and weather. Complete, efficient galley, Marine Toilet, and sleeping accommodations for two are included

Act now! See the Little Mariner or the Sea Flyer Lines at your nearest dealer . . or write for free literature.

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MAYO, MARYLAND

Direct dealer franchises still available in some areas

GLORY

Another Fine
MORTON JOHNSON YACHT
LOA 43' LWL 29' 6"
Beam 11' 9" Draft 4' 1"
Designed by
Sparkman & Stephens
Owner
PHILIP F. MILLER
★
Builders of Fine Yachts
Since 1895

MORTON JOHNSON & CO., INC. WEST LAKE AVE. BAYHEAD, N. J.
Telephone TWinbrook 2-4158

KONIG OUTBOARD MOTORS FROM ABROAD

Manufactured in West Berlin and distributed in this country through Overseas Dealers, Square Street, Dallas, Ga., are the Konig outboard motors which piled up an imposing array of successes in both A.P.B.A. and N.O.A. competition in the 1957 season.

Konig motors are built to meet the specifications for seven categories of competition: stock and racing for Classes J, A and B, and racing only in C.

The J motors are 9.98 cubic inches displacement, single-cylinder models operating at 9:1 compression ratio and 6000 rpm for the stock version and 12:1 and 7000 rpm for the racing engine. The A and B engines are twins of 14.82 and 19.87 cubic inches, respectively, and the C racing motor is a three-cylinder, 29.80-inch machine which operates at 12:1 compression ratio and pulls 45 hp at 7000 rpm

ESSO GASOLINE WITH MARNOL

Esso Marine Gasoline with Marnol works to keep fuel lines and tanks clean. This results in smooth valve action, quick starts, fast warm-ups and knock-free operation, the company declares. Esso Marine dealers also offer copies of the Esso Cruising Guide, a valuable navigational supplement.

DEVELOPMENTS IN SEARCHLIGHTS

Portable's new searchlight comes with this gunwale mounting unit for use on runabouts

Half-Mile-Ray and One-Mile-Ray marine searchlights manufactured by The Portable Light Co., Inc., New York, N. Y., range from 5" to 20" in diameter and include types for all kinds of craft from canoes to large ships

Among the new items are two interesting searchlights. No. 60-T is a gunwale mounting unit for runabouts. It has a bent bracket so it can be adjusted to clear the windshield and can be raised or lowered as desired.

The second new unit is a Twin-Beam searchlight with cabin control mounting. This light can be supplied with one searchlight bulb and one floodlight bulb. The bulbs can be operated separately or together to give whatever type of illumination is required.

New!

Quaker

"fun-n-learn"

F-O-L-D-I-N-G GAME TABLE

A Triple Value — Year 'round Seller

- Fun galore as a GAME TABLE
- Also a PICNIC and BUFFET TABLE
- Use it with cover as CARD TABLE

Opens BIG!
Stands full 27½" high, 30x48" long
—
Seats 6 Adults and Children

Sizzling with Sales Appeal!
Loaded with Profits!

Gay, colorful top has many famous games for adults and children . . . fun for ALL! Table opens in a jiffy for parties, buffets, picnics, study, card playing, etc. Heat and stain resistant top. Strong, lightweight metal construction

Quilted VINYL COVER available as a profitable accessory!

Complete with colorful Box of Accessories

Don't Wait! Contact your Jobber or write direct to—

NATIONALLY ADVERTISED
in leading magazines and on television

QUAKER INDUSTRIES • Kenosha, Wis.

CRAM
Quality GLOBES

Now available to the
Toy and Novelty Trade

See Our Representatives at the Toy Show . . .

Room 912, New Yorker Hotel — March 10-20

The GEORGE F. CRAM Co.
Since 1867 Indianapolis 7, Indiana

Eastern Rep: **HILTON & MANN**
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EVENTS THAT CHANGED THE FACE OF THE GLOBE

MARCH 30, 1867: UNITED STATES BUYS ALASKA FROM RUSSIA FOR $7,200,000

AND CRAM WAS THERE!... Since 1867, keeping close check on every geographical world change to assure the up-to-date accuracy that has made CRAM GLOBES the first choice in schools throughout America. NOW . . . for the first time, this fine line of quality globes are available for general distribution through toy wholesalers.

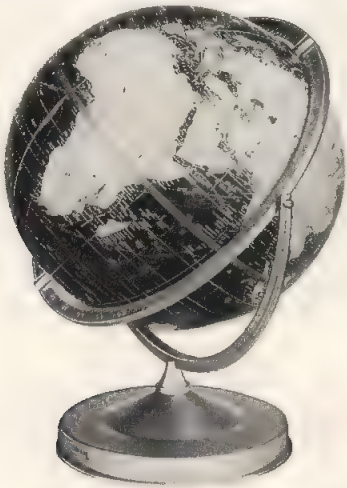
ILLUSTRATED BELOW: THE CRAM DUOGYRAL: a touch of the finger swings both the globe and meridian forward and back, or completely around; bringing both poles or any portion of the map instantly into view. Perfectly balanced, brilliantly colored and completely up-dated, the globe has a hard-polished lacquer surface that is washable. The unbreakable, die-cast meridian, fork and base comprise a strong, permanent, beautiful assembly. Available in a choice of blue or black water areas, in two sizes at $9.95 and $12.95

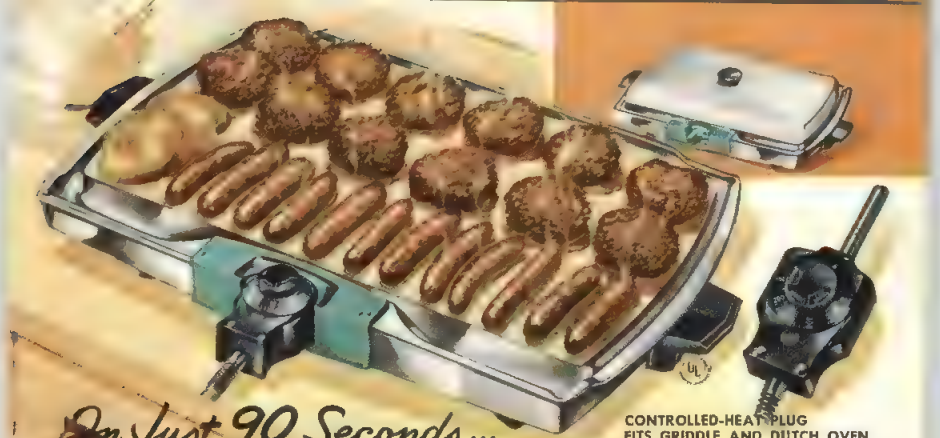
Write today for complete information and catalog

CRAM GLOBES

The George F. Cram Co., Inc. • *Indianapolis, Ind.*

N.Y. SHOWROOM · HILTON-MANN · 200 FIFTH AVENUE





In Just 90 Seconds ...

WITH GILBERT KING SIZE ELECTRIC GRIDDLE

Set the dial and Automatic Control assures perfect results from sizzling steaks to fluffy pancakes. Cook for 2 or 20 automatically. Sealed in imbedded heating element keeps temperature the same *all* over cooking surface. No sticking . . . completely immersible Extra deep all around grease well. Light weight portable. Dimensions 21 x 12 x 4. 115 volts, 1150 watts, A.C. Shipping weight 7 lbs.

76E214-6X1200 1300	Griddle without Plug . . .	*Retail*	$19 95
76E213-6X450 490	Control Plug	*Retail*	7.50
76E195-6X240 255	Griddle Cover	*Retail*	3.95

- Automatic
- King Sized
- Fast Cooking
- Immersible
- Portable

CONTROLLED-HEAT PLUG FITS GRIDDLE AND DUTCH OVEN

Removable automatic control plug makes everything you cook just right! Exclusive Dial Temperature Range from 130° to 420°. Signal Light Control Plug fits both Griddle and Dutch Oven. Shipping Wt. 1 lb.

76E213-6X450. 490 Heat Control Plug *Retail* $7.50

GILBERT DRINK MIXER

Professional soda fountain and bar drinks are easy with this home-size Gilbert mixer that does just about everything the big drug store models do. Easy to use. Slip the glass tumbler in place, snap the switch, in seconds the mixer delivers a perfectly blended beverage. AC or DC, 110-120 volts. 13" high, base 5½" x 4". Turquoise. Ship. Wt. 6 lbs.

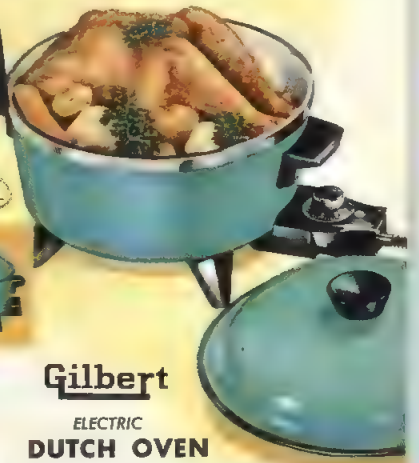
16E21-6X1200 1300
Drink Mixer *Retail* $19.95

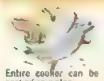
GILBERT WHIRLBEATER

Powerful — Portable — Lightweight . . . Mixes one egg white or heaviest batter. Unbreakable beaters give smoother sauces, lighter cakes, tastier gravies. Fits utensils other mixers won't. AC-DC. Oyster white. 110-120 V., 60 cycles. Shipping wt. 2 lbs.

16E233-6X775 840
Whirlbeater . . . *Retail* $12 95

Gilbert



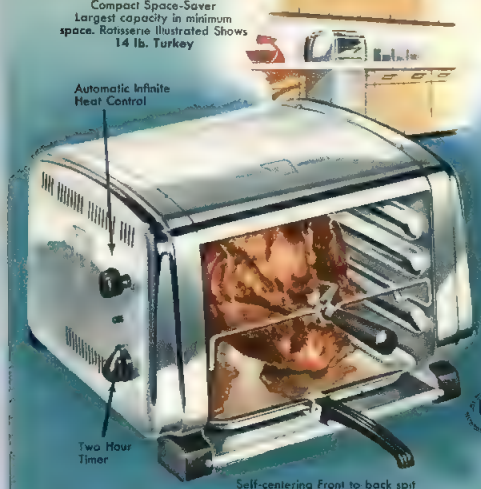


ELECTRIC

DUTCH OVEN

Exciting new appliance makes cooking a delight. Delicious Dutch Oven cooking, all the goodness locked-in, plus a host of new uses! Wonderful for family meals, company dinners, buffet, TV suppers. Set thermostat from 130° to 420°. Dutch Oven cooks automatically. Water-proof element. Cleans easily. Entire cooker can be immersed. Includes fry basket, rack. Detachable heat control. Turquoise. AC only. 115V 1150W. Ship. Wt. 7 lbs.

76E212-6X1200/1300 Dutch Oven without Plug *Retail* $19 95


Compact Space-Saver
Largest capacity in minimum space. Rotisserie Illustrated Shows 14 lb. Turkey
Automatic Infinite Heat Control
Two Hour Timer
Self-centering Front to back spit with removable spit support.

NEW *Newport*

BLACK ANGUS Rotisserie-Broiler

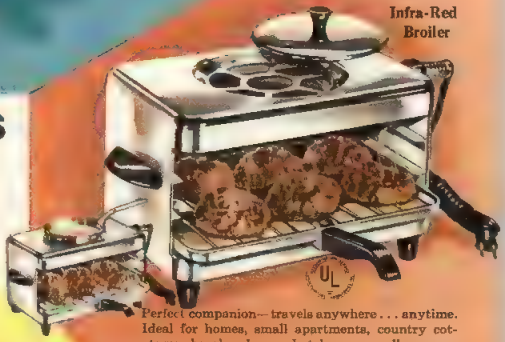
Compact, Space-Saver. Newest shape designed to save precious counter space Conforms to depth of standard built-in base cabinets or can be used on utility table. Large capacity oven utilizes valuable work area most efficiently, relieves clutter of work counter yet holds large fowl or roast. Front-to-back spit for easy loading and unloading The secret is in the new shape! Infinite heat control **Tubular rod element.** Triple chrome plated. Size. 17⅜ x 17" (21" w spit) x 12¼" overall. Oven 14⅛ x 11½" x 9½" 1500 watts, 115 volts AC only. Ship. wt , 21 lbs

16E377 3X3597 3897
Newport Rotisserie *Retail* $59.95

BLACK ANGUS

Traveler

Infra-Red Broiler



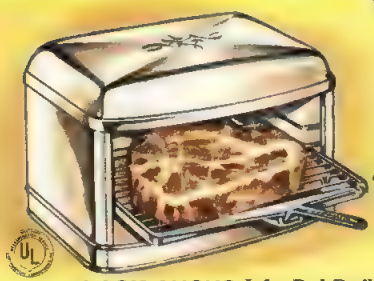
BLACK ANGUS

The First and Finest Name in
Rotisserie-Broilers-Grills

Answers every Rotisserie-Broiler need
Finest in workmanship and performance!
First in design and development!

Perfect companion— travels anywhere . . . anytime. Ideal for homes, small apartments, country cottages, beach cabanas, hotel rooms, college campuses Burner top directly over **tubular rod element** for preparing other foods while broiling . . . cooks whole meals, makes coffee at one time. 3 adjustable cooking levels. 14" x 7½" x 7¾" 800 watts, 115 volts. AC or DC. Shipping weight 6 lbs.

16E378-3X1257 1361
Traveler Broiler . . . *Retail* $20.95



Twenty Seven

BLACK ANGUS Infra-Red Broiler

- **Double wall insulation**
- **Searing Heat inside—cool outside**
- **Infra-Red Heating element**
- **Triple-plated chrome, heavy-gauge metal**

Four adjustable cooking positions. Cast aluminum well-and-tree platter-tray AC or DC. 1350 watts, 115 volts. 16½" x 12⅝" x 12¾". Shipping weight 17 lbs.

16E305-3X2160 2340 Twenty-Seven Broiler *Retail* $36.00

TRAVELER CASE

Handsome waterproof, zippered plaid carrying case.

16E379-3X177/192
Traveler Case
Retail $2.95

GILBERT Scientific Erector Sets

. . . For Youthful "Career-Building" Engineers

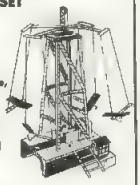
ALL ELECTRIC SET!

Makes Oil Drilling Rig, Ferris Wheel, Bridge, and Many, Many More

ALL-ELECTRIC ERECTOR SET—Builder of engineering wonders! Nearly 16 lbs. of girders, gears, pinions and more parts to build action-powered Oil Drilling Rig, Ferris Wheel, Cantilever Bridge and many more thrilling working models. Complete with powerful 4-speed electric motor, electric lights to illuminate models, plus powerful electromagnet for cranes. Steel chest is 20¼"x12¼"x2¾". Sh. wt. 18 lbs.

6T48X1844 ..... List $27.95

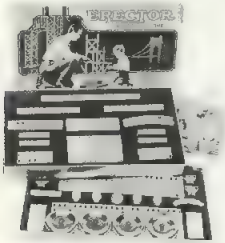
4-SPEED ELECTRIC MOTOR SET



Makes Big Action Airplane Ride, Lift Bridge, Pump, and Many More Action-Filled Models

4-SPEED ELECTRIC MOTOR ERECTOR SET—Over 325 action-packed parts! Makes Airplane Ride, Lift Bridge, Pump, and more. Powerful multi-speed, forward-reverse electric motor. Magic-Twist coupling transmits power from motor to model in bends, loops, etc. Steel chest is 18"x10"x3". Sh. wt. 11 lbs.

6T47X1197 ..... List $17.95



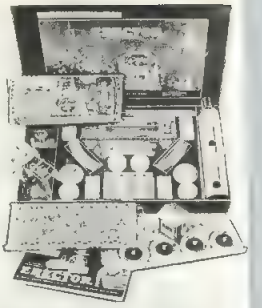
PROFESSIONAL BUILDER SET

Giant Base Plates and Angle Girders Build Hoist, Elevator, Jib Crane, and More Fascinating Models

PROFESSIONAL ERECTOR SET — Makes hundreds of exciting models! Includes giant base plates and 3 sizes of angle girders—12", 6" and 3"—for building Hoist, Elevator, Jib Crane and many more. Set contains 182 parts. Steel chest: 18"x10"x2". Sh. wt. 5 lbs.

6T45X397 ..... List $5.95

Builds Parachute-Jump Merry-Go-Round And Many More Carnival Favorites



AMUSEMENT-PARK SET with ELECTRIC MOTOR

AMUSEMENT-PARK ERECTOR SET—Packed with all the excitement and thrills of a real-life carnival! Fun for dad, too. Nearly 25 lbs. of parts . . . including powerful Electric Motor, Electro Magnet, Magic-Twist coupling, light-and-socket, and illustrated instruction booklet. Makes action-packed Parachute Jump, Merry-go-Round, and many more fun-filled, fun-to-build carnival models. Steel chest is 22" long, 13⅛" wide, 2¾" long. Sh. wt. 28 lbs.

6T49X3167 ..... List $47.50

ENGINEER'S SET

Over 360 Parts!

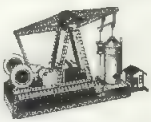
INCLUDES POWERFUL ELECTRIC MOTOR

Builds Bascule Bridge, Hoisting Engine, Air Compressor, and Many More Modern-Day Engineering Marvels

ENGINEER'S ERECTOR SET—Wonderful value for young engineers! Over 360 parts! Builds such engineering marvels as the Bascule Bridge, Hoisting Engine, Air Compressor, and more. Includes forward-and-reverse motor, light and socket, multitude of girders, gears, angles, etc., plus instruction booklet. Steel chest is 18½"x10⅛"x2⅞". Sh. wt. 12 lbs.

6T43X1434 ..... List $21.50

BATTERY-POWERED ELECTRIC MOTOR SET



Makes Trip Hammer, Walking Beam Engine, And Many Others!

BATTERY-POWERED ELECTRIC MOTOR SET—Young construction engineer's dream come true! Two tiers of parts make Trip Hammer, Walking Beam Engine, R.R. Bridge, and others. Powerful 3-volt electric motor operates on 2 flashlight batteries (batteries not incl.). Steel chest: 16¼"x10½"x3".

6T44X730 (Sh. wt. 7 lbs.) ..... List $10.95

GILBERT: World's Greatest Name in Construction Toys!

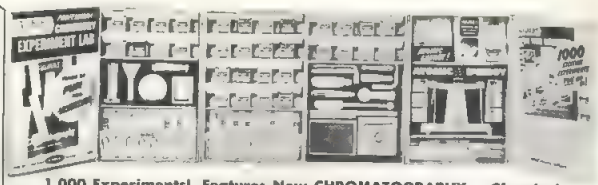
Adventures In Science!

GILBERT Chemistry, Microscope & Lab Sets

Safe! Fun! Educational!

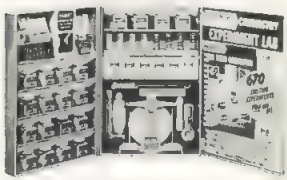
Perfect for Young Scientists, Students . . . and Fun for Dad.

All Sets Equipped with Safe *PYREX* Brand Test Tubes!



1,000 Experiments! Features New CHROMATOGRAPHY — *Chemical Analysis by Color!* Plus Atomic Energy, Crime Detection and more!

PROFESSIONAL CHEMISTRY EXPERIMENT LAB No. 12072—Most complete lab ever! Ideal for young scientists and students. Exciting experiments in Chromatography, Atomic Energy, Crime Detection, Glass Blowing, Plastics, and many more. Professional apparatus includes mortar and pestle, Spintharioscope (*See atomic particles disintegrate!*), alcohol lamp, scale, test tubes and racks, etc. Includes instruction manual. Steel cabinet is 19" x13¾"x3¼" deep. Opens to over 4-ft. wide. Sh. wt. 17 lbs.
6T69X1667 ..... **List $25.00**

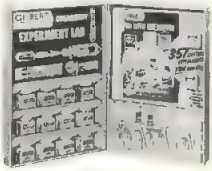


New! CHROMATOGRAPHY—Chemical Analysis by Color! Atomic Energy . . . Magic Tricks!

ATOMIC ENERGY CHEMISTRY EXPERIMENT LAB No. 12052—670 thrilling, educational experiments in Atomic Energy, Chromatography, Crime Detection, and more! High adventure for young scientists and dads, too. Complete with alcohol lamp, scale, Spintharioscope for viewing atomic particles disintegrating at 10,000 miles per second. Steel cabinet: 9½"x13¾" x3¼". Opens to over 2-ft. Sh. wt. 9 lbs.
6T83X1000 ..... **List $15.00**

F.B.I. Fingerprinting, Detection Kit

CRIME DETECTION CHEMISTRY EXPERIMENT LAB No. 12033—Fun for all! Uncover the guilty party with real F.B.I. finger-printing apparatus, alcohol lamp, chemicals, etc. 561 fun-filled experiments include Magic Tricks, Secret Writing, Food Tests, and others. Steel cabinet: 9½"x 13¾"x3¼". Opens to over 2-ft.
6T87X667 (Sh. wt. 6 lbs.) ... **List $10.00**



357 Exciting Experiments!

CHEMISTRY EXPERIMENT LAB No. 12022 — 357 exciting, adventure experiments with Magic Tricks, Invisible Inks, and Food Tests! Ideal for beginning scientists and fun for the whole family. Includes tubes, chemicals, implements, instruction manual. Steel cabinet is 9½"x13¾"x3¼". Opens to over 1½-ft. Sh. wt. 6 lbs.
6T88X530 .. **List $7.95**

View The Mysteries of Nature! See Real Shrimp Eggs Come to Life!

With Gold Medal Microscope (A)

Two-In-One Micro-Color Images in Glorious Color or Black and White! (Reveals the Invisible)

(B) **With Silver Medal Microscope**

(C) **Opens to almost 1½-ft.**

Professional Gold Medal Microscope

- **Automatic Focusing!**
- **4-Stop Turret!**
- **8-Powers!**

(D)

(A) PROFESSIONAL MICROSCOPE & LAB SET No. 13051—Ideal for aspiring scientists, students! Gold Medal Mirro-flector Electrically Illuminated Microscope has 4-stop turrets. Quick-Switch Power Eyepiece has *8-power magnification*—up to 650 times! Micro-adjustable specimen table. Micro-color, shrimp eggs, polaroid filters, and more. Steel cabinet: 9½"x 13¾"x6½". Opens to 28½" wide.
6T89X1330 (Sh. wt. 7 lbs.) **List $19.95**

(C) SENIOR MICROSCOPE & LAB SET No. 13021—Mysteries of nature revealed! 3-stop turret microscope with 60-200-405-*power magnification!* Automatic focusing, Ramsden lens, "click-stop" power positioning. Polaroid filters, test tubes, dissecting equipment, chemicals and rack. Steel cabinet. 9½"x13¾"x3⅝".
6T91X730 (Sh. wt. 5 lbs.) **List $10.95**

(B) ADVANCED MICROSCOPE & LAB SET No. 13041 — Microscopic wonders come to life! Silver Medal Mirro-flector Electrically Illuminated Microscope with 4-stop power turrets. *4-power magnification*—up to 450 times! Micro-adjustable specimen table, Micro-color, shrimp eggs, Polaroid filters, chemicals, etc. Piano hinged steel cabinet is 9½"x13¾"x3⅝". Opens to over 1½-ft. Sh. wt. 6 lbs.
6T90X1130 . . . . . **List $16.95**

(D) GOLD MEDAL MICROSCOPE No. 13081—Professional appeal for amateur and expert alike! *8-power magnification* to 650 times! Quick-Switch power eyepiece, automatic focusing, selective 4-stop turret, 45° Mirro-flector, professional table focus. Leatherette case, handle, and equipment. Case: 6½"x10½"x4¾" deep.
6T92X997 (Sh. wt. 2½ lbs.) **List $14.95**

Monte Carlo

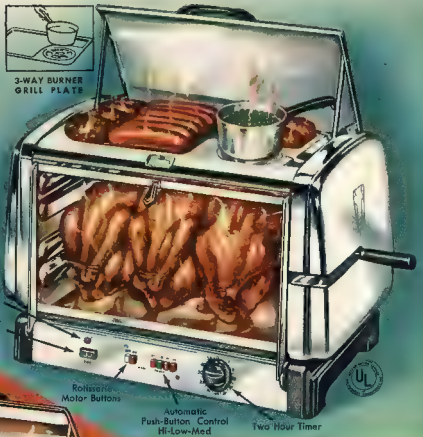
BLACK ANGUS

KING SIZE ROTISSERIE BROILER

The King of King Size Rotisseries with all the deluxe features that make Rotisserie-Broiler cooking easy, enjoyable. Cook-O-Meter Indicator for accurate oven temperature. Glass splatter door opens out as convenient serving tray. Hinged open-rest top cover. Removable grill plate for easy cleaning. Plated spits and skewers. Built-in broiler shelves. **Tubular rod element.** Shipping Weight 32 lbs.

H188H5846 H188H5397 Monte Carlo . . *Retail* $89.95

3-WAY BURNER GRILL PLATE



Pilot Light

Extra Timer Outlet

Rotisserie Motor Buttons

Automatic Push-Button Control Hi-Low-Med

Two Hour Timer

- Two Hour Timer
- Infinite Heat Control
- Glass Splatter Door opens out as Serving Tray
- 3-way Burner Grill Plate

BLACK ANGUS

The Standard of Quality for Rotisseries

Monte Carlo—Holiday—Lido

Each have more cooking area—2,372 cubic inches

Tubular rod element. -Lustrous Triple Chrome Plated Finish

- Size: overall dimensions, 24" x 15" x 15½"
- Oven, 16" x 10½" x 14½"
- 115 volts—AC only—1600 watts

Full One Year Guarantee

Barbecue Fry Toast Grill Roast Broil Boil

Holiday

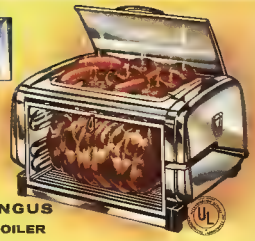
BLACK ANGUS

KING SIZE ROTISSERIE-BROILER

Heavy-Gauge steel body is triple chrome plated for a lifetime of beautiful service Cook O-Meter indicator. **Tubular rod heating element.** Extra large capacity. Shipping Weight 30 lbs.

H185H5196 H185H4797
Holiday . . *Retail* $79.95

- Two Hour Timer
- Infinite Heat Control
- Removable Grill Plate



Lido BLACK ANGUS

KING SIZE ROTISSERIE-BROILER

Chrome plated satin finish. Beautiful and easy to clean. Extra large capacity and outstanding performance. Shipping Weight 28 lbs.

H186H4546 H186H4197 Lido . . *Retail* $69.95

Tubular element

MAY & HALAS, INC. For Quality and Price.

for an exciting **New Look!**

REDUCE

HIPS...WAIST...TUMMY

Health Massager

Gilbert

SLENDERIZE!

Eliminate excess fat, unsightly bulges . . . watch the extra inches fade away!

RELAX!

"Feel like a million" . . . as your muscles unkink . . . fatigue melts away

HEALTHFUL

Stimulates circulation, provides more energy for men, women, the whole family!

NO EXERTION

Do it yourself—easily, pleasantly, safely No pills, no diets, no exertion!

GILBERT HEALTH MASSAGER

Keeps Figures Trim and Slim!
Now—you can eliminate unwanted bulges, tone flabby flesh, keep your figure trim and slim. This wonderful new health massager helps you look better . . . feel better!

A Professional Massage in Your Own Home!
Choice of 2 speeds: high for stimulating, deep-down body workouts, low for gentle, relaxing massage. Produces deep, kneading action or light, high-speed surface massage just by increasing or decreasing the pressure of your body.

Helps you Relax the Pleasant Way!
Use the Health Massager on low, gentle speed and you'll marvel at how quickly relaxation floods through your body. Helps you feel like new by stimulating circulation.

Compact, Portable, Adjustable!
Comes apart quickly for easy storage or for traveling. Fully adjustable—raises from 28¼" to 38¾" in 1¼" spans. 28x11" base covered with rubber mat 2" wide belt, sheepskin lined. 115-V, AC/DC. Shpg. wt. 31 lbs.

H1340H6145 H1340H5670 Health Massager *Retail* **$94.50**

All-Chrome Vitalator

"Swedish massage" action is wonderful for scalp workouts, neck massage and especially suitable for facials. Even helps many types of headache. Gleaming chrome finish case. Operates on 110-120 volts. AC DC. Shpg. wt. 3 lbs

H114H1465 H114H1350
Vitalator . . . . . *Retail* **$22.50**

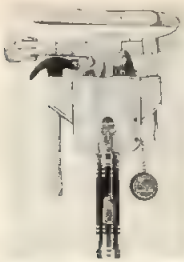
Scalp Relief Facials

Gilbert Vitalator

Tiny, rapid vibrations travel to your fingertips and flow through them to your body. Tension and tautness melt away Wonderful for scalp workouts, waistline control. Ivory finish, bronze grille 110-120 v., AC/DC. Shpg. wt. 2 lbs.

H116H1230 H116H1135
Vitalator *Retail* **$18.95**

MAY & HALAS, INC. For Quality and Price.

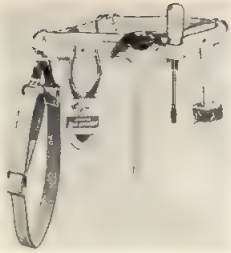


Junior Tool Holster. Top quality, full-grain steerhide tool holster with lockstitched nar thread [illegible] **Contains all the tools necessary for emergency line repairs:** adjustable wrench, flashlight, pliers, screwdriver, hammer, tape reader and tape. Workbelt fastens snugly around waist to hold kit at handy reach. Ship. wt. 3 lbs.

5N78-318 . . . . . RETAIL $5.00

Work Bench With Tools. Rugged and practical [illegible] working [illegible] to [illegible] **15-piece set includes:** [illegible] saw [illegible] Table has handy tool holders, drawer built-in [illegible] and handy vise. Woodworking book giving details on how to make 8 projects. Size 28x14x28½" high. Ship wt 17 lbs.

5N80-665 . . . . . RETAIL $10.00



Junior Lineman Tool Belt. Genuine, regulation maintenance gear in miniature just as real linemen use. Made of extra heavy full grain [illegible] lockstitched with linen thread and steel rivets. Adjustable body belt from 22" to 30". **Full size tools:** hammer, pliers screwdriver and friction tape. Ship. wt. 3 lbs.

5N79-188.....RETAIL $3.00

TOOLS FOR THE JUNIOR CRAFTSMAN

American Deluxe Tool Chest in Metal Box. For ages from 4 to 9. Put the ambitious carpenter with big things in mind. This deluxe 17-piece assortment packed in sturdy steel carrying chest which measures 9x8½". Includes hammer, hand saw, handle, brace and bit, plane, pincers, rule, wrench, screwdriver, nail set, sandpaper and an illustrated project book. Ship. wt. 7 lbs.

5N82-335 .RETAIL $5.00

Gilbert No. 10 Tool Chest in Metal Box [illegible] set of tools for the junior carpenter who likes "Indy" or building jobs. Heavy gauge steel cabinet which opens to 20¼" contains hammer, brace and bit, carpenter's pencil and fine sandpaper, and 3 [illegible] knife, awl, plane, utility can, crosscut saw, pliers, new duplex angle level and combination [illegible] with sliding miter angle that locks with thumb screw. **Illustrated folder.** Cabinet measures 13" high, 10" wide, 4" deep. Ship. wt. 12 lbs.

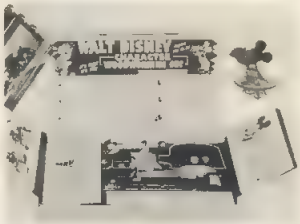
5N88-866 . . . . . RETAIL $13.00

Gilbert Tool Chest No. 18. With new Dial Angle level and Combination Square. Big assortment of carpenter's tools in heavy-gauge steel with nickel-plated clasp and carrying handle. Set includes: Dial Angle level and combination square and [illegible] other items that work with thumb screw. Wood handle brace and bit. Crosscut Saw, Hack Saw, set of 3 magnetized screwdrivers, Nailset, Punch, Pencil, Hammer, Mallet, Screwdriver, Utility Can, steel Try Square, [illegible] Chest measures 18x8½x3". Ship. wt. 15 lbs.

5N87-566 RETAIL $10.00

Gilbert No. 15 Chest in Metal Box. Just the thing for junior carpenters. Has ample selection of tools for building scores of things, from a playhouse to chairs and tables. Outfit contains saw, hammer, plane, set of 3 magnetized screwdrivers, pliers, steel tri-angle, brace, bit, [illegible] and sandpaper. Steel chest measures 18x8½x3". Ship wt 15 lbs.

5N89-334 .....RETAIL $5.00



Walt Disney Characters Woodworking Set. A "Punch 'N' Fun" toy. A delightful kit with all the necessary parts and tools for making attractive wall brackets and serving bowl. Simple to do, [illegible] Kit contains [illegible] 6 colored felt bands, wood clamp and sandpaper. Size 20x10½x2". Ship. wt. 4 lbs.

5N81-335.....RETAIL $5.00

Burgess Jig Saw Jr. Ideal for boys 7-14 years. A Junior Electric Work Shop with built-in motor. Safe and constructive fun. Short stroke design makes injuries an impossibility. Saws wood, aluminum, plastics. Interchangeable bright colors. Four blades and extra blades included. Ship wt 8 lbs.

5N86-685.....RETAIL $11.00

Ⓐ Ⓑ Ⓒ

GILBERT MICROSCOPE and LAB SETS

Watch Life Begin!

Ⓐ **Advanced Microscope & Lab. Set.** Silver metal micro-flector electrically illuminated microscope has 4-stop turrets of 60, 150, 200 an 450 times magnification. Focuses easily and has micro-adjustable specimen table. New micro-color reveals the invisible Real 24-hour hatch shrimp eggs, polaroid filters, big array of chemicals and equipment. Steel, piano-hinged cabinet. Size: 9½x13¾x3⅝". Opens to over 1½ feet. Ship. wt. 8 lbs.
5N10-1130 .....RETAIL **$16.95**

Ⓑ **Senior Microscope & Lab. Set.** See real shrimp eggs come to life through 3-stop turret microscope which magnifies to 100 and 450 times. Achromatic illuminator, turret has cut-stop power [illegible] Features polarized test pyrex test tubes and other items dissecting equipment, chemicals. Steel cabinet [illegible] wide 13¾" high, 3⅝" deep. Opens to almost 1½ feet. Ship. wt. 5 lbs.
5N8-730 ..... RETAIL **$10.95**

Ⓒ **Professional Microscope & Lab. Set.** The illuminating [illegible] Gilbert [illegible] this [illegible] microscope has 4-stop turrets. Quick-switch power [illegible] 200, 325, 450 and 650 power magnification. Micro-adjustable specimen table. Features micro-color, shrimp eggs, polaroid filters and other equipment. Steel cabinet 9½" wide, 13¾" high and 6½" deep. Opens to 28½". Ship wt. 7 lbs.
5N11-1330 .....RETAIL **$18.95**

Ⓓ **Gold Medal Microscope.** Professional quality appeals to student and expert alike. Quick-switch power eyepiece gives this micro-flector [illegible] a selection of 60, 100, 150, 200, 250, 325, 450 and 650 powers. Attractive leatherette case well outfitted with equipment. A fine instrument to please the most critical user. Carry-all case 6½" wide, 10½" high, 4¾" deep. Ship. wt. 4 lbs.
5N9-997 .....RETAIL **$18.95**

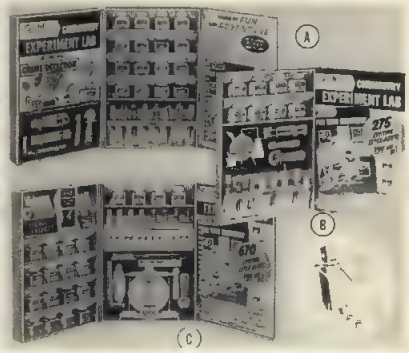
GILBERT *Career Building* CHEMISTRY SETS

Ⓐ **Gilbert Crime Detective Chemistry Experiment Lab.** Exciting crime detection kit for real F B I fingerprinting, alcohol lamp and other [illegible] combine with an assortment of chemicals to make this an [illegible] and girls. 561 wonderful experiments. Full color cabinet 9½" wide, 13¾" high, 3¼" deep. Opens to over 2 feet. Ship. wt. 6 lbs.
5N15-887 .....RETAIL **$10.00**

Ⓑ **Gilbert Beginner Chemistry Experiment Lab.** Strong metal box printed in full color, contains chemicals and scientific apparatus for 275 fascinating experiments such as magic tricks, secret writing, color printing and many others. New easy-to-read manual has interesting information about experiments. 9" x 8½" wide, 13¾" high, 3¼" deep. Opens to 1½ feet. Ship. wt. 4 lbs.
5N13-334 .....RETAIL **$5.00**

Ⓒ **Gilbert Deluxe Chemistry Experiment Lab.** Atomic energy, chromatography, crime detection, magic tricks offer thrilling fun to the youngster who owns this chemistry laboratory kit, complete with alcohol lamp, safe spintharascope, scales. Many other pieces of fascinating apparatus. 570 experiments offer years of enjoyment and adventure. Steel cabinet 9½" wide, 13¾" high, 3¼" deep. Opens to over 2 feet. Ship wt. 7 lbs.
5N14-1000 ..... RETAIL **$15.00**

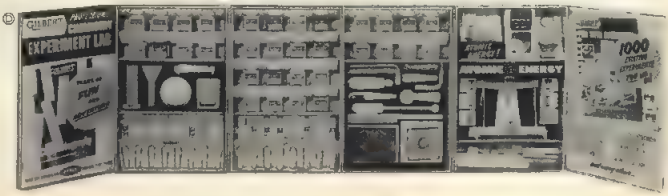
Ⓓ **Gilbert Atomic Scientist Chemistry Experiment Lab.** Magnificent complete laboratory including everything the young scientist needs. New Chromatography manual plus Fun with Chemistry manual. Has special apparatus, including mortar and [illegible] for [illegible] experiments. Features chromatography, atomic energy [illegible] glass new [illegible] plastics countless other experiments. Steel cabinet measures 19" wide, 13¾" high, 3¼" deep. Opens to over 4 feet. Ship wt. 17 lbs.
5N12-1687 .....RETAIL **$25.00**



GILBERT SCIENTIFIC "CAREER BUILDING" CHEMISTRY SETS

- **New Day-Glo Packaging**
- **New apparatus and metal lab kits**
- **New full-color manuals**
- **New experiments**

All chemistry sets equipped with Safe Pyrex brand test tubes.



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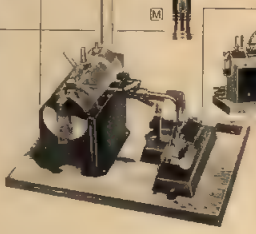

Instructive Fun for the Jr. Craftsman

(E) GILBERT TOOL CHEST. Even a beginner can do a fine job of building when he's got the right tools all ready to use in this sturdy carry-about red steel case. Equipment features the new Dial-An-Angle level, hardened steel saw, hammer, mallet, 3 magnetized screwdrivers, pliers, wood screws, tacks, brads, steel triangle and try-square. Sturdy steel tool chest is 16x8¼x3″ high.
88-3512 8466 Gilbert Tool Chest. . . .**$6.98**

(F) GILBERT FUN WITH ELECTRICITY . . . for hundreds of experiments that provide basic education in electrical science. Includes. 1½ volt electric kit motor with "see through" housing, pulleys, gears, brackets, axle, two 4″ bar magnets, 2 solenoid coils, 5½″ battery holder, 2 dry cells—1½ volt each; bulb, telegraph key unit, and more! All in big box, 20¾x13¾x1¾″ high.
88-3504 B730 Electricity Kit. **$10.95**

(G) BURGESS JIG SAW JR . . . designed so it's safe, fun and constructive for the young carpenter. Motor and all rotating parts are completely sealed in. Cuts wood up to ½″ thick . . . leaves clean smooth edge. Saws to center of 19-inch circle. Extra blades and six full-size patterns are included. Fine way to a creative hobby that may last a lifetime. UL listed. Size: 14¼x8⅝″.
89-4915 B730 Burgess Jig Saw Jr.. . .**$10.95**

(H) GILBERT TOOL CABINET . . . contains a complete set of tools for the advanced junior carpenter. He'll have loads of constructive fun making craftsman-like projects like a playhouse, chairs, a table, or a chest. Set includes hammer, brace and bit, three magnetized screwdrivers, two chisels, plane, awl, hardened steel crosscut and hack saws, pliers, newly designed dial-an-angle level, combination square, measure, many other tools. Every one is so well made that even dad'll borrow them. Equipment is neatly arranged in sturdy steel cabinet 19″ high, 10″ wide and 4″ deep. Makes an exciting as well as practical gift for every junior do-it-yourselfer!
88-3538 8866 Tool Cabinet. . . . **$12.98**

(K) WORKBENCH with TOOLS . . . to make your little lad the proudest, the best jr. carpenter in town! Tools (included) are kept right at hand in the peg board . . . then there's a sturdy ¾″ wood top to work on . . and a 10x12 inch metal drawer for materials. 3¼″ deep cabinet closes for tool storage. Bench top and rack are 30x15″ . . . rigid legs are stamped steel, reinforced with steel angle braces. Strong 6x3½″ metal vise holds work. Includes tools: 12″ saw, coping saw, 6½″ block plane, 9″ chisel, metal triangle, metal square, pliers, 12″ hammer, pry bar, bit and brace. "Do-It-Yourself" Project book tells how to make many items. Wt. 33 lbs.
89-4964 C1700 Workbench with Tools**$24.95**

(L) GILBERT TOOL CHEST. Here's a big assortment of tools for dad's little helper . . . all packed in a sturdy steel chest. Set features the brand new Dial-An-Angle level plus a handy combination square with sliding miter angle. Other tools include brace and bit, hardened steel crosscut and hack saws, 3 magnetized screwdrivers, pliers, mallet, plane, steel triangle, and more.
88-3520 8666 Chest, 16x8¾x3″. . . . **$9.98**

(M) JUNIOR TOOL HOLSTER . . . totes full-size tools for boys. Durably constructed of top grain steerhide—lock-stitched and reinforced with nickeled steel rivets. Complete with adjustable wrench, pliers, screwdriver, hammer, flashlight, tape holder and tape—all the most essential tools within instant reach for quick work or those "emergency" jobs. Belt has embossed silvered buckle
89-4907 B350 Tool Holster Set. **$4.95**

(N) JENSEN MODEL STEAM ENGINE . . . double-acting stationary cylinder slide valve type with reversible forward/backward action. Throttle valve controls speed. Electrically heated, equipped with water gauge, safety valve and whistle. 3″ fly wheel mounted on 9½x11½″ wooden base. 9″ overall ht.
89-4931 B1735 With 5 ft. cord. . . . **$26.00**
89-4949 B1135 Steam Engine without Reversible Action. Base is 4½x9″. . . . **$17.00**

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Ⓐ **YOUR GRACE.** Unusual mellow-rich truly fragrance. Delightfully gay—expresses the personality of every woman. One fl. oz. Plus Fed. tax.
46M5-115 .....RETAIL **$3.50**

Ⓑ **3-PIECE SET.** Luxury you can't top at any price. Set includes one fl. oz. Le Couturier and two ¼ fl. oz. Lis'n-Dear. Plus Fed. tax.
46M2-180 .....RETAIL **$5.00**

Ⓒ **LE COUTURIER.** Vivid and mysterious. Exotic floral essences, musky undertones. A truly feminine perfume. One fl. oz. Plus Fed. tax.
46M6-125 .....RETAIL **$4.00**

Ⓓ **LIS'N-DEAR ATOMIZER.** One light touch and a marvelous, misty cloud of fragrance clings so excitingly. One fl. oz. Plus Fed. tax.
46M3-230 .....RETAIL **$5.95**

7-PIECE GABOR'S GLAMOUR BEAUTY KIT. (Not illustrated.) Contains 8-oz. hand lotion, 8-oz. [illegible] poo, 4 oz. all purpose cream, 2-oz. deodorant, 2-oz. hairspray, 4-oz. eau de perfume, and 1½-oz. t[illegible] The Gabors favorite perfume. Packed in lovely gift box. Plus Fed. tax
46M8-540..... RETAIL **$21.45**

LA VIE EN ROSE by LIDO. The favorite of fashionable Paris. Excitingly, bewitchingly, unforgetably different. As French as the Champs Elysees. Deluxe gift package and design of bottle created in Paris. One fl. oz. Plus 10% Fed. tax.
46M27-150 .....RETAIL **$10.00**

MURIEL HARBROUCK. Seven ideal fragrances from which to choose an exciting perfume for every occasion. Created from the finest imported essences. Choice of: Crusade, Golden Petals, Amyrus, Wings, Silver-Dawn, Passing Hours, Reward. One oz. bottle. Specify perfume. Plus Fed. tax
46M28-150 .....RETAIL **$10.00**

MY FAIR LADY — ADAGIO — CAPRICHIO. These perfumes slowly capture the mood of the moment, an inspiring backdrop for dancing. Made with imported basic essence. One oz. perfume in a golden spray atomizer. Flacon of smooth, modern design. Smartly packaged. Plus 10% Fed. tax
46M42-250—Adagio. . .RET. **$20.00**
46M41-250—Caprichio. RET. **$20.00**
46M19-250 My Fair Lady . .**$20.00**

FAUN by RAVEL. As much a flash as accessory as lipstick. Use for all occasions—day and evening. ½ oz. of fine perfume made from imported ess[illegible]. Plus 10% Fed. tax.
46M24-150 .....RETAIL **$15.00**

As above. 1 oz. Galaxy. Plus 1 [illegible] Fed. tax.
46M25-150 .....RETAIL **$18.75**

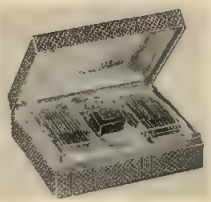
Lanier's folie de minuit

PERFUME SELECTOR

★ 60 individual bottlettes of five perfumes

PLUS . . .

$7.50 bottle of world's highest priced perfume



Here's a rare opportunity to discover the perfume that fits your personality. Wear a different range of different blends and watch the reaction. Select your own satisfaction the perfume that is just right. 60 individual bottlettes, 12 each of 5 major type of perfume, are included. Also, a $7.50 bottle of the world's highest priced perfume, "Folie de minuit," packed with complete in ornation of perfume selector in Gold and Satin gift box. Plus Fed. tax
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LANOLIN PLUS GIFT SET

Three-piece set consists of one 4-oz. bottle of Lanolin Plus for the hair—gives a sheen and brings out sparkling highlights, one 2-oz. bottle of Lanolin Plus liquid designed to supply vital lubrication lost by dryness due to sun—wind and age, one 4-oz. bottle of hand lotion with handy dispenser that works easily. Sleeve protector. Non greasy, delightfully scented. Packed in open face box with acetate cover. Plus Fed. tax.
46M7-220.....RETAIL, SET **$3.00**

Glass Magic

Ten new Glass Magic models . . . the "Pace-Setter" line for 1958. New, low, sweeping lines . . . rakish distinctive designs. New "Aqua-Flite" hulls utilize every ounce of power developed by your motor. New luxury accessories and appointments. See the complete line . . . choose your style . . . your size . . . and your price. There's a Glass Magic Boat for you now at your Glass Magic dealer.

17' baymaster
Big water luxury runabout

14' skipper
Low priced, high style runabout

15' sportsmaster
Economy priced sport - fishing runabout

12' nomad
Fishing, hunting, sport or play

19' seamaster
Real class in a large outboard cruiser

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17' caymaster
Big world luxury runabout

Glass Magic

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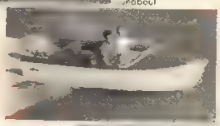
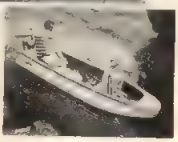
14' Skipper
Low priced, high style runabout





15' Sportsmaster
Economy priced sport fishing runabout

12' Nomad
Fishing, hunting, sport or play

19' Seamaster
Real class in a large outboard cruiser

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GLASS MAGIC, INC.

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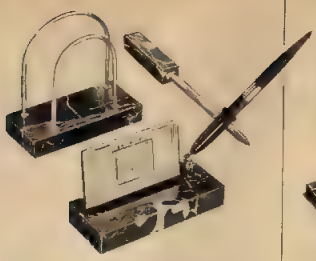
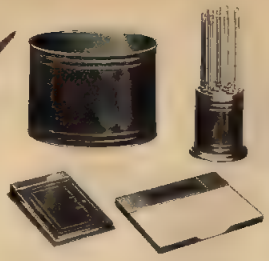
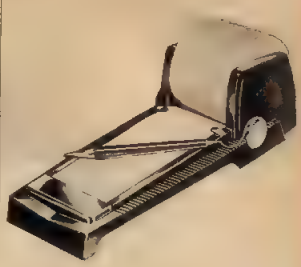


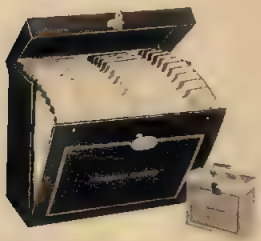
GENUINE ONYX MARBLE DESK SET. Has the look of "quality" that makes it the perfect gift for a budding executive, or for your own use at home. 3-pc. set consists of letter holder, letter opener and pen base with perpetual calendar . . . set it once a month to know the date, perpetually! All of genuine onyx marble with brass finished trim, felted bases.
79-3901 B550 Desk Set **$8.95**



4-PC. DESK SET. Keeps the top of your desk so well organized, you'll have everything at your fingertips. Handsome too . . . the desk-top "litter" basket, telephone index, pencil well and memo tray are covered in gold embossed Brown leatherlex; gold steel trim. Memo tray takes standard 4x6″ sheets; pencil well holds 9 pencils (included).
79-3919 B250 Desk Set. **$3.95**



ROLL MEMO . . . with chain reel mechanical pencil that pulls out, winds back automatically. Pencil never gets lost . . . it's always right there at hand when needed. Holder reloads with a standard roll of adding machine paper. Stands on desk of hangs on the wall. So handy, you'll want several.
79-3521 B195 Brown **$2.95**
79-3927 B195 White. **2.95**



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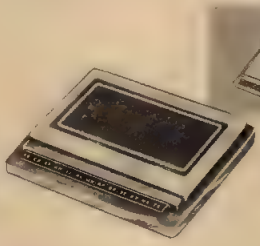
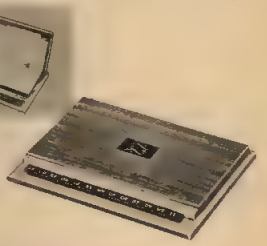
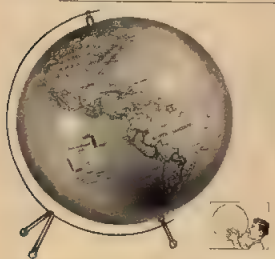
79-3935 B295 Coral & White. . . . **$4.50**
79-3943 B295 Charcoal. **4.50**



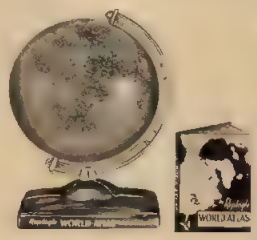
AUTODEX DELUXE . . . "automagic" phone index with 24K gold embossed, genuine leather cover, rimmed in gold color metal. 100% automatic! A touch of your finger opens it to the right page. You find the phone number you're looking for—instantly. Room for over 900 listings on 3½x6¾″ pages that are removable for typing. Steel construction. Brown.
79-3463 B465 Overall size: 5¾x7½x1″. **$6.95**



TIME-SAVING AUTODEX . . automatic list finder keeps telephone numbers and other information within push-button reach. Holds 1600 listings on 3½x6¾″ pages. Just push the button—up pops the page you want. A wonderful gift for everyone from busy housewife to harried executive! Steel with walnut-grained finish. Loose leaf pages.
79-3455 B195 Autodex. **$2.95**



HAMMOND'S INTERNATIONAL GLOBE. Modern deflatable globe with large scale, full-color authentic map printed between 2 layers of high gloss vinyl plastic to simulate a glass ball. Detailed map in large, easy-to-read type. Comes packed deflated with time dial, manual and table stand. Easy to inflate and assemble. 18″ in diam. 20½″ high.
79-3372 B1295 International Globe. **$19.95**



GLOBE and ATLAS . . . a complete reference in one unit! 12″ globe shows 6,410 place names. Has 10-color, washable surface, brass finished numbered meridian, time dial over North Pole. Wood-grained base holds 32-pg. atlas with full-color maps, gazetteer, etc. Ht. 15″.
79-3315 C975 Set (non-illuminated). **$14.95**
79-3307 C1595 Set with illuminated 10″ globe. AC-DC. UL approved. **$24.95**

COMMANDER GLOBE . . . large 12″ size with well-detailed, beautiful 10-color map on an ink-proof and washable surface. Modern black-and-brass color finished base. Overall height, 16¼″. 96-page book, "See the World on a Globe" contains valuable information.
79-3349 C650 Non-illuminated Globe **$9.95**
79-3356 C1750 Illuminated Globe and 96-pg. book. AC-DC. UL approved. . . . **$26.75**

GLOLITE for '58 like the Satellite

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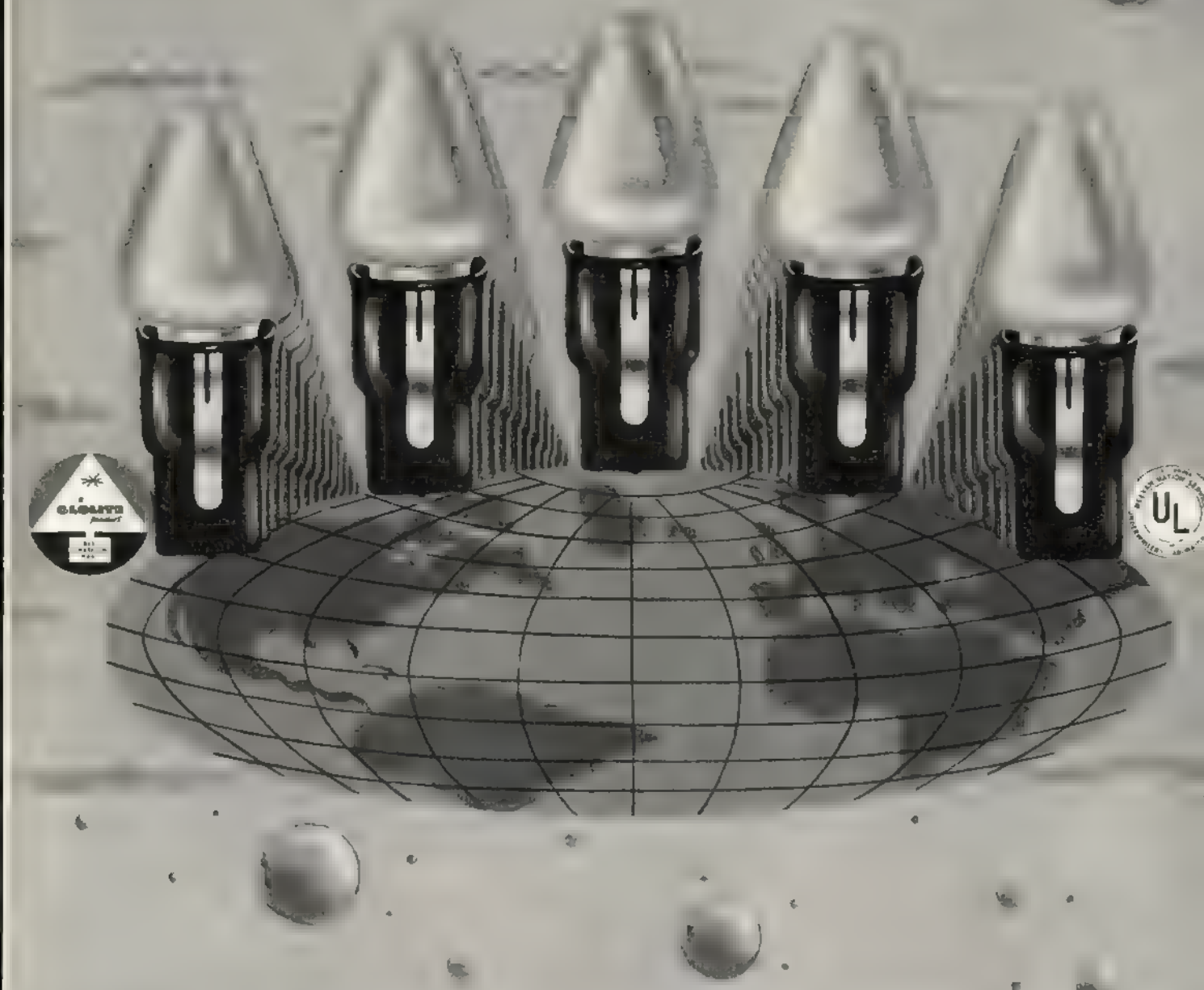

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E **JIM FINGAN GLOVE.** Made of fine oil-treated leather, designed with one-piece palm and thumb for flexible action. Streamlined fingers. Barrel-type web. Button-down wrist strap. Leather lined.
80-8956 B588 Right Hander's Glove. **$8.45**

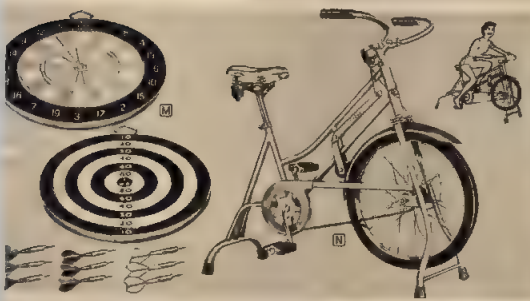
F **TED WILLIAMS "FIELDMASTER" GLOVE.** Sheepskin and leather lined, oil treated tan glove cowhide. Hand formed heel. Grip-Tite pocket.
80-8931 B875 Right Hander's Glove..... **$12.50**
80-8949 B875 Left Hander's Glove..... **12.50**

G **OFFICIAL LEAGUE BASEBALL . . .** this is the official ball that's used in all the American League, All-Star and World Series games. It has a cushion-cork center and a tough leather cover.
80-8964 B245 Baseball. Each..... **$3.25**

H **OFFICIAL 12" SOFTBALL . . .** for plenty of wallop in those sandlot ball games! Has a molded virgin kapok center and a tough leather cover. Demanded by players throughout the country.
80-8972 B180 Nite-and-Day Softball..... **$2.60**

K **SPALDING DAVE WILLIAMS Little League Glove.** Sized just right for Little Leaguers. Oiled glove leather; fully lined and welted. Streamlined fingers, laced heel and fingertips
80-6810 B495 Right Hander's Glove..... **$7.45**
80-6851 B160 Official Little League Ball..... **2.35**

L **JIM PIERSALL FIELDER'S GLOVE.** Fine grain cowhide. Grip-Tite greased pocket. 1-pc. palm and thumb. Rolled leather binding. Spiral laced crotch.
80-6893 B1065 Right Hander's Glove..... **$15.45**



EXERCISER, DART GAME

M **REGENT DART GAME.** The whole family can enjoy lots of thrills and excitement with this game! Big box contains an 18" colorful, heavy paper dart board with a Bulls Eye on one side, a 20-point game on the other. There are 9 official size brass darts, accurately balanced for true flight . . . with steel points and bright plastic flights.
80-6380 B477 Dart Game; rules included..... **$7.95**

N **ROLLFAST BICYCLE EXERCISER.** Seat height adjusts for adult or child use. Endorsed by athletic directors; prescribed by doctors for reducing and exercising. Features a speed and mileage indicator . . . convenient pedaling control and resistance roller. Stands solidly on 4 rubber-tipped legs; has a gleaming silver-gray, chip-resistant enamel finish. Sturdily built for years of use. Shipped from Indiana.
80-6158 B5300 Ship wt., 56 lbs..... **$79.95**

HORSESHOES

P **OFFICIAL HORSESHOE SET.** Diamond Super Ringer . . . the finest pitching horseshoes ever made! Balanced for easy control, these tournament grade shoes are forged of carbon steel, heat treated to prevent chipping and breaking. Set includes 1 pair bronze finished shoes, 1 pr. silver finished shoes. 1 pr. official steel stakes (27" long, 1" diam.). Comes in a handy storage box. From Minnesota
80-8477 D715 Set. Ship. wt., 36 lbs..... **$10.50**

R **DELUXE RUBBER HORSESHOE SET.** The entire family, including the children, can enjoy the excitement of pitching horseshoes . . . safely, indoors or outdoors . . . with these sturdy hard rubber horseshoes! Includes two 16" rubber mats with metal bases and aluminum pegs; 4 rubber horseshoes—2 red and 2 green. Complete set is packed in an attractive storage box. Easy-to-follow rules included too.
80-6653 B360 Deluxe Rubber Horseshoe Set. **$6.00**

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GOLDBERGER DOLL MFG. CO., Inc., 1107 BROADWAY, NEW YORK 1, N. Y.

every little girl loves an EEGEE *doll*

Be sure to see this exciting new line at the TOY SHOW

HOTEL McALPIN
Rooms 673-675
EDDIE ROSE
BEN HELLER

Note:
SIG FREY
will be at our modern New York Showrooms *Only!*
1107 BROADWAY
Rooms 402-403

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NEW LOCATION
during the TOY SHOW

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1107 Broadway
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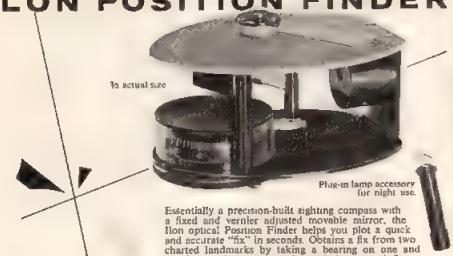
HOW TO GET BACK THERE AGAIN!
Pin Points Your Return
To Any Spot Afloat or Ashore.

ILON POSITION FINDER



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Amateur or expert, it takes the guesswork out of re-finding fishing hotspots and skin-diving finds without reference to a chart and proves invaluable in return to safe anchorages, for bow-and-beam bearings and for avoiding shoal areas or obstructions by computing the "danger angle". Now small boat owners have a superb navigation aid small enough for use in a rowboat yet so accurate they can fix position as expertly as ocean-going skippers. $35.00

Another Fine Ilon Navigation Aid

ILON MARINER'S SEXTANT

Accurate, pocket size, peculiar priced instrument for blue water sailors and navigation students. A precision sextant of handy, rugged design. Fashioned by master craftsmen in corrosion res stant brass with —black finish. Finest optical glass adjustable mirrors with two sunshades and horizon shade for variable brightness. Most accurate engine cut graduations on arc and vernier. Ring grips for steady control parmit conventional or one-hand operation. $55.00

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Meet The ALL-NEW
MUNSTON
MRT-65

The Answer to Your Power Requirements*
65 WATTS INPUT

Meets new FCC requirements for communications or pass accurate sampling tests.

★ Clear, Audible transmission and reception on 5 crystal controlled channels - Frequency Range 2,000 kc to 4,500 kc
★ Complete Contact—ship-to-shore ship-to Coast Guard, or ship-to-ship—plus the entire broadcast Band
★ All aluminum construction reflects the new era of marine beauty
★ Whatever your power requirements, there's a Munston to meet your needs

for extra-power	MRT-135
for medium-power	MRT-65
for moderate-power . . .	MRT-35

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Illustrated! Features! Completely revised each edition. Each edition includes a list of in-and-out facilities for outboarders.

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Complete yachting facilities from Norfolk via the Intracoastal through Florida and to New Orleans.

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Golden Isles

SOUTH FLORIDA'S PARADISE FOR YACHTSMEN

Artist's conception of Golden Isles. First section already completed

IDEALLY LOCATED

WATERFRONT HOMESITES

Every lot has its own waterfront in Golden Isles' exclusive community of tropical islands. Here you can cast off from your own front yard - cruise down silvery canals to the Intracoastal Waterway or the Atlantic Ocean. Midway between Hollywood-Fort Lauderdale and Miami-Miami Beach, Golden Isles is in the center of South Florida's fabulous Gold Coast.

★ 120-foot wide canals accommodate ocean going yachts
★ Uniform seawalls surround and protect each island
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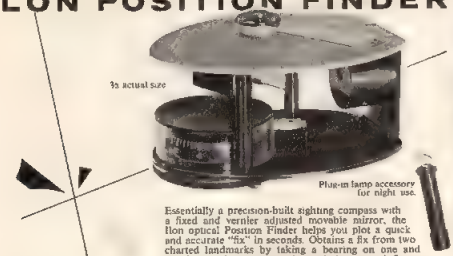

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NEW! . . . WONDERFUL!

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- ★ Deposit coin . . . gong rings
- ★ Dial number . . . shiny bells ring
- ★ Turn crank . . . hear voice actually talk
- ★ Turn knob . . . see favorite Disney characters on "color TV screen"
- ★ Press lever . . . coin returns
- ★ Handsomely decorated with Disney favorites in beautiful full color

© Walt Disney Productions

- ★ Made of unbreakable safe polyethylene
- ★ With bells that really ring
- ★ Crystal clear spring return dial
- ★ Voice in receiver sounds as receiver is lifted
- ★ Attractive new realistic colors
- ★ It's big—base measures 4¼ x 6⅞"

NEW! WONDERFUL!

PHONES
- Poly Chime Phone
- Poly Voice Phone
- TV Pay Phone

PUSH & HOBBY CHIMES
- Animal Push Chime
- Jiminy Cricket & Dumbo Asst.
- Deluxe Push Chime
- Vinyl Head Hobby Chime
- Deluxe Vinyl Head Hobby Chime

RIDER TOYS
- Pony Rider
- Mickey Mouse Rider
- Pluto Rider

PULL TOYS
- Pull Chime
- Animal Pull Chime
- Ally Gator
- Waggle Dog
- Wiggle Worm
- Pull Toy Assortment
- Animal Cart
- Action Animal Cart
- Stork Wagon

DOLL FURNITURE
- Jungle Cradle
- Drop Side Crib
- Rainbow Drop Side Crib
- Bunk Beds
- Youth Bed
- Rainbow Play Pen
- Musical Cradle

- Puzzle Blocks
- Portable TV
- New Toy Pen
- Inverted eCanoe Shoofly

SEE ALL THESE NEW ITEMS AND MANY OTHERS IN OUR NEW YORK SHOW ROOM

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Sales Offices: Suite 316-318, 200 Fifth Avenue, New York 10 New York

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participating. Several times, because of interest in advanced grades, they held courses in Seamanship and Advanced Piloting, re-written by Auxiliary instructors for teen-age presentation. The Biscayne Bay Auxiliary, only a year and a half old, announced a joint meeting of the educational committees of the Miami and Biscayne Bay Auxiliaries had been held to coordinate a program for Scout instruction. Ft. Lauderdale and Delray Beach Auxiliaries reported their educational programs were underway with the start of the school year and the re-activating of Scout troops in their respective areas.

At the Western Florida PS Auxiliary convention it was announced that four out of six Auxiliaries held summer classes for youngsters.

COAX YOUR WIFE TO LIVE AFLOAT

(*Continued from page 70*)

want gave me the courage to start in again.

"Listen to that guy," I said to Dorothy. "He's a symbol of this phoney, hustle-hustle life. He's driving me nuts, because I know there are so many more like him. It's not their fault that they're phoneys, but they carry on anyway. They're regimented and they're scared."

"What do you mean, scared?" Dorothy demanded.

"Well, they're scared of themselves and their futures, and this makes them willing to do anything for a dollar. I don't mean just radio announcers. They're sort of a symbol of all the young and middle-aged men who have given up all their individuality, and even worse, their personal sincerity, to make a little dough for themselves and their bosses."

Then, knowing Dorothy as I did, I came up with a statement that I still don't know where I found the courage to make: "Money just doesn't mean that much to me."

In her opinion, I had uttered blasphemy. I feared I had overstepped myself and that Dorothy might never again let me bring up the subject.

But I did some deep and desperate thinking in the days that followed, and the more I thought the more aware I became of the shallowness of my life. And I realized that most of the men I worked with had no goal or aim except to be on hand next payday and the payday after that and so on until retirement at 65. I even had it rationalized that the tensions built up in such lives could cause wars.

I worked out a different approach to Dorothy. Bit by bit, in our dinnertime chats, I sketched word pictures of glorious sunrises over the clear, blue-green waters of the Gulf of Mexico, of the many kinds of fish that abound there. I told her of a mass movement of porpoises I had once witnessed when thousands of the gay beasts went rolling and leaping out through New Pass at Sarasota in a parade that lasted for a half hour.

I described a snowy egret, standing motionless on long legs, reflected in the still water of a bay, and I asked her if she didn't feel like she was missing a part of this world that was not intended to be overlooked.

I tied knots and spliced rope and told her how they were used. One night she completed a long splice, and it thrilled her a little when I told her she was probably the only woman among the millions in Los Angeles who could do that. She's enough of an individualist to appreciate something of that sort.

I took advantage of another facet in her make-up, too. She had not been very good at mathematics in school, and this weakness irked her. I began talking about navigation, and it was a challenge she couldn't ignore. She borrowed a book from a teen-aged neighbor and began studying the mathematical fundamentals of the subject.

But time was passing and I had made no real progress—and I was getting older. Rope splicing and the introduction to navigation were merely passing fancies to Dorothy.

GREAT DANE
After winning three in a row in
The Hawaiian Islands — Bill Crawfo
says "The Great Dane is a great
25-footer. She's fast, tough
and stable — proven in 35 knot
winds and rough water."
Built in Denmark by
L. LOBDELL & CO.
(Plantation) FORT LAUDERDALE, FLORIDA

CAPE COD MARLIN

—New last year and winning races and friends ever since.

At the Show, see this, the popular Herreshoff Marlin, and other Cape Cod Fiberglas boats designed by America's top flight naval architects.

CAPE COD SHIPBUILDING CO.
WAREHAM, MASSACHUSETTS

Prevents SEASICKNESS

'MAREZINE'

From 115 A.C.—Keep your Batteries at Full Charge and have ample D.C. POWER for Lights, Refrigerator and all other

FULLY AUTOMATIC "CONSTAVOLT" MARINE CONVERTER

Accessories with a

"The finest made for the finest afloat"

FOR 10-15 20-30-40-60 Amp D.C Loads

FOR 6-12-24-30-32 and 115 Volt D.C Systems 70 UNITS

Power Output AUTOMATICALLY Regulated by Load

No Controls Available—Or Necessary

— EXCLUSIVE — Circuits Patented U.S. Patent Office

Duty free in Canada

La Marche Mfg. Co., Inc., 49 Woodruff Avenue, Wakefield 1, Rhode Island

Phone: Sterling 3-2539

Then one day I stumbled into the very heart and core of my job of salesmanship. It was so simple it startled me.

"Before you get mad at me," I began that evening, "listen to me for just a minute. We're already saving money and pretty soon the house will be paid for. Now why don't we just *pretend* we're saving for a boat? It'll give us a target and something to dream about, and we can set an imaginary date for when we'll get her. It'd be sort of fun, eh?"

That was the phrase—"*pretend* we're saving for a boat." Dorothy caught the spirit. In the weeks that followed we did a lot of figuring and it added up that in six years the house would be paid for and the bank account would be well up into four figures—and I would be only 43 years old. So we played it as a game for many months. It became part of everything we did and planned and we found ourselves believing in it. Dorothy took swimming lessons and we enrolled in a night school to study navigation seriously.

Suddenly, six years had passed. As if it were the most natural thing in the world for her to do, Dorothy quit her job and I took a leave of absence from the Los Angeles newspaper. The leave has since expired and my termination is complete. We sold the little house in Tarzana.

We are living now on our 36-foot schooner, *Whistling Cat II*, cruising out of the charming Gulf Coast town of Venice. Dorothy makes our $80-a-month income from savings and house payments stretch all the way. We eat a lot of fish and, in season, dine on stone crabs which we take from the water within ten yards of our dock, instead of paying $4.50 or $5.00 in a restaurant.

We sleep soundly in our double bunk forward. We are tanned, and I have lost the 14 pounds that began to pile up around the middle-aged midsection in Los Angeles. Our old "normal" life—regimented, smog-bound, dependent for security upon the whims of bosses—might just as well never have been, so remote does it seem.

The glorious sunrises and sunsets, the frolicking porpoises, the sea birds and wading birds, the fish in the crystal waters, belong to us. We live with them and have found peace and contentment, not only in them, but in the knowledge that a dream can come true, that a house and a car and a job are not downright necessities if you make up your mind otherwise.

Just the other day a bachelor friend of mine, preparing to enter matrimony, told me sorrowfully that the wedding bells could ring only after the sale of his handsome and beloved ketch because his bride-to-be "just can't stand boats."

I hope she reads this.

SHE MAY FIND SHE'LL LOVE IT

(Continued from page 71)

discovery. Your mental attitude is a very important factor, and I had convinced myself that I was going to love it.

I don't know why we were so lucky, but in less than 15 days our "dream boat" had been found. We had been looking for a ketch, because Gordon said that rig would be easier for us to manage, but we fell in love with a 36-foot schooner. As far as I am concerned, she is perfect. Many sailboats don't have much living space, but our schooner has more than any boat we looked at: two double bunks, a breakfast nook, a large, handy galley, a good-sized head, three hanging lockers, and loads of storage space. There is even room for a beautiful-hand-carved chest that Gordon bought for me in California.

A week after we found her, we moved aboard. Suddenly all my fears and misgivings vanished. The boat was in spotless condition and all we had to do was move on and stow our gear. Then I set about learning to handle her. Before long I knew how to hoist and lower the sails, coil line, handle the tiller and sheets, drop and raise the anchor, furl sails and do many other jobs.

In these new standardized models you get the advanced styling, sound design and sturdy construction for which GREBE yachts are famous but at much less than all-custom-built cost. Optional interior arrangements allow for large owners' stateroom with toilet and shower, guest's stateroom, 2 convertible berths, spacious deck house, modern galley. There's ample fuel and water capacity, your choice of power. These boats are *complete*—even to carpeting, furnishings.

PRICED IN THE LOW 30'S

WRITE FOR THE "47" BROCHURE

Available for early delivery **GREBE**

Combines the elegance and roomy comfort of a yacht with the nimbleness of a cruiser. And GREBE design plus the natural buoyance of its sturdy mahogany hull make its performance a delight in any weather. Its smart appearance and handsome appointments inside and out, make it a source of pride and satisfaction in any situation. Spacious teak decks a feature. Your choice of several interior arrangements, decor, type of power, etc.

A TREMENDOUS VALUE

PLANS, ESTIMATES ON REQUEST

These superb, custom-built, long range cruising yachts are in a class by themselves—smart, spacious, beautifully appointed, with every provision for convenience, comfort and safety. GREBE designed and built, they have wide, pleasant decks, luxurious individualized interiors, large deck salons, staterooms, tiled baths, ample crews' quarters, modern galleys, fuel and water capacity for extended cruising. G.M. Diesel power. Truly, these are luxury homes afloat.

SLEEK, STREAMLINED

SEA-GOING BEAUTIES

YOUR INQUIRIES INVITED

HENRY C. GREBE & CO. INC.

1250 North Washtenaw Ave., Chicago 18, Ill.

SPRING DELIVERIES STILL POSSIBLE

In these new standardized models you get the advanced styling, sound design and sturdy construction for which GREBE yachts are famous —but at much less than all-custom-built cost. Optional interior arrangements allow for large owners' stateroom with toilet and shower, guest's stateroom, 2 convertible berths, spacious deck house, modern galley. There's ample fuel and water capacity, your choice of power. These boats are *complete*—even to carpeting, furnishings.

PRICED IN THE LOW 50'S

WRITE FOR THE "47" BROCHURE

Available for early delivery GREBE

Combines the elegance and roomy comfort of a yacht with the nimbleness of a cruiser. And GREBE design plus the natural buoyance of its sturdy mahogany hull make its performance a delight in any weather. Its smart appearance and handsome appointments inside and out, make it a source of pride and satisfaction in any situation. Spacious teak decks a feature. Your choice of several interior arrangements, decor, type of power, etc.

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SLEEK, STREAMLINED

SEA-GOING BEAUTIES

YOUR INQUIRIES INVITED

HENRY C. GREBE & CO. INC.

SPRING DELIVERIES STILL POSSIBLE

THE MODEL AIRPLANE PROMOTION OF 1958

Features Guillow's series 101 D.C. World War I flying model kits in conjunction with the release of Warner Bros. production Lafayette Escadrille.

Guillow's

WORLD WAR I FLYING MODELS

$1.29 EACH

KIT WW-1 GERMAN ALBATROS D5A

KIT WW-5 BRITISH SE-5

KIT WW-3 FRENCH SPAD

REPLICAS OF THE PLANES FEATURED IN WARNER BROS.

LAFAYETTE ESCADRILLE

KIT WW-2 FRENCH NIEUPORT 28

CO-STARRING

TAB HUNTER

WARNER BROS. STAR

KIT WW-6 BRITISH SOPWITH CAMEL

SERIES 101DC

KIT FEATURES

- Scale plastic wheels
- Plastic propeller
- Light plastic nose cowl
- DIE-cut balsa parts
- Colored tissue
- Rubber motor
- Authentic scale plan
- Large 3" x 12" decal

KIT WW-4 GERMAN FOKKER D7

Balsa flies BETTER

Accurate 18" wing span replicas of World War I fighters flown by such air heroes as Rickenbacker, Richthofen, Bishop and Guynemer. Fully detailed scale rubber powered flyers — simplified keel construction — light tissue covering. All rib, formers etc. die-cut to shape — no tedious cutting involved.

SEND FOR NEW 1958 CATALOG **PAUL K. GUILLOW, INC.** WAKEFIELD, MASS.

Top-Flite model planes use new skin-like foil

Two of the lightest materials known are said to be in use for the first time on the production of model planes. The statement comes from Top-Flite Models, Inc., Chicago, which says it is using a special aluminum foil and balsa wood. The foil, called Duralume, is made especially for aircraft.

The company explains that the aluminum "skin" is laminated to the balsa wood and that this permits a reduction in the thickness of the wood. At the same time, however, the process gives greater flexibility and strength to the plane.

The company lists several other advantages—the foil won't chip, peel or separate from the balsa wood because it has been bonded and the need for fuel-proofing or sealer is eliminated. The surface is said to provide an ideal base for any kind of dope or paint.

A complete line of Duralume gas models and Jigtime construction sets, as well as the rubber-powered ready to fly planes, soon will be available

The company says that the first of the rubber-powered, the Silver Hour, has received a warm reception among youngsters. Completely assembled and ready to fly, it has a formed fuselage instead of a stick-type, a canopy, spinner, free-wheeling prop, and wheels. They are made of plastic. A pilot, landing gear and extra rubber motor are included.

The plane has a wingspan of eighteen inches and and overall length of fourteen inches. It is trimmed in two bright and contrasting colors and packaged in a display box with a clear plastic window. Retail price is $1.98.

Airplane model accessories display board offered dealers

Darwin Model Aircraft Co., Ann Arbor, Mich., is offering a display board designed to solve dealers' problem of stocking and displaying control line accessories. The display is free with the purchase of an initial stock of Darwin model plane accessories

The board is made so that it can be attached to a shelf edge, wall or Pegboard display. Each display board contains accessories with a list value of $47.55. Cost to the dealer is $28.00.

MONOGRAM

Snark guided missile in 3-D display

Monogram Models, Inc., 3421 W. 48th pl., Chicago, has introduced a new counter and window display for its Snark guided missile.

The three-dimensional, full-color display features the plastic scale model of the Snark, scale models of a 16" wheel mobile launching ramp, a caterpillar tractor used to pull the ramp, and four sculptured figures of an officer, technician, radioman and mechanic.

MARX

LINDBERG

Built-up hobby displays

Hobby retailers will be receiving a new point of sale display for the hobby construction kits of Lindberg Products, Inc., Skokie, Ill. The displays, just recently introduced by the company are now being shipped with all built-up models.

Important feature is the fact that the displays contain a new Lindberg model, the upper portion holding a package of the new item, and the lower body of the display providing space for an assembled model.

Lindberg's new display will hold all models in the 79c to $2.69 price range. Overall size is 18 inches high and 12 inches wide at the bottom. It is colored yellow, red and black.

Revell shows display aids for space and missile line

Revell, Inc., Venice, Calif., has developed a series of point-of-sale merchandising aids to introduce its space and missile line. They will be available in "promotion packs" which will include all the necessary materials for coordinated window and interior displays.

Promoting the company's three-stage rocket space ship model is a movable window displayer showing the model traveling through outer space. Colored lights silhouette the model against a background of stars and planets. A globe of the earth revolves in the center of the unit.

Retailers can find out how to obtain the window display from their jobbers by writing to Revell, Inc.

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Guillow's

WORLD WAR I FLYING MODELS

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KIT WW-1 GERMAN ALBATROS D5A

KIT WW 5 BRITISH SE-5

KIT WW-3 FRENCH SPAD

KIT WW-2 FRENCH NIEUPORT 28

REPLICAS OF THE PLANES FEATURED IN WARNER BROS.

LAFAYETTE ESCADRILLE

CO-STARRING

TAB HUNTER

WARNER BROS. STAR

KIT WW-6 BRITISH SOPWITH CAMEL

SERIES 101DC

KIT FEATURES

- Scale plastic wheels
- Plastic propeller
- Light plastic nose cowl
- DIE-cut balsa parts
- Colored tissue
- Rubber motor
- Authentic scale plan
- Large 3" x 12" decal

KIT WW-4 GERMAN FOKKER D7

Balsa flies BETTER

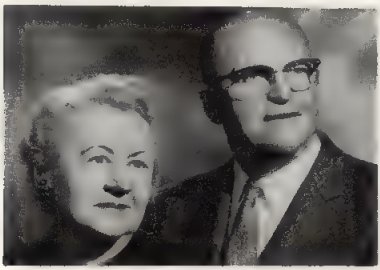
Accurate 18" wing span replicas of World War I fighters flown by such air heroes as Rickenbacker, Richthofen, Bishop and Guynemer. Fully detailed scale rubber powered flyers — simplified xeo construction — light tissue covering. All rib, formers etc. die-cut to shape — no tedious cutting involved.

SEND FOR NEW 1958 CATALOG **PAUL K. GUILLOW, INC.** WAKEFIELD, MASS.

Easter Window Display Created By Gund to Appear in Stores

Above is the new Easter window display of stuffed animals manufactured by the Gund Mfg. Company, with main offices and showrooms at the Toy Center, 200 Fifth Avenue, New York City. The display, states the manufacturer, will appear in stores from coast to coast during the Easter season.

Husband and Wife Form Sales Team Covering Western States



Polly and Charles Reilly

Charles J. Reilly, veteran West Coast representative for The Goshen Mfg. Company, Inc., Goshen, Ind., and his wife Polly have teamed up to form a unique and effective sales combination.

Mr. Reilly has been selling furniture for the past 30 years, and for the past several years Polly has accompanied him on his trips through California, Arizona and Nevada. She had a lot of time to think as she passed the hours sitting and knitting and waiting while Charlie made his calls. So, she decided to start a selling career herself and the logical line was Goshen's playground equipment.

Now, while Charlie is selling Goshen Outdoor Furniture, Polly is working "the other side of the street" selling gym sets, lawn swings and other items in the comprehensive Merriplay line. The results, states Goshen, have been gratifying to all concerned—sales have more than doubled in their territory.

Mr. Reilly's record as a straight-shooter, the manufacturer notes, has earned for him the esteem of customers and colleagues alike. Recently, he was elected president of the National Wholesale Furniture Salesmen's Association, a national organization of over 17,000 members.

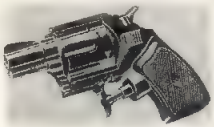
NEW DART GUN AND WATER PISTOL NUMBERS BY PARK

The #204 Buccaneer Double Barrel Dart Gun and a #110 Snub Bee revolver style water gun are expected by Park Plastics, Linden, N. Y., to be among their most sought-after items this year.

The new dart gun, styled after an authentic flintlock, fires one suction-cup dart a

time or both simultaneously. It is sprayed with a bright gold finish that covers all the hand-engraved portions on the left- and right-hand side of the gun as well as the grip. To attract impulse buyers, the Buccaneer is packaged either in a gift box with a Mylar window or as a bubble pack. A set-up target is included at the retail of 98¢.

Fitting compactly in the palm of the



hand, or easily concealed in a pocket, the Snub-Bee incorporates Park's new recessed high compression nozzle feature and will fire a stream of water up to distances of 30 feet. Suggested retail 29¢.

TWIN SET OF KALEIDOSCOPES BROUGHT OUT BY TRI G CO.

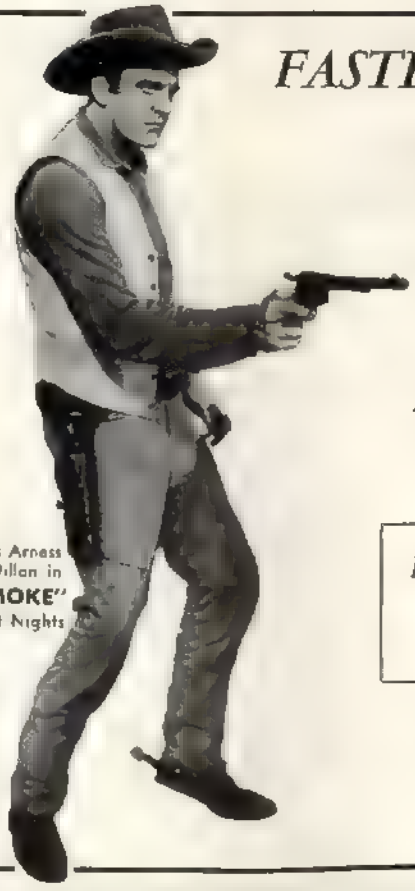
Kaleidoscopes to be sold as a twin set have been added to their line this year by the Tri G Company, makers of the Odd-Ball game and the Optical Star Finder.

Retailed at two for $1 packaged in a plastic bag, the kaleidoscopes have tubes 1¾" in diameter and 6⅞" in length. The

wraps are in three colors and white.

One kaleidoscope has a compartment containing colorful pieces of plastic, bright beads, thread and other materials suspended in liquid. This arrangement gives a full area pattern, and the pieces move slowly before the mirrors.

The second kaleidoscope has an air-operated compartment in which the color pieces are light in weight and dry. An attached blowing tube is blown through, causing the pieces to become agitated and form novel patterns.



See James Arness as Matt Dillon in "GUNSMOKE" CBS-TV, Sat Nights

FASTEST DRAW IN PLAYSUITS!

"GUNSMOKE"

BOYS' WESTERN OUTFITS by

SENECA

AMERICA'S NEWEST TELEVISION SENSATION
AUTHENTICALLY RECREATED FOR
SURE-FIRE PLAYSUIT SALES

Be Sure to See Our Complete New Line at the Toy Show

HOTEL McALPIN — ROOM 480

SENECA MFG. CO.

1107 BROADWAY, NEW YORK 10, N. Y.

Makers of "FRONTIER" Playclothes

CARRON PHONOGRAPHS

Always Leaders In The Field — Always Leaders In New Features

"If you don't check,
You're the loser
for the year"

NEW — SENSATIONAL

AMPLIPHONE

with Tone Control

Amplifies Sound in
Low Cost Acoustical Models
Plays Like
High Price Phonographs

FEATURES

- Volume Control.
- Non-Skid Turn Table. For Better Record Playing—Especially on Poorly Made Records.
- Needle Screw Cannot Be Lost.
- Balanced Tone-Arm—for Less Record Wear.
- More Durable Diaphragm for Sound Reproducer.
- Motor—overpowered and free wheeling.

2 Speed
78 and 45 R.P.M.
Low Price Models

TWO TONE
ACCOUSTICAL PORTABLES

Also in METAL and PLASTIC MODELS

Model No. 2100
Durably constructed of ¼ inch wood fiber to withstand abuse.

A LIFE GUARANTEE—Our Returns Policy Keeps Your Stock Clean

2
AMPLIFIED
MODELS
- 3-SPEED
- 45 R.P.M. ONLY

29 YEARS' MANUFACTURING

The only manufacturer of Phonographs that makes all parts—resulting in the Best Quality—Lowest Price—and Insured Delivery when you need it most.

Manufacturers of Motors for Leaders in the Appliance Field. Our Motors Must Be Tested and Right in the Field.

See Display
MOSELEY & ABRAHAMS
200 Fifth Ave. Bldg.
New York City
ROOM 315

CARRON MFG. CO.

900 SO. DESPLAINES ST.
Chicago 7, Illinois

Phone
HArrison 7-4805

EDUCATIONAL ELECTRONICS HAS SPACE SATELLITE "MOON RADIO"

Educational Electronics Company, Chicago 26, state that their U. S. Command Space Satellite, the "Moon Radio," is proving one of the best-selling electronic hobby items they have ever introduced. Looking just like a satellite, yet no bigger than a baseball, the "Moon Radio" has all the features any youngster could wish for in

a radio. It comes fully assembled and requires no tubes or batteries; the sensitive electronic instruments are pre-sealed in the satellite, which includes a Germanium diode and an ear-plug type speaker.

One has only to attach the clip to any metal grounding, lampshade, phone dial, window-screen, water pipe radiator, etc., plug the speaker into the ear and simply tune the "Moon Radio" in on any favorite program desired. No batteries are required.

The U. S. Command Space Satellite "Moon Radio" is molded in colorful, durable plastic and comes fully-assembled in a colorful display box to retail for $5.95.

B & M SPORTOY'S OFFERING MANY NEW ITEMS FOR '58

Several new categories in the sporting goods field will be presented to the trade by B & M Sportoy at the Toy Fair. Added to the basketball and goal set line and the striking bags, for which B & M Sportoy has been noted for years, are the following brand new lines: badminton sets, volley ball sets, badminton-volley ball combination sets, home gyms, boxing gloves and training outfits. All these, and more, will be on display in the showrooms of Levy & Fryer, Inc., national sales representatives at 200 Fifth Avenue, New York City during the Fair.

B & M Sportoy also announces that they have been awarded the exclusive Joe Palooka franchise for Sportoys. This franchise reportedly has proved to be a strong sales stimulus in other sporting goods fields.

"Important to our customers, new and old, is the fact that we have made marked advancements in the packaging and design of our basketball and goal sets and our striking bags," says Mac Lewis, president. "With our new designs and packaging, plus the greatest expansion ever in the history of our company, we look forward to 1958 as a record-breaking year in sales."

NEW YORK DOLL SHOE CO., INC. ADDS TWO NEW CORPORATIONS

Sam Farulla and his son, Bob, are happy to announce the addition of two new corporations to offer a complete service to doll manufacturers: The New York Vinyl Corporation and the New York Doll Accessories Corporation, both located at their new and spacious quarters at 360 Furman Street, Brooklyn, N. Y.

The New York Doll Shoe Company, Inc., founded back in 1934, first won popularity with doll manufacturers with their full line of doll shoes. They have now expanded to offer the assemblers a complete service, from doll shoes and stockings to vinyl doll bodies, parts, custom molding, and all the accessories that go with it, such as furniture, jewelry, roller skates, and so forth. Both Sam and Bob Farulla announce that they will have available every conceivable item in doll accessories.

The Farullas promise their customers quality and prompt delivery, at competitive prices, all made possible by many years of experience.

LOGAN ELECTRIC SPECIALTY TO ADD 12M SQUARE FEET

The Logan Electric Specialty Mfg. Company, 1431-35 W. Hubbard Street, Chicago manufacturers of toys and games, plus lithographed prominent, advertising displays and other products, is now in the midst of a plant expansion program. Jack Glazewer, general manager at Logan, states that the company is adding 12,000 square feet of

floor space adjacent to their present building; this will give the firm a total of 40,000 square feet for production and storage purposes.

Logan is well known in the toy field for such products as the herein-illustrated Jet Basketball Game, juvenile sporting goods toys, floor-model striking bag sets, lithographed steel toys and games, novelty savings banks, and so forth.

The company's line, including many new numbers, will be on view at the Toy Fair in the Frank & Press' Suite 1462 in the 200 Fifth Avenue Building and in Logan's own New Yorker showroom, Room 530.

"MASS-CLASS" MARKET

Sixty-three percent of the United States families earn from $3,000 to $10,000 a year and account for 72 percent of total consumer product expenditures, according to a Life magazine study released last fall.

DON BOLIN ADDED TO SALES STAFF AT STROMBECK-BECKER

Appointment of Don Bolin to the sales staff of the Strombeck-Becker Mfg. Company, Moline, Ill., has been announced by Frederick K. Strombeck, president, of the concern.

Representing the "Strombecker" line of scale model kits and pre-school toys, Mr.

Don Bolin

Bolin will work out of Strombeck-Becker's New York office. His territory will consist of Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

Mr. Bolin's background includes extensive sales experience in the toy field, and a wide knowledge of eastern and midwestern markets.

High on the Strombecker list of successful items are the recently introduced "Egghert" toys, featuring the copyrighted character, "Egghert." This line of plastic and wood vehicles is reported to have made an immediate hit wherever featured and will be extensively merchandised during the coming months.

RUSSELL CARD GAMES STILL IN 25c RANGE

Two new exciting card games—Mickey Mouse Funny Rummy and Walt Disney's True Life Adventure Cards—were introduced recently by the Russell Mfg. Company of Leicester, Mass. Both are Walt Disney inspired games with authentic reproductions of many well-known Disney characters.

All Russell card games are reported to have undergone a complete repackaging job, with the new packs featuring full-color designs and reproductions. Along with the new packages, Russell is offering a new self-selling counter display unit. This display piece is specially designed to encourage customer selection and provides adequate stock space for Russell card games right in the unit itself. Retailers need no back-up stock as the display itself contains complete stock assortments.

"A complete 25¢ price range, new games and repackaging of our line plus our self-selling counter display enable us to offer customers a sound selling proposition," says Ralph Russell, president.

Russell Mfg. Company is represented exclusively by Levy & Fryer, Inc., national sales representatives at 200 Fifth Avenue, New York 10, New York.

HALCO Western HOLSTER SETS

WELLS FARGO PONY EXPRESS HOLSTER OUTFIT

16-piece set includes a double holster, two Smoky Joe repeating pistols, a pair of handcuffs, two spurs and straps, two cuffs, metal badge, neckerchief, clasp and two jail keys. Shpg. Wt. 4 lbs.
8506H472 – Retail $6.98

DOUBLE HOLSTER SET

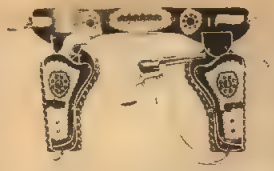
A large holster, extra-wide belt, and heavy ornamentation. In brown alligator. Decorated with nickel jewels and studs, twelve bullets, and leather leg ties. Belt is adjustable. Carries two 11" Marshal 44 repeating pistols complete with cartridges. Shpg. Wt. 4 lbs.
9001H497 – Retail $7.98

DOUBLE HOLSTER SET

A range set of black leather with silver floral design. Has removable belt with embossed slide buckle. Carries two Bronco single-shot pistols. Shpg. Wt. 1½ lbs.
6102H135 – Retail $1.98

TOP-GRAIN DOUBLE HOLSTER SET

Wide adjustable belt that has six silver bullets and an embossed western buckle, keeper and tip. Horses embossed on belt and holster pockets with leather leg ties. Two Pinto repeating pistols. Shpg. Wt. 3 lbs.
7203H270 – Retail $3.98



DOUBLE HOLSTER SET

The utmost in holster design with many leather underlays, heavy nickel studding, jewels and beading. Hip-slung pockets with leather cross straps, western buckle and leather leg ties. Wide adjustable belt with six silver bullets. Belt ends have large embossed western buckle, keeper and tip. Two Longhorn repeating pistols. Shpg. Wt. 5 lbs.
9908H678 – Retail $9.98

TOP-GRAIN WELLS FARGO PONY EXPRESS DOUBLE HOLSTER SET

Deluxe set of natural top-grain leather beautifully colored and embossed. Heavily decorated with nickel studs and jewels. The long pockets are complete with leather leg ties. Adjustable belt, twelve silver bullets and embossed western buckle, keeper and tip. Two Longhorn repeating pistols. Shpg. Wt. 3½ lbs.
9208H540 – Retail $7.98

GUNSMOKE TOP-GRAIN DOUBLE HOLSTER SET

Natural top-grain holster set like Marshal Matt Dillon's on "Gunsmoke" TV Show, decorated with red jewels, nickel studs, six silver bullets and leather leg ties. Wide adjustable belt with embossed western buckle, keeper and tip. Two Smoky Joe repeating pistols. Shpg. Wt. 3 lbs.
8306H405 – Retail $5.98

TOP-GRAIN DOUBLE HOLSTER SET

Holster and removable belt with embossed designs, steerhead on front pockets. Complete with leather leg ties, three silver bullets, and embossed prong buckle on belt. Two Pinto repeating pistols. Shpg. Wt. 2 lbs.
6403H203 – Retail $2.98

LITTLE SMOKY TOP-GRAIN DOUBLE HOLSTER SET

Top-grain leather with floral embossing. Holster with red jewels and nickel studs. Removable belt and nickel prong buckle. Two Smoky single-shot pistols. Shpg. Wt. 2½ lbs.
5300H135 – Retail $1.98

"HAVE GUN – WILL TRAVEL" HOLSTER SET

An authentic reproduction in smooth black leather of the set worn by Paladin on the popular "Have Gun Will Travel" TV Show. Large silver chasemen embossed on pockets. Hip-slung belt and long pockets with leather leg ties. Belt has big nickel prong buckle and twelve silver bullets. Two Smoky Joe repeating pistols. Each set includes card case with Paladin Fan Club card and 25 calling cards. Shpg. Wt. 3 lbs.
7706H338 – Retail $4.98

KADET TRAINERIFLE

Wood stock, blued metal parts. Stacking swivel, operating bolt action and clicker trigger. Handbook, detachable bayonet, and adjustable web sling. Shpg. Wt. 4 lbs.
K23P284 – Retail $3.98

LEVEL ACTION TRAINERIFLE

Cork-shooting air rifle with metal "telescopic" sight and detachable rubber bayonet. Web sling, corks, and handbook. Shpg. Wt. 2 lbs.
TB2A164 – Retail $2.49

AIR RIFLES—TRAINING RIFLES

• AIR RIFLE OUTFITS • BB SHOT • SCOPE

DAISY TROMBONE ACTION — New 500-shot type slide action repeater, 36". Cocks by sliding forearm straight back. Ramp-type front sight; double-notch rear. Checker stock; grooved "Non slip" forearm. Gold design on receiver. Name "Daisy" in raised metal letters on slide. Shpg. Wt. 3 lbs.
107G605 — Retail $7.95

DAISY EAGLE with 2X Scope Mounted — Looks exactly like Dad's expensive hunting rifle. . .with its streamlined, 2 power factory-mounted scope (11" long)! Scope has 2 lens caps. Gun has new ramp-style iron sight; combination peep-and-open rear; full overalled stock, extra long forepiece. Golden decorated barrel, receiver. A heavy top grain leather sling makes this 1000-shot type 37-inch repeater "tops." Comes in quality carton with Scope Book, lens caps, NRA targets, BBs. Shpg. Wt. 6 lbs.
982XG1060 — Retail $13.95

DAISY RED RYDER CARBINE — Carbine style 1000-shot type lever-action repeater with secondary barrel that has the Lightning Loader feature. Gun 35" long. Combination peep-and-open sight is adjustable for windage, elevation. Golden Red Ryder "Steer Roping" design on jacket. Realistic hammer for western appearance. Genuine leather butt boot, Thonged. Swivels for attaching a sling if desired. Gold Red Ryder design on stock. Shpg. Wt. 4 lbs.
94G681 — Retail $8.95

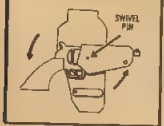
DAISY SCOUT — A 500-shot type lever-action repeater. It is 32" long. Adjustable sight. Full-fashioned carbine-type stock checkered. Has attractive yellow sling — adjustable for carrying, shooting. Bright-plated swivels, hardware. New golden jacket design. Shpg. Wt. 3 lbs.
75G528 — Retail $6.95

DAISY ANNIE OAKLEY SUPER SMOKE RIFLE — Harmless smoke-noise rifle for girls as well as boys! Golden decorations on snow-white forearm, stock. Bright silvery carbine band, hammer, trigger, easy-cocking lever. Bronze-color gun barrels. Blue web, adjustable sling. Gun 32". Shpg. Wt. 3 lbs.
967G378 — Retail $4.98

DAISY AUTOMATIC SMOKER — Shoots harmless smoke, noise. A full-fashioned, checkered stock. Gun 32". Adjustable web sling. A lot of gun for little money. Shpg. Wt. 3 lbs.
960G303 — Retail $3.98

SWIVEL-HIP FIRING

SWIVEL ON "SWIVEL PIN" AND BEGIN FIRING FROM HIP



"FLASH DRAW" OFFICIAL ROY ROGERS DOUBLE HOLSTER SET

Exclusive patented FLASH DRAW mechanism — any youngster can draw his guns as quickly as an experienced gun handler. Tooled in basket weave pattern. Two piece contour belt with center western buckle for adjustment. Bullets. Leather leg ties. Complete with two Roy Rogers R-100 guns, 11" long, nickel plated, automatic break barrel, repeater action. Fires roll caps. Shpg. Wt. 4 lbs.
2818C570 — Retail $8.49

ROY ROGERS GUN

Revolving barrel, separate bullets that can be removed and put back. Fires regular roll of 50 caps. 12" nickle plated gun with white plastic handle. Roy Rogers name appears on each gun. Side loading for bullets and caps. Shpg. Wt. 1 lb.
R200C143 — Retail $2.98

KNOTTY PINE GUN RACK

Shaped rack with western screen design. Pegs for hats, guns, holsters. Metal conchas for decoration in 2 corners, w/knotted leather thongs. 2 metal hangers to attach rack to wall. 6 horse shoe shaped hangers for 3 rifles. 2 cross bars with screened design. 20" x 20". Shpg. Wt. 10 lbs.
310X270 — Retail $3.98

Holiday's Coast Operation Expanded

A three-fold expansion program has just been completed in Los Angeles by The Holiday Line, Inc. At their West Coast plant, located at 312 E. 12 Street, new, efficient equipment has been installed and production capacity is noted to have been greatly increased.

The Holiday Line built their Los Angeles plant five years ago so as to expedite orders placed by their customers in the West. As a result, valuable time was saved in turning out seasonal merchandise and considerable freight economies were effected.

At the front of the firm's Los Angeles plant is an attractive 250-foot lawn. Square footage available inside totals approximately 25,000.

President of the Holiday Line's west coast organization is Norman Inman, who, to quote Dave Rosenberg of the parent company, has good reason to be proud of "his remarkable progress in building such a solid organization in so short a time."

Plans for expansion in New York are under way. "We will have a new streamlined plant there by the end of the year," Mr Rosenberg notes.

HALCO TIES IN NEW HOLSTER SET WITH "HAVE GUN, WILL TRAVEL"

In recent years, states the J. Halpern Company, the American toy buyer has consistently shown a preference for licensed tie-in designs presold to mass audiences through TV movies and comic strips.

In keeping with this trend, J. Halpern

"Paladin"

in 1958 will offer one of the most expensive line-ups of exclusive, licensed designs ever presented to the toy trade. The firm announces that such tie-ins have been consummated for both its toy holster and Halloween costume lines.

"Have Gun, Will Travel" is the newest licensed design in Halco's toy holster line. Shown here is Richard Boone, starring as Paladin, the hero, whose lightning-fast gun leads him into many turbulent adventures in this new, dramatic western seen over the CBS television network weekly.

Other licensed tie-ins to spark Halco's toy holster designs include the ever-popular Gunsmoke, Highway Patrol and Captain Gallant.

Leading in the firm's Halloween costume designs are Terrytoon's Mighty Mouse, Heckle and Jeckle and Tom Terrific, MGM's Tom and Jerry and TPA's Charlie Chan will also come in for popular demand, the manufacturer believes.

In addition to licensed designs, Halco offers the largest selection of appealing character costumes in a complete range of sizes for 2- and 3-year-olds up to adults.

The complete display will be shown during the Toy Fair in the firm's permanent showrooms located in the 200 Fifth Avenue Building, Room 404, New York City.

GEORGENE REPORTS RETIREMENT OF HOPF; NEW SALES SET-UP

Vern O. Hopf, who had been with Georgene Novelties, 200 Fifth Avenue, New York City for 24 years, retired from his employment with that firm after the first of the year, according to word from David Carton of Georgene.

The company's new selling set-up is as follows: Philip Miller covering the eastern states; Robert Patterson & Associates, the midwest; Victor G. Petrone, California, Washington and Oregon; Galen S. Drawner, Texas, Oklahoma, Louisiana and Arkansas; Russell E. McAllister, the southern states; and George R. Dickson, the mountain states area.

JIM DOUGLASS NOW WITH MARX COMPANY, ATLANTA

Walter A. Marx of the Marx Company, 1250 Poplar Grove Drive, N. E., Atlanta 6, well-known sales representative, announces that James (Jim) Douglass, joined his sales force as of January 1.

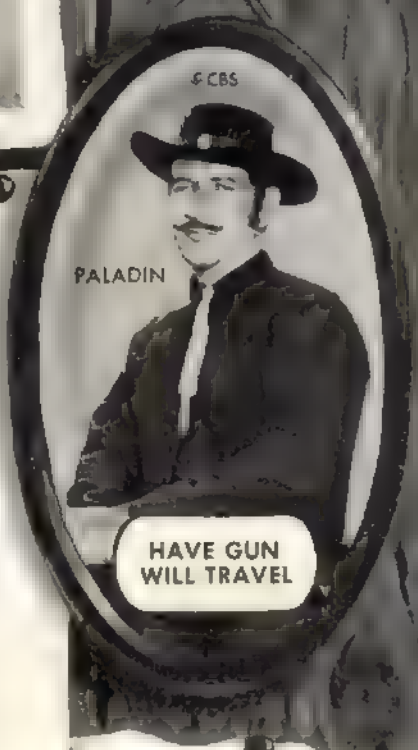
Jim will cover the southern states of Ala-

Jim Douglass

bama, Mississippi, Tennessee, Kentucky and West Virginia.

Mr. Douglass brings to the Marx organization a broad experience in merchandising, and his new connection augurs well for all concerned.

He is married and plans to make his home in Atlanta. He is looking forward with enthusiasm to showing the Marx lines to his many southern friends.



WANTED

Here are your 1958 *WANTED* Holster and Halloween Costume Designs — the greatest line-up of pre-sold, licensed tie-ins with television, movie and comic characters. Only Halco gives you these EXCLUSIVES!

EXCLUSIVE-LICENSED
HOLSTER SETS

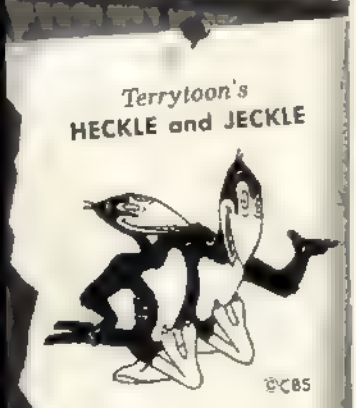
✓GUNSMOKE ✓HAVE GUN WILL TRAVEL
✓HIGHWAY PATROL ✓CAPTAIN GALLANT

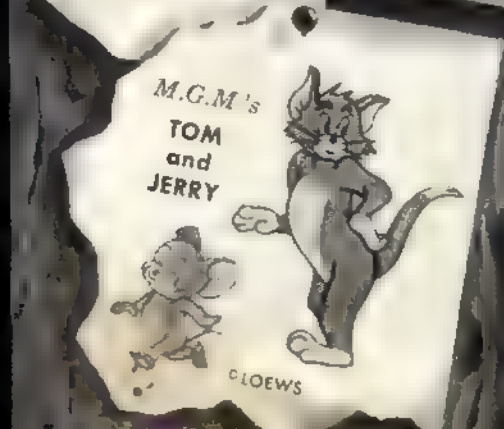
EXCLUSIVE-LICENSED
HALLOWEEN COSTUMES

✓MIGHTY MOUSE ✓TOM and JERRY
✓HECKLE and JECKLE ✓CHARLIE CHAN
✓TOM TERRIFIC

OTHER HALCO PRODUCTS

✓TOY PISTOLS ✓TOY PISTOL CAPS
✓SKY FLIERS ✓SPARKLERS
✓SANTA SUITS ✓ICICLES
✓DREAM WORLD PLAY CLOTHES





✓Check with HALCO at the TOY FAIR
Room 404
200 Fifth Avenue Bldg.

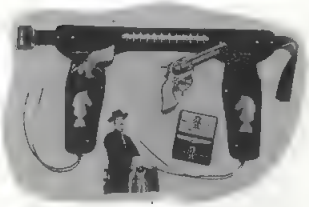
J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH, PA.

200 FIFTH AVENUE
NEW YORK, N. Y.

HOLSTER SETS

HALPERN



Have Gun Will Travel Double Holster Set

An authentic reproduction in smooth black leather of the set worn by Paladin on the TV show. Large silver chessmen embossed on pockets, 12 silver bullets, leg ties. Adjustable belt with nickel buckle. Card case with fan club cards and 25 calling cards. 2 Smoky Joe repeaters.

No.	List Each	Packed	L.P.L.	P.L.
M111-7706	$4.98	12 each, 30 lbs.	03X34	03X00

HALPERN

Wells Fargo Double Holster Set

Of eggshell and brown alligator leather with orange leather fringe and orange felt. Adjustable low-slung belt. Felt backed jewelled medallions, "pony express" cross straps, floral leaf conchas, leg ties, 6 silver bullets. 2 Smoky Joe repeating pistols.

No.	List Each	Packed	L.P.L.	P.L.
M111-7606	$4.98	12 each, 32 lbs.	03X34	03X00

HALPERN

Captain Gallant Outfit

Colorful Foreign Legion decorated display box. Black cowhide holster with gold trim. Army repeating pistol, metal badge, identity case, swagger stick, binoculars with carrying strap, plastic canteen with shoulder strap.

No.	List Each	L.P.L.	P.L.
M111-4409	$3.98	02X67	02X40

Packed 6 each, 15 lbs.

HALPERN

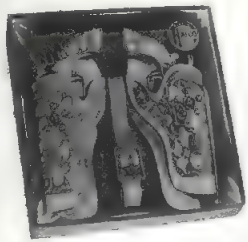
Highway Patrol Outfit

Colorfully packaged set with Sam Browne shoulder belt, swivel pocket holster with Patrol repeating pistol, metal badge, handcuffs with leather pouch, whistle with belt clip, identity card case, magnifying glass for "clues".

No.	List Each	L.P.L.	P.L.
M111-4457	$3.98	02X67	02X40

Packed 6 each, 15 lbs.

HALPERN



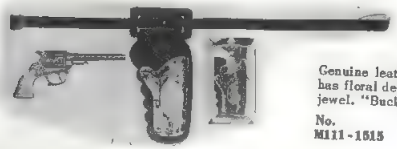
Little Smoky Double Holster Set

Of top grain leather with floral embossing. Double back pockets with red jewels and nickel studs. Embossed removable belt with nickel buckle. 2 single-shot Smoky pistols. Full windowed box.

No.	List Each	L.P.L.	P.L.
M111-5300	$1.98	01X34	01X20

Packed 12 each, 12 lbs.

DAISY MFG. CO.



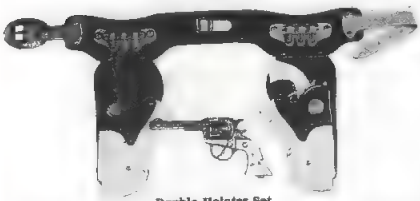
Single Holster Set

Genuine leather holster and belt. Holster back embossed, front has floral design and oval shape metal decoration with turquoise jewel. "Buck" pistol. Corral design box.

No.	List Each	Packed	L.P.L.	P.L.
M111-1515	$1.00	36 each, 21 lbs.	00X67	00X60

HOLSTER SETS – CAMPING EQUIPMENT

DAISY MFG. CO.



Double Holster Set

New top grain leather combination with upper holster fronts and main belt section in dark wine color with embossed pattern. Large turquoise jewels. Lower portion of holsters in fringed suede. Adjustable contour belt with straps in contrasting color. Repeating pistols. Windowed box.

No.	List Each	Packed	L.P.L.	P.L.
M112-2520	$3.98	12 each, 22 lbs.	02X67	02X40

Double Holster Set

Wine colored contour belt with silvery Texas star conchas, bullets, floral design. Holsters in mocha brown with wine color uppers in embossed pattern, red jewelled silvery ornament. "Deputy" pistols. Window top box.

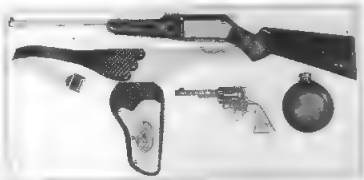
No.	List Each	Packed	L.P.L.	P.L.
M112-2514	$2.98	12 each, 21 lbs.	02X00	01X80

DAISY MFG. CO.

Double Holster Set

Stunning top grain leather combination. Holster backs and hangers are embossed in a half circle pattern. Holster fronts have a floral pattern and metal decorations with turquoise "jewels." With "Buck" pistols in corral design box.

No.	List Each	Packed	L.P.L.	P.L.
M112-2504	$1.98	24 each, 36 lbs.	01X84	01X20



Western Scouting Kit

TV Guns of the West. 28½ inch repeating cap rifle holds a full roll of standard caps; is a take-down model with golden trigger, receiver and barrel. Rich molded plastic stock and fore arm. Leather holster set with metallic golden finish on pocket front. Holster back and part of the contour belt in raised pattern. "Pinto" cap pistol and 4 inch clip-on canteen of unbreakable plastic. In a window top box.

No.	List Each	Packed	L.P.L.	P.L.
M112-1935	$3.98	6 each, 17 lbs.	02X67	02X40

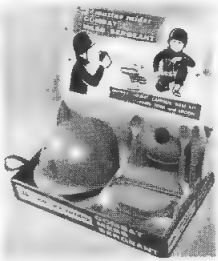
DAISY MFG. CO.

Cross-Country Canteen

For outings, hikes or sports. 1 pint capacity. Of non-breakable, non-toxic polyethylene. No-loss spout cap. Adjustable shoulder strap. In a box.

No.	List Each	L.P.L.	P.L.
M112-1800	$1.00	00X67	00X60

Packed 24 each, 10 lbs.



REMCO INDUSTRIES

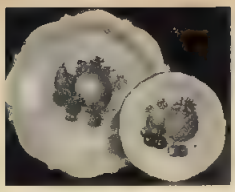
Combat Mess Sergeant Kit

Colorful display box with hi-impact plastic helmet, canteen, mess kit, knife, fork and spoon.

No.	List Each	L.P.L.	P.L.
M112-304	$2.79	01X86	01X68

Packed 6 each, 11 lbs.

(Illustrated at left)



FINE WHITE CHINA PLATES. Made by Schumann in Germany, this graceful Baroque Plate is decorated in beautiful natural colors. Comes in assorted fruit patterns has scalloped edge trimmed in lustrous gold. Large 12" diameter plate can be used as meat platter or for sandwiches

435G27-275
435G27-285—Lots of 3. RET. EACH $5.00

As Above: Matching 7½" plate. Six assorted fruit decorations. Ship. wt., bundle of 6, 4 lbs.
435G28-550—RET., BUNDLE OF 6 $9.50

IMPORTED FRUIT PLATES. Beautiful pure white china plates 7¾" diameter. Made by Schumann in Germany. Lovely fruit decorations in natural blending colors. Interesting pierced and scalloped edge with gold run and gold line inside. Packed in six assorted patterns to a bundle. Ship. wt. per bundle, 5 lbs.
435G2-550.....RETAIL, BUNDLE OF 6 $8.50

As above: 7" dia. plates. Ship. wt. 4 lbs.
435G20-438.....RETAIL, BUNDLE OF 6 $7.50

IMPORTED "DUCK IN FLIGHT" WALL PLAQUE. Embossed in beautiful natural colors. Rim of plate shaded to a rich green. Plates 8" [illegible] hanging

435G1-225—Pair
435G1-185—Lots of three pair

RETAIL, PAIR $3.50

HAND-PAINTED PORCELAIN TILE. A beautiful wall decoration this exotic bird design is set off by a graceful, brass finished wire frame. Comes in 4 assorted bird designs. **Size: 9" overall.** Ship. wt. 4 lbs.

432G49-295 RETAIL, SET OF 4 $4.95

HAND-PAINTED IMPORTED WALL PLATES. Set of four hand-painted wall plates, 8" in diameter. Birds and foliage depicted in beautiful, natural colors. A gift item most appreciated—harmonizes with both modern and period furnishings. Sold in sets of 4 only. Ship. wt per set, 5 lbs.
435G3-275.....RETAIL, PER SET $4.95

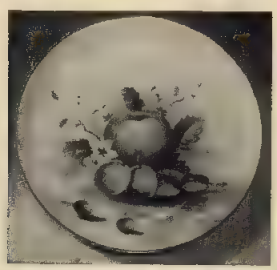
Similar to above: 9¼" plate. Three assorted bird designs. Ship. wt 4½ lbs.
435G30-375.....RETAIL, SET OF 3 $6.25

As above: Three assorted floral designs. 9" Dia.
435G29-125 .....RETAIL, EACH $2.25

Imported Wall Plates. White porcelain china with filigree border and Gold trim. Each plate [illegible] prayer with an appropriate picture. **Size: 6" diameter.**

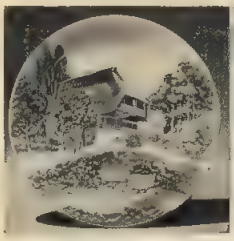
As above: "Lord's Prayer." (Protestant)
435G11-85
435G11-55—Lots of 8.....RETAIL, EACH $1.25

Upper right: "Bless This Lousy Apartment."
435G9-85
435G9-55—Lots of 8.....RETAIL, EACH $1.25



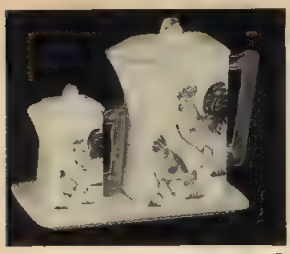
HAND PAINTED PLATE. Fine white porcelain wall plate. A perennial favorite. Back is pierced for hanging. 8¼" diameter. Packed four assorted floral designs to carton. Sold in sets of 4 only.

435G6-285.....RETAIL, SET OF 4 $5.50



MADE IN GERMANY. Authentic scenes from the Black Forest in Germany on these imported wall plaque plates. Unique gift item with a genuine Old World touch. Vivid coloring on embossed, bold relief, porcelain plates. Different assorted Summer scenes (shown above left) and Winter scenes (shown above right). Made in Western Germany. Ship. wt. 3 lbs.

435G19-325—Summer Scene. 13" plate. .....RETAIL, EACH $6.25
435G17-225 Winter Scene. 9" plate. .....RETAIL, EACH $3.50
435G18-350—Winter Scene. 13" plate.....RETAIL, EACH $6.50



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Newly Imported China Giftware

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Imported Teacups and Saucers

Fine size china teacups and saucers. Gracefully decorated in delicate floral design. Thin ware yet enough for everyday use. Comes in six floral decorations: Rose Point, Rose, Lily of the Valley, Dogwood, Pansy and Violet. Packed six to a carton. Specify decoration in ordering.

4G19-295 . . . . . RETAIL, CARTON OF 6 **$4.95**

Ⓐ **IMPORTED 5-PC. WAFFLE SET.** Pure White porcelain with embossed chicken design in beautiful natural colors. **Large pitcher is 8" high and 6¾" wide.** Brown handle. Syrup pitcher is 5½" high x 4½" wide. **Tray is 8½x5¾" wide.** 1 set to box.

431G3-295 ..... RETAIL, PER SET **$4.50**

Ⓑ **Imported 3 in 1 teapot.** Glazed white porcelain teapot with sugar and creamer stacked pyramid fashion. Delightful hen and rooster design in natural coloring. **Overall height 7½", 6½" in dia.**

431G2-165

431G2-150—Lots of 3 . . . . . RETAIL, PER SET **$2.50**

Ⓒ **Imported plates with matching cups and saucers.** 8" plates in the original Moss Rose pattern hand stencilled imported from Japan. Fancy detailed rose in its natural beauty and raised scroll work edging 22K gold trim. Highly glazed. **Sold in sets of 4.** Ship. wt. 4 lbs.

430G4-395—Plates only RETAIL, PER SET OF 4 **$8.95**

As above: Matching cups and saucers. Unusual footed cup of exquisite design and coloring—outlined in 22K gold. **Sold in sets of 4.** Ship. wt. 3 lbs.

430G5-395—Cups and saucers . . RETAIL, PER SET OF 4 **$6.95**

Ⓓ **3-in-1 Teapot.** Imported white porcelain teapot, cream pitcher, and sugar bowl stacked pyramid fashion. Hand painted violet decoration trimmed with gold trim. Raised brown lid of sugar bowl is used on teapot when pouring. **Overall height 7", 6½" in dia.** Packed 1 set to a carton. Ship. wt. 3 lbs.

430G16-175 . . . . . RETAIL, PET SET **$2.95**

As above: 7½" high, 7½" in dia. Rose decorations and gold trim and knob on cover.

430G19-195.....RETAIL, PER SET **$3.00**

Ⓔ **Imported cookie jar.** Highly glazed pure white porcelain with embossed hen and rooster design in natural brilliant coloring. Chuck-a-dee design on cover in white and blue and same design on back. Rattan handle. Size 8x6½". Ind. boxed. Ship. wt. 3 lbs.

432G22-148 . . . . . RETAIL, EACH **$2.35**

As above: Larger size. With side handles. A popular, useful gift. Ind. boxed. Ship. wt. 3 lbs.

432G39-169.....RETAIL **$2.95**

Ⓕ **Teapot, sugar and creamer set.** Imported gleaming white porcelain in new design enhanced with fruity harmony taste decoration. Hen and rooster in natural brilliant coloring. Smartly decorated brown trim. 5-cup teapot is 6" high, 7½" wide, 4" at base.

431G1-225 . . . . . RETAIL, PER SET **$4.25**

IMPORTED

COOKIE JAR

Natural colored fruit design surrounded by realistic green leaves. Cherry, grape or apple design. Wide loop reed handle for easy carrying. Made of fine white pottery glazed to a smooth finish. Size 8" high 6¾" dia. Ship. wt. 3 lbs.

432G34-195

432G34-185 Lots of 3

RETAIL, EACH **$3.95**

For the discriminating hostess...

IMPORTED GIFTS

Lovely **CHINA** *and Hand Painted*

CERAMICS

by SPHINX

23-PIECE IMPORTED TRANSLUCENT CHINA TEA SET Graceful luncheon set decorated with charming "Moss Rose" pattern. Captures the feeling and beauty of traditional china. This delicately shaped china with its sparkling gold trim is hostess-right for every occasion. Service for 6. Set consists of 6 cups, 6 saucers, 6 7" plates, large covered 6 cup tea pot with covered sugar bowl and creamer.

4188 - 800 Retail $9.00

7-PIECE IMPORTED CERAMIC JUICE SET—Large 40 oz. 8½" high pitcher, 6 large size tumblers with colorful raised fruit design. Apples, pears, oranges, grapes . . . so real, they look good enough to eat. Charming to see—and to serve in!

432618 - 200 Retail $3.00

11-PIECE IMPORTED HOSTESS T. V. SNACK SET Adorable "Moss Rose" patterned china accented with sparkling gold trim. Ideal set for serving coffee and cake, snacks or sandwiches. Unique oval shaped plates specially recessed to hold cups securely. No more awkward spilling or juggling cups or plates from knees. Service for 4 includes 4 cups, 4 over-sized plates, creamer and covered sugar bowl.

4563 - 400 Retail $6.00

7-PIECE IMPORTED DESSERT SET—Hostess service with party glamour. Large 7½" diameter bowl, 6 coupette dishes. Taste tempting settings for ice cream, jello or puddings. Perfect for formal or informal dining. A most welcome gift anytime.

432618 - 334 Retail $5.00

IMPORTED INSTANT COFFEE JAR, BUTTER & CHEESE DISHES Practical snowy white china with famous "Moss Rose" pattern. Cork trim, airtight jar holds large quantity of instant coffee. Matching butter dish holds ¼ lb. of butter. Matching cheese dish holds 1 lb. of cottage cheese or use for jam or olives.

432615 - 334 Retail $5.00

IMPORTED SOUP TUREEN OR SAUCE BOWL—Authentic reproduction of a fine old antique, exquisitely shaped and decorated with a Colonial Scene. Perfect for serving soup or sauce. A display piece that's sitting pretty on buffet or dining room table. A conversation piece when serving. Holds about ¾ quart.

432617 Retail $4.50

9-PIECE IMPORTED PUNCH SET—An exquisite set you'll be proud to show. 1 large 2½ quart pitcher, 8 6-oz. coupette cups with colorful raised fruit design on white glazed ceramic. Ideal for any beverage or water serving occasion.

432615 - 334 Retail $5.00

Blue Dresden Originals

The most authentic of the famous MEISSEN pattern

- IMPORTED, MADE BY FINEST CRAFTSMEN
- FINEST QUALITY TRANSLUCENT PORCELAIN
- SEEN IN "HOUSE BEAUTIFUL" AND "AMERICAN HOME"
- NEVER BEFORE SO ECONOMICALLY PRICED

IMPORTED

Blue Dresden

CHINA WARE

by SPHINX

[A] **5-PIECE PLACE SETTING**—To make dining an extra special occasion. To thrill your guests with magnificent table service. This 5 piece place setting includes 1 9"-dinner plate, 1 6" bread & butter plate, 1 5½"-dessert dish, 1 cup and 1 saucer

446186 - 287 Retail $4.00

20-PIECE STARTER SET You may purchase a 20-piece starter set of this wonderful dinner ware. This is a complete service for 4 which includes: 4 9"-dinner plates, 4 6"-bread & butter plates, 4 5½"-dessert dishes, 4-cups and 4-saucers.

446190 - 1040 Retail $15.60

5-PIECE COMPLETER SET—To go with this fine Blue Dresden china you can have a wonderful, serviceable completer set consisting of matching 13"-meat platter, 9½"-vegetable dish, a creamer and a covered sugar bowl

446189 - 737 Retail $11.00

[B] **5-PIECE COFFEE AND TEA SET**—For coffee time or tea time here's a real charmer. Five unique pieces that will enchant you and your guests. Set consists of a 6 cup covered coffee pot, a covered sugar bowl and a creamer

4168 - 400 Retail $6.00

[C] **6-PIECE EGG CUP SET**. A beautiful, cheerful 6-piece egg service set. A showpiece for your kitchen breakfast or dining table

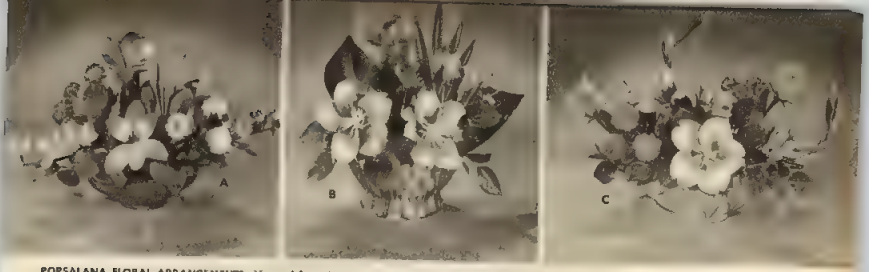
432613 - 400 Retail $6.00

8-PIECE BLUE DRESDEN HOSTESS T. V. SNACK SET—An ever so-practical set for serving coffee, cake or sandwiches. These unusual oval shaped plates have special recessed holders for cups. Makes any informal serving enjoyable and convenient—no more awkward juggling!

4562 - 400 Retail $6.00

4-PIECE BLUE DRESDEN TABLE ACCESSORY SET. Four delightful pieces to make dining service complete. Set consists of a salt & pepper shaker and a utility dish and cover which is perfect for serving butter, cheese, muffins, etc. A cheerful accessory set for any table setting

432014 - 400 Retail $6.00

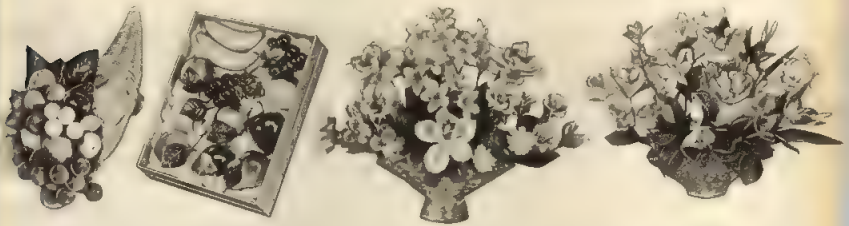


PORSALANA FLORAL ARRANGEMENTS Now, rich spring bouquets of gay, brightly colored flowers . . all year round! These realistic bouquets are crafted of Porsalana, the nearly indestructible substance that so remarkably resembles the natural delicacy of flowers. Unbreakable Porsalana can be washed and rewashed without losing the vibrancy of its hand-coloring, its natural crispness and beauty. Each flower is permanently arranged in a hand-decorated Italian pottery bowl with a weighted base for non-tip, perfect balance. You'll use them everywhere . . . on the buffet, as sparkling centerpieces, on the bookcase shelf . . wherever striking new beauty is desired.

(A) PORSALANA CENTERPIECE. Bouquet and bowl overall 17x12 inches.
29-22821-417 Shipping weight 3¼ lbs . . . . Retail **6.95**

(B) LIGHTED PORSALANA BOUQUET. Use as TV, console, or buffet lamp. On-off button in rear. Overall size 13½x15½ inches.
29-22862-790 Shipping weight 3 lbs Retail **12.95**

(C) PORSALANA CENTERPIECE. Large and luxurious for the perfect dinner party centerpiece and table decoration. Overall: 14½x19 inches.
29-22839-790 Shipping weight 6¾ lbs Retail **12.95**



CORNUCOPIA. Add this classical symbol of abundance to your living room or dining room for a color-bright decorator's touch to contrast with your furnishings. The "Horn of Plenty" is made of natural finish wicker and it's filled with lascious, vividly realistic wax fruit. 6½x18 in. long. Wt. 3 lbs.
29-25741-350 . . . . . Retail **5.50**

Cornucopia without fruit.
29-25352-125. . . . . Retail **1.95**

WAX FRUIT. Wax fruit arrangements in your home offer endless decorative possibilities. Fill up a handsome bowl and leave it on the table between meals for eye-appeal. Lusciously realistic pieces of fruit are colored exactly like nature's very own. Set of twelve includes 2 each of bananas, pears, peaches, oranges, and grapes, plus 1 plum and 1 apple. Lacquered and washable. Shpg. wt. 2½ lbs.
29-22847-237 Set. . Retail **3.95**

DELUXE PORSALANA. Formal arrangement of azaleas, roses and other favorite flowers in a footed gold luster bowl. Each flower captures the life-like delicacy of its garden-fresh, real-life counterpart. Crafted of Porsalana, the amazing material that is almost indestructible. Flowers can be washed without loss of color, ever! 16x21 in. overall, 11x5 in. high bowl. Shipping weight 8 lbs.
29-22920-1750. . . . . Retail **16.95**

PORSALANA CENTERPIECE. Here's a permanently beautiful floral arrangement perfect for every room in the house, for every decorating motif and for every season of the year. Each flower is made of Porsalana and crafted so realistically you'd expect it to have a fragrance. Porsalana is washable and it will not lose its color or fade. 13x18 inches overall; bowl is 8x4 inches high. Shpg. wt. 3 lbs.
29-65507-540. . . . Retail **8.95**

Hand Painted Tole Serving Trays

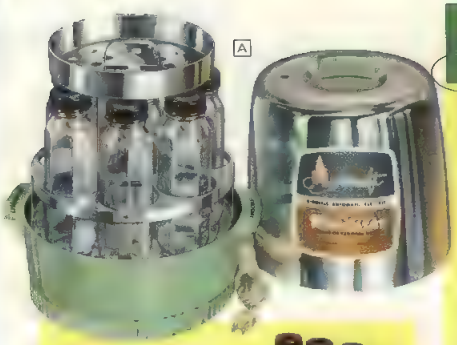
Every hostess will want several of these hand painted tole trays to help her serve her guests in finest style. Each tray is carefully constructed of heavy gauge metal and finished with Black baked-on enamel background to give it years of chipproof, dentproof, and alcohol resistant service. The full color flower motif on each is expertly hand painted by experienced artists with amazingly life-like fidelity. You'll want several to have on hand in the den, living room, dining room and kitchen. They make welcome gifts, too.

ROUND GALLERY TRAY. Tray has filigree gallery around edge. 14 inches diameter. Wt. 2¼ lbs.
29-66539-330 . . . . . Retail **4.95**

GALLERY COCKTAIL TRAY. Rectangular tray is ideal for every party. 13x17 in. Wt. 2¼ lbs.
29-66521-330 . . . . . Retail **4.95**

CHIPPENDALE TRAY. This handsome tray has two handles for easier carrying. Tray rests on graceful scroll legs. Shpg. wt. 2½ lbs
29-66513-330. . . . . Retail **4.95**

ALIX ORIGINAL 23-IN. TOLE BIRD TRAY. May be used as a plaque in informal room settings or in the den. Genuine hand painted bird design is done with a new iridescent medium that has rarely been attempted in this country. Hook on back for easy hanging. Full color bird is on a Black background. Made of heavy gauge metal with baked-on lacquer.
29-66505-597 Retail **8.95**



BABY BOTTLE STERILIZERS

A **200-X AUTOMATIC ELECTRIC 8-BOTTLE STERILIZER AND FORMULA SET**—For regular sterilization or terminal method—bottles, nipples, caps, formula in one easy operation. Just add water and plug in—shuts off automatically. Includes sterilizer (A) plus Formula Set (B), consisting of glass graduate, measuring spoons, funnel, tongs, bottle cleaner, six 8-oz. and two 4-oz. Evenflo bottles with caps, nipples, discs.
11E131-6X1005/1064 **Retail $15.95**

200 AUTOMATIC BOTTLE STERILIZER (illustration A) Sterilizer with bottle rack, nipple tray and cord only
11E110-6X690/730 **Retail $10.95**

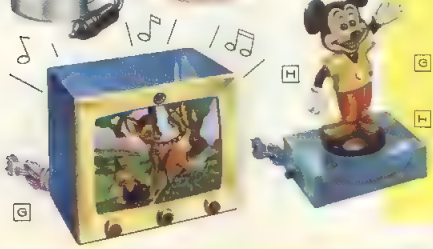
B **FORMULA SET** as illus.—Sold only with sterilizers A, C and D

C **614-X STERILIZER AND FORMULA SET**—Non-electric all aluminum sterilizer designed for regular or terminal method, removable 8 bottle rack. Includes sterilizer as illustrated, plus Formula Set (B) described above
11E132-6X627/664 **Retail $9.95**

614 STERILIZER (illustration C)—Sterilizer with bottle rack only
11E133-6X312/330 **Retail $4.95**

D **872-DX BOTTLE STERILIZER AND FORMULA SET** Automatic, electric unit for regular or terminal method. Sterilizes six bottles and nipples in live steam, the method recommended by doctors. Shuts off automatically. Set includes sterilizer as illstrated, plus Formula Set (B) described above
11E134-6X879/930 **Retail $13.95**

872-D AUTOMATIC ELECTRIC STERILIZER (illustration D)—Sterilizer with nipple jar, bottle tray and cord only
11E22-6X564/597 **Retail $8.95**



BOTTLE WARMERS NITE-LITES

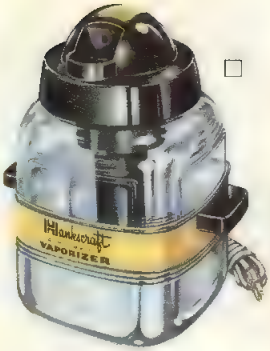
E **1013-C BOTTLE WARMER AND VAPORIZER** Heats bottle to correct temperature, shuts off automatically. Vaporizer fits over warmer, produces steam for cold relief. Pink, blue, or ivory
11E55-12X186/197 **Retail $2.95**

F **1217-A AUTOMOBILE BOTTLE WARMER**—Ideal for parents on the go—plugs into car lighter, heats quickly to correct temperature, shuts off when bottle is removed. Specify 6- or 12-volt.
11E26-12X249/263 6 volt **Retail $3.95**
11E125-12X249/263 12 volt **Retail $3.95**

G **1601 DISNEYLAND MUSICAL NITE-LITE**—Lull youngsters to sleep with this make-believe TV set! Soft light shines through colorful Disneyland scene; plays popular nursery tune
11E149-6X440/466 **Retail $6.98**

H **WALT DISNEY CHARACTER NITE-LITES** Children will love these authentic Disney favorites. Translucent plastic, glows in the dark. 8" high, on-off switch.
11E150-6X251/265 (Mickey Mouse) **Retail $3.98**
11E151-6X251/265 (Donald Duck) **Retail $3.98**
11E152-6X251/265 (Pluto) **Retail $3.98**

Hankscraft — automatic electric VAPORIZERS



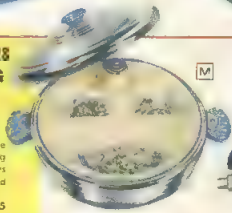
□ **202-A HANKSCRAFT VAPORIZER** Fully automatic steam vaporizer delivers a steady flow of healthful steam all night on one filling, shuts off automatically when water is gone. No complicated parts—easy to use, easy to clean. Ful Underwriters Laboratories' approval on all Hankscraft vaporizers.
11E88-12X438/464 **Retail $6.95**

□ **206 HANKSCRAFT VAPORIZER-HUMIDIFIER** -Large-capacity double duty vaporizer and humidifier—vaporizes 1½ gallons of water and produces a steady flow of healthfu. steam for constant day or night relief from colds, croup, sinusitis. Sturdy break- and chip-resistant all plastic construction. Safe easy to use. Shuts off automatically when water is gone.
11E153-6X627/664 **Retail $9 95**

K **1082-B HANKSCRAFT VAPOR-MASTER**—Brings quick relief from congested lungs and stuffy heads with gentle, safe steam as recommended by doctors. Runs for six (6) hours, then shuts off automatically when water is gone. Also makes ideal room humidifier. Adjusts easily to hard or soft water. Lightweight, all-plastic construction; weighs **only** 3 pounds. Replaceable electric unit, rubber feet.
11E51-6X816/864 **Retail $12 95**

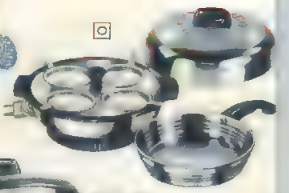
L **298 HANKSCRAFT VAPORIZER FLUID**—A new, specially formulated vaporizer fluid that can be added directly to the water. Produces soothing medicated steam for quick effective relief from colds, croup, and sinusitis. Easy to use, safe for infants. Sample vial of fluid is included with each Hankscraft vaporizer.
11E154-12X187/199 (8 oz. bottle) **Retail $2.98**

Hankscraft — EGG COOKERS and FEEDING DISHES



M **486 DELUXE FOOD WARMER** -Feeding time means "take your time" to wee ones. Just pour hot water into the opening of this 3-compartment feeding dish, and Baby's food stays warm throughout his entire meal. Gaily decorated glazed china with sparkling chrome base and matching cover.
11E116-6X438/464 **Retail $6 95**

485 DELUXE FOOD WARMER—As described above, less cover.
11E115-6X312/330 **Retail $4 95**

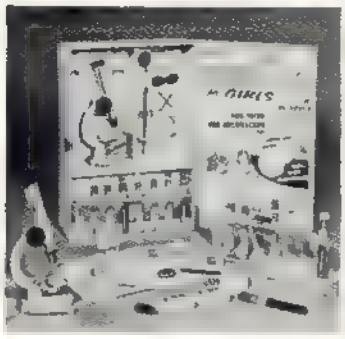


N **301 EGG SERVICE SET**—Cook eggs the modern way. Just pour in a little water and the eggs will cook automatically to the peak of perfection! More delicious and savory than the old fashioned way. Until shuts off when water is gone. Set includes electric egg cooker (6-egg capacity), 4 ivory china egg cups, poaching tray with 4 arches, scrambling pan and chrome serving tray. Scrambling pan also serves as chafing dish. Cannot scorch or burn. A perfect gift!
11E114-6X1194/1268 **Retail $18.95**

O **300 EGG COOKER** with poaching tray, scrambling pan and egg rack only.
11E113-6X816/864 **Retail $12.95**

A. C. GILBERT

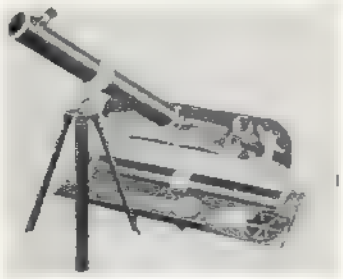
LAB TECHNICIAN SET FOR GIRLS



Complete professional laboratory, in pastel hued steel chest designed especially for girls. Suitable for basic experimentation in biology, food testing, medicine, research. New 60 power Microscope has gray finish. Polaroid filters enable specimens to be viewed in natural brilliant color. Real shrimp eggs ready to hatch into swimming shrimp in 24 hours. Big assortment of stains, chemicals, apparatus. Cabinet 13¾" high 9½" wide 3⅝" deep.

No. 805-13120 ..... Each $9.98
Three in a Carton

ASTRONOMICAL TELESCOPE



Telescope has large parabolic mirror, precision ground lenses, aluminized reflecting mirror, Ramsden type eyepiece. Rugged metal swivel locks in any position for viewing. No wobble or shifting. Has steel tripod. Includes Star Map and illustrated ADVENTURES IN THE SKY booklet. Telescope stands 24" high, tube is 26" long. Box 31" long, 9½" wide, 3¾" high.

** No. 806-13200 ..... Each $11.98
Three in a Carton

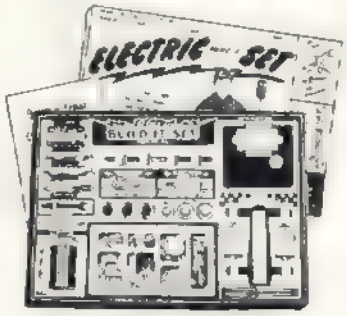
GILBERT MAGIC STAR FINDER

Constellations like Big Dipper, Ursa Minor, Cygnus, etc., are "etched" on Plexiglas slides and light up when viewed at night through illuminated Star Finder. Built in compass illuminates also for quick reference location. Slides permit user to find constellations easily, help fix names in mind. Set includes leak proof batteries, set of slides, illuminated astronomical compass, illuminated Star Finder and illustrated manual.

No. 807-13225 ..... Each $7.98
Six in a Carton

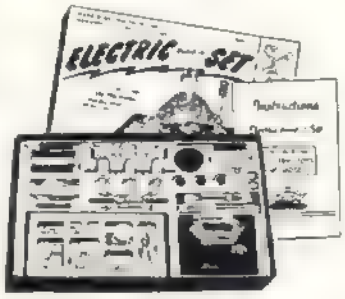
ELECTRIC GAME

ELECTRIC BUILD-IT SETS



For boys in the 6-8 age group and up.
Each set has sufficient material to complete several projects illustrated. Quality parts include the necessary bolts, nuts and screws, plus fixtures, domes, miniature lamps, sockets, batteries, telegraph panels, yards of copper wire and special tools for assembly.
Among the many projects for the young electrician are, electro-magnet, train signal lights, hot rod, telegraph set, bike horn and directional lights.

* No. 1084-A50 ..... Each $3.00
Twelve in a Carton



* No. 1085-A50 ..... Each $5.00
Six in a Carton

HARMONIC REED

BATTERY-OPERATED PORTABLE JR. PLANETARIUM

The ideal planetarium for beginners. Completely portable . . . operates anywhere, on regular dry-cell batteries (not included), with bright or medium light intensity. Projects over 60 constellations on the ceiling and walls of any darkened room . . . can be adjusted for any Northern Hemisphere location any month of the year. Complete with flashlight pointer (batteries included) and instruction sheet with charts showing constellations.

* No. 397-6500 ..... Each $10.00
One in a Carton

REPLOGLE

GLOBE IN EXCITING "FLOATING THROUGH SPACE" MOUNTING

Best selling globe in America. Large 12" model has over 6000 place names. Beautiful 10 color map. A perfect student's model. World-O-Fun Book teaches use of globe plus many interesting and useful facts.

** No. 1249-1220 ..... Each $9.95
One in a carton

STARLIGHT GLOBE WITH "WORLD-O-FUN" BOOK

Large detailed 12" globe. Chrome plated base and meridian. Modern "Floating through Space" base. World-O-Fun book adds hours of enjoyment.

No. 1251-1230 ..... Each $10.95
One in a carton

ILLUMINATED GLOBE

10" illuminated model. Height 14". Beautifully colored, detailed map. All chrome finish. "Story of The Globe" booklet contains valuable and interesting information.

No. 1245-1050 ..... Each $19.95
One in a carton

REPLOGLE

PLAY-GLOBE

Magnetic Global Air Race

A thrillingly realistic round-the-world flight game. Players spin for flying time and distance on the colorful base, circle the globe with magnetized airplanes using play money and gasoline. Airports marked in red on 8-inch globe. Includes good and bad luck chance cards, airport finder

No. 1247-805 ..... Each $4.95

One in a Carton

GLOBE ON NEW WROUGHT IRON BASE

Most popular 10" globe in new mounting. Detailed 10 color map, "Story of the Globe" booklet is most educational.

No. 1248-1010 ** ..... Each $7.95

One in a carton

ROYAL MAGIC

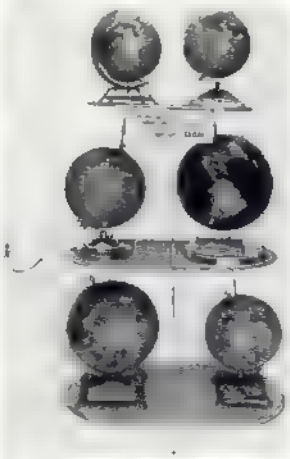
WONDER BOX OF MAGIC

Size 18¼" x 13¼" x 1¾".

No. 2136-141 ..... Each $3.00

Twelve in a Carton

SPECIAL GLOBE ASSORTMENT



No.	Quantity	Description	Retail Each
830	3	8" Globe	$3.95
805	1	Air Race Game	4.95
1010	4	10" Globe	7.95
1220	4	12" Globe	9.95
1240	2	12" Black Globe	10.95
1050	1	10" Illuminated Globe	19.95
899	1	Floor Stand Display	FREE

No. 1246-15—Assortment Total Retail $130.25

One in a Carton

REMCO

MAGIC SHOW
Fun Packed With Tricks!

Perform Thurston's Magic Flower Pots mystery feats. Also contains Cut the Lady in Half, Talking Dice, Magic Wedding Ring

No. 1544-703 ** Each $2.98

Twelve in a Carton

PROFESSIONAL MAGIC SHOW
World-Famous Magic Tricks!

Any youngster can learn to perform these fabulous tricks with ease! Make objects appear and disappear from the mystic vanishing box. Includes: Cut the Lady in Half, Magic Slate Oriental Card Trick, Magic Wedding Ring, Talking Dice, Whispering Colors, Magic Flower Pots

No. 1543-702 ** ..... Each $6.98

Six in a Carton

A. C. GILBERT

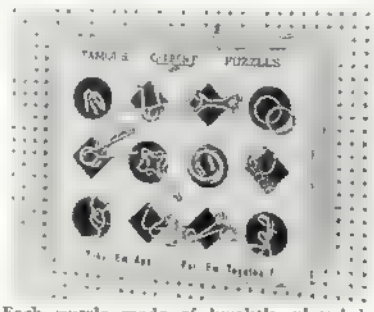
GILBERT PUZZLE SET

Assortment of 20 teasers and twisters. All puzzles made of heavy gauge metal, brightly plated with no-tarnish finish. Illustrated booklet provides solutions. Box measures 18" long, 10" wide, ½" high

No. 809-15010 ..... Each $2.98

Twelve in a Carton

GILBERT PUZZLE



Each puzzle made of brightly plated heavy gauge steel, "skin-packed" onto card. Stays clean, prevents tarnish, no pilferage. Hole in card for rack display, as shown. Complete how-it's-done directions on back of card

No. 808-15006 Each $0.98

Twelve in a Carton

ROYAL MAGIC

"ROYAL" FAMOUS PUZZLES

New Boxing of Standard Favorites
Size—10" x 18" x 1"

No. 2139-202 ..... Each $2.00

Twelve in a Carton

"ROYAL" CLASSIC PUZZLES

Size—12" x 20" x 1¼"
A new collection of old time favorites plus exciting new puzzlers.

No. 2138-203 ..... Each $3.00

Twelve in a Carton

TEEN TIME PRODUCTS, INC.

Pricing Schedule

S7-1-12	"Date Line" Photo-Scrap Book	Pkd. 6 ea.	RE106M	1.59 ea.
S7-2-23	"Date Line" Autograph Book	Pkd. 6 ea.	WE67B	1.00 ea.
S7-3-34	"Date Line" Diary w/Lock and Key	Pkd. 6 ea.	AD100L	1.49 ea.
S7-4-45	"Date Line" Portable 45 RPM Record Tote	Pkd. 3 ea.	ER80M	1.19 ea.
S7-5-56	"Date Line" Snapshot Holder for 20 Photos	Pkd. 12 ea.	SW33C	.49 ea.
S7-6-67	"Date Line" Deskette w/Letter Opener, 12 Sheets and Envelopes, Blotter and Pen Holder	Pkd. 6 ea.	OP86T	1.29 ea.
S7-7-78	"Date Line" Treasure Box w/Turn Lock	Pkd. 6 ea.	AS67F	1.00 ea.
S7-8-89	"Date Line" Dates and Mates Book	Pkd. 6 ea.	WO53R	.79 ea.
S7-9-100	"Date Line" 3-Ring and 2-Ring Book	Pkd. 6 ea.	ME67V	1.00 ea.
S7-10-58	"My Little Golden Record Melody Tote" w/ 3-25¢ Records	Pkd. 3 ea.	TY134S	1.98 ea.

The above comes in assorted colors of Red, Pink and Blue to each unit packing.

HASSENFELD

MR. POTATO HEAD

A 28 piece set that will transform ordinary fruits or vegetables into 1001 hilarious life-like characters.

626-63-2000 GY67B 1.00 ea.
Pkd. 24 ea.

MRS. POTATO HEAD

As sweet as a yam — tough as a turnip or comical as a carrot, depending on the choice of vegetables. Includes a wig of real hair.

626-139-2002 AW67N 1.00 ea.
Pkd. 24 ea.

MR. & MRS. POTATO HEAD AND PETS

A gay assortment featuring 2 complete sets of these imagination-stimulating characters, plus their two animal pets.

626-64-2004 SP134T 2.00 ea.
Pkd. 12 ea.

POTATO HEAD FAMILY

A super deluxe set with ample parts to make both Mr. and Mrs. Potatohead, their son Spud and daughter Yam, plus two family pets.

626-65-2006 MK200Q 3.00 ea.
Pkd. 12 ea.

HASSENFELD

MR. POTATO HEAD TOURING

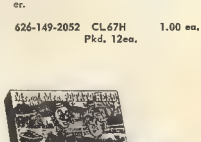
With his automobile and boat and trailer in a brand new colorful package.

626-148-2050 RF67H 1.00 ea.
Pkd. 24 ea.

MRS. POTATO HEAD SHOPPING

With comical car and shopping trailer.

626-149-2052 CL67H 1.00 ea.
Pkd. 12ea.



MR. MRS. POTATO HEAD WITH CARS

A gay assortment featuring two complete sets of Mr. and Mrs. Potatohead.

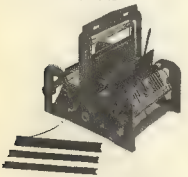
626-150-2054 NO134A 2.00 ea.
Pkd. 12 ea.

HASSENFELD

ICE CREAM MACHINE

Frosty Ice Cream Machine. In less than a minute, makes delicious ice cream or sherberts. Simple easy to follow directions.

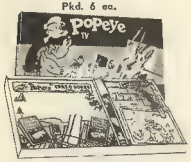
626-151-5200 SJ200W 3.00 ea.
Pkd. 12 ea.



WEAVE-RITE LOOM

Has many features of professional loom. Craft item for children or adults. Create, construct fabrics for ties, scarves, belts, doilies, etc.

626-125-1560 CH335R 5.00 ea.
Pkd. 6 ea.



POPEYE ERASO BOARD

Contains a large reusable Eraso-Board, magic tracing screen, quantity of double faced Eraso - Cards, wipe-off crayons and crayon sharpener.

626-153-1846 HU134X 2.00 ea.
Pkd. 12 ea.

POPEYE ERASO BOARD

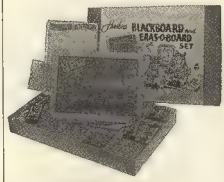
Includes 6 double faced Popeye reusable Eraso-Cards, wipe-off crayons and crayon sharpener.

626-152-1841 VN67X 1.00 ea.
Pkd. 24 ea.

CHALK & BLACKBOARD SET

With real slate blackboard, chalk and crayons.

626-130-1830 DF67H 1.00 ea.
Pkd. 24 ea.



CHALK & BLACKBOARD SET

A deluxe set featuring large slate blackboard with reverse side in green. Also contains chalk, crayons, stencils.

626-131-1840 PQ134C 2.00 ea.
Pkd. 12 ea.

PLAY CLAY

A liberal supply of fine modeling clay, complete with modeling tools and molds

626-122-1471 KT34S .50 ea.
Pkd. 36 ea.

626-154-1472 SO67B 1.00 ea.
Pkd. 24 ea.

CAPTAIN KANGAROO ERASO-BOARD KIT

Contains 6 double-faced Eraso-Board pictures, with wipe-off crayons, eraser and sharpener.

626-132-1842 FL67V 1.00 ea.
Pkd. 24 ea.

CAPTAIN KANGAROO ERASO-BOARD KIT

Deluxe set. Featuring Eraso-Board, clear-vue plastic tracer, pictures with wipe-off crayons, eraser and crayon sharpener.

626-133-1847 JG134Y 2.00 ea.
Pkd. 12 ea.

BEAUX ARTS PAINT SET

Features the Lazy Susan painting unit, plus quality wax crayons in luggage style box.

626-10-1210 IT67B 1.00 ea.
Pkd. 24 ea.

hawk presents—*NEW* and timely kits that *SELL!*

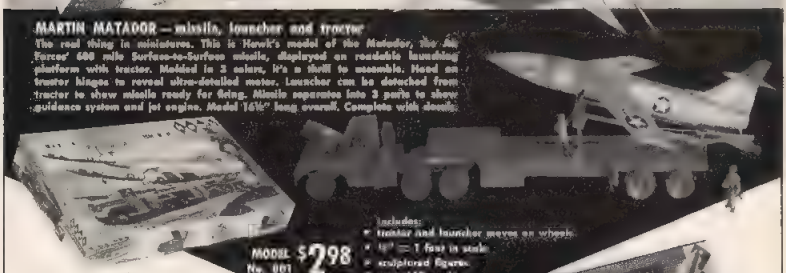
VANGUARD SATELLITE

A faithful reproduction of the U. S. entry into the space era. Hawk designers have reproduced in plastic all the interior parts of the satellite as well as the antennae. Model measures 4" in diameter, overall span 12". Band of yellow gold capped by 2 clear plastic hemispheres allow inspection of instrument package and test devices.

MODEL No. 515 **98¢** RETAIL

MARTIN MATADOR—missile, launcher and tractor

The real thing in miniature. This is Hawk's model of the Matador, the Air Forces' 600 mile Surface-to-Surface missile, displayed on readable launching platform with tractor. Molded in 2 colors, it's a thrill to assemble. Hood on tractor hinges to reveal ultra-detailed motor. Launcher can be detached from tractor to show missile ready for firing. Missile separates into 3 parts to show guidance system and jet engine. Model 16½" long overall. Complete with decals.



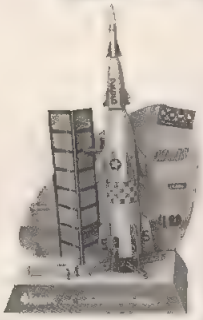
MODEL No. 901 **$2.98** RETAIL

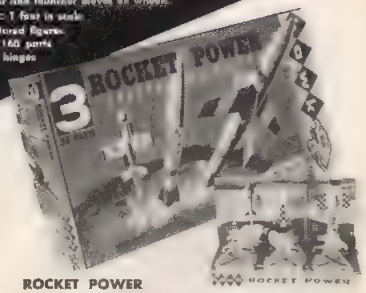
Includes:
- tractor and launcher moves on wheels
- ½" = 1 foot in scale
- sculptured figures
- over 160 parts
- hood hinges

ATLAS (ICBM)

Model of the Atlas measures 18½" high with a base span (fin to fin) of 4½". Has three stages that actually separate to reveal the rocket engine jets. Top stage carries the Vanguard satellite in its translucent nose. Molded in silver with authentic USAF decal.

MODEL No. 200 **$1.98** RETAIL





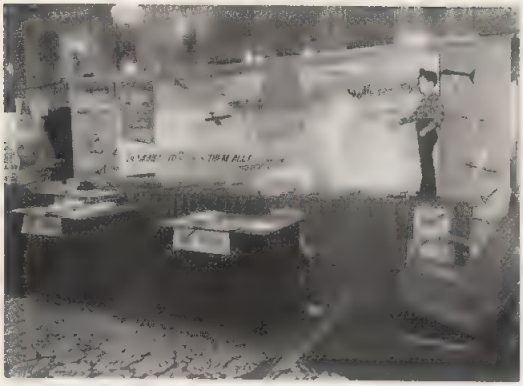
ROCKET POWER

The missile age brought dramatically to life in Hawk's new Rocket Power Kit 3 of the ... S Army's top missiles scaled ¼" to the foot includes all three: the Dart, Little John, and LaCrosse — with their own stands, plus a handsome multi-colored background and display stand on which you can create a realistic launching operation. Colorful checkerboard decals complete the kit, making this truly one of the finest rockets kits in the model field today.

MODEL No. 614 **50¢** RETAIL

hawk Model Co.
Send for Catalog
#314 N. CALIFORNIA AVE.
CHICAGO 12

All Hawk Models packaged in fast selling Multi-Color Display Cartons



ATTRACTIVE COMET EXHIBIT AT CHICAGO HOBBY SHOW DREW CROWDS

Comet adds two to ready-to-fly line

IN a dramatic move which establishes Comet as a leader in the ready-to-fly field, Comet Model Hobbycraft, Inc., Chicago, has announced two important additions to its highly popular line of all-plastic U-control ready-to-fly gas models.

Visitors to the H. I. A. A. show in Chicago in February saw advance models of Comet's new "Starfighter" and Piper "Tri-Pacer," both destined, according to Lou Cohen and Morrie Shamberg, president and sales manager of Comet, to "outfly, out-sell and out-value them all!"

At the same time the two models made their appearance, it was also announced that the two items, in addition to Comet's other ready-to-fly models—the Sabre 44 and the Mustang -had received the highly coveted Parents' Magazine Seal of Approval.

"These two models," states Cohen, "round out our line from the standpoint of price range and consumer appeal. With the Sabre 44 at $9.95 and the Mustang at $12.95, we felt that a ready-to-fly model at $7.95 would open up a new and even greater market.

"We selected the Piper Tri-Pacer because the original, a four-place sports and executive plane, is so popular it can be seen at practically every airport in the country, and our designers and production men achieved a miracle of value-giving in creating a faithful scale replica with plenty of authentic detail, to sell at $7.95," he concludes.

The Tri-Pacer is so easy to fly and control that it can be successfully flown by the beginner, yet supplies plenty of thrills for the more experienced model enthusiast.

It comes complete with the powerful, fast-starting "OK" Cub .049A gas engine which is fully guaranteed, and control handles and lines.

The Starfighter taps the higher priced market at $14.95. The plane, over 19" long, shows smooth flowing lines inspired by such modern supersonic jets as the Starfighter F-104 and the Voodoo F-102, which have speeds of over 1,200 mph.

This model comes complete with the fully guaranteed "OK" .049B gas engine with the famous "Auto-Recoil" starter, and with control handles and lines.

Both are made of high-impact plastic in striking color combinations. Each is housed in a full four-color-printed protective chest

Added selling punch is provided by picturing the other Comet ready-to-fly models on the ends of the boxes, and the inside cover lid pictures and describes the entire line of plastic models.

Neither model requires even a moment's building since they are truly ready-to-fly.

The Tri-Pacer has cushion rubber tires and tricycle landing gear, control handles and lines and twist-cord starter. Its over-all length is 11¾", wingspan 16", and flying weight

STARFIGHTER F-104

PIPER TRI-PACER

Phone: Island Heights 4-0617

ZELLER CRUISER SALES CO., INC.

JERSEY'S LARGEST INDOOR
OWENS DISPLAY

EASILY INSTALLED HARD-TOP
In stock for immediate delivery! Fits 956 957 and 1958 22' Owens Express models. See it on display at our showroom

$260 F.O.B.
$275 installed at our yard.

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American BOAT TRAILERS
add fun to boating

- PROTECT your boat and your family
- INSURE carefree transportation
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Since 1932

The sturdy, long haul boat trailer built especially for rugged western travel

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NORTHILL

DOGS FAST.. HOLDS FAST BREAKS OUT EASY

HIR CRUISERS DIVISION
BELMAR, NEW JERSEY

You Can't Buy a Better Boating Value!

FINNCRAFT

Inboard & Outboard Skiffs

Clinker-built by master Scandinavian craftsman Finncraft offers the optimum in comfort . . . stability . . seaworthiness . . . roominess. Available in 19' utilities and a 21' cabin fisherman. Look where you will . . . you won't find a bigger boating value!

FINNCRAFT, INC.

55 WEST 42nd STREET NEW YORK 36, N. Y.

DON'T SAY: "Any Old Port in a Storm" SAY: RIG and

ELECTRIC OR HAND OPERATED

BOAT LIFTS

Low Cost Boat Protection

for Outboards and Inboards

Write for Catalog

BEACHER Marine Railway

REIMANN and GEORGER, INC. 1247 MARILLA ROAD BUFFALO 12, N. Y.

LASTING PROTECTION *for Your Boat!*

BoatLIFE

DURABLE PLASTIC FINISH

***Guaranteed Not To Crack, Chip or Peel!**

"How It Lasts!" say boat owners who use BoatLIFE Durable Plastic Finish. Beautiful glossy BoatLIFE tested for years under the most severe weather and water conditions, has been found to be the toughest, most flexible, finest finish your boat can have. BoatLIFE is WATERPROOF, amazingly flexible and elastic. Resistant to marine growth . . . protects against rot.

So Easy To Apply! Flows on smoothly, even over other finishes. Dries tack free in dampest weather. Use on wood, metal or canvas. On Metal, use primer first. BoatLIFE outlasts and is superior to the finest spar varnish

Whether you choose glistening Plasticlear or any of BoatLIFE's brilliant colors: Blue, Red, Green, Gray, Black, Ivory, and non-yellowing Flat or Gloss White, you'll be delighted with its smooth glossy surface. Ask for BoatLIFE at your dealer. Or order direct. $3.85 qt., $12.80 gal., postpaid West of Mississippi add 25¢ qt. or 90¢ gal., to cover shipping costs.

WRITE TODAY FOR FREE FOLDER WITH COLOR SAMPLES. Boat Builders! Send only 10¢ and receive manual "How To Select The Right Boat Lumber" plus latest lumber list.

* When applied properly.

M. L. CONDON CO., INC.

274 FERRIS AVENUE WHITE PLAINS, N. Y.

Specialists in Marine Finishes and Boat Lumber Since 1912

UNDER WAY WITH THE USPS

(*Continued from page* 362)

program which is the basis of its safety campaign. Although a number of Government officials are elected to honorary memberships on the Governing Board, USPS has no official connection with the Federal Government. Further, it guards its independence diligently.

Advanced Grades were most popular in 1956-57, with 11,815 registrants, while Elective Courses attracted more than 3,000 men and women. Surprisingly enough the greatest increase was recorded in Navigation, most difficult of the courses. It practically doubled, the increase being 49.1 per cent. The total number of students rose to nearly 400.

Around the squadrons, we received a nice note from Ernie Sickmen, of Hempstead Bay Squadron, reporting that Chief Cdr. William C. Wolfmuller and his wife, Inez, attended the squadron's annual Dinner Dance. About 300 persons attended the affair, held at the Park Inn, Valley Stream, Long Island, including Dist. Cdr. Robert Schmidt.

After three years lost in the limbo of time, Greenwich Squadron's lively publication, *Prime Meridian*, has been reissued we hope on a permanent basis. Bayside Squadron devoted its first meeting of the fall season to training aids and their use to enhance classroom instruction.

Paul Levine, member of Hempstead Bay Squadron, contributed to the rescue of five persons after the cruiser Holiday caught fire in the State Channel off Zack's Bay and sank. Mr. Levine quickly radioed for help and the Nassau County Police Boat Sergeant responded to complete the rescue.

Police in Wyandotte, Mich., called to rescue people on a stranded cruiser, immediately rushed to the Wyandotte Yacht club where they found two members of the Wyandotte Power Squadron, Ed Bradmeir and Abe Hoffman. They immediately boarded Bradmeir's cruiser.

The call had come in to the police from the night watchman at a chemical plant located near Hennipen Point, Grosse Ile. He reported hearing cries for help from a boat.

Bradmeir and Hoffman soon found a 38' cruiser stranded on a bar. They pulled the boat off.

The WAMPS, Women's Auxiliary of Miami Power Squadron, is concentrating its educational efforts on the Girl Scout Mariner Troops in the area. According to Jane Hussar, writing in the Miami (Fla.) Power Squadron bulletin, this will be a part of this year's WAMPS Teenage Educational program. Since the Mariner Scouts are under the Dade County Council of Girl Scouts, the auxiliaries in Biscayne Bay and Homestead are also conducting similar programs.

According to the plans, the program was to be broken down geographically. In this way groups of two or three auxiliary members would be teaching within their own neighborhoods.

Squadrons having Piloting classes scheduled to start in January should file their orders at once with MoToR BoatinG, 572 Madison Ave., New York 22, N. Y. for copies of the text book, Piloting, Seamanship and Small Boat Handling.

The
SOU'WESTER Jr.
DIMENSIONS:
L. O. A. 30'3" L.W.L. 22'
Beam 8'9" Draft 4'7"
Full headroom and sleeps four
A QUALITY PRODUCT OF
HENRY R.
HINCKLEY
& COMPANY
SOUTHWEST HARBOR, ME
WRITE NOW FOR FULL INFORMATION

Herschede Clocks

MASTERFUL CLOCKS OF FINE TRADITION

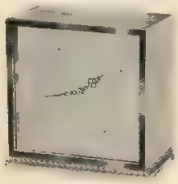
WITH 8-DAY MOVEMENTS

These superb clocks reflect the exquisite artistry and faithfulness to grand tradition. Correct in every detail. Cases are masterpieces of design hand rubbed to a high luster. Their exquisitely finished dials with contrasting numerals and hands instantly show correct time. Hand wind movements keep exact, accurate time.

Popular interpretation of Victorian styling. Mahogany case with silvered dial and Black numerals. Ideally suited for mantel, piano top, or bracket. **8-day imported pendulum movement—key wind. Westminster chimes sound every quarter hour.** Its ornate styling blends harmoniously with period furniture. **9" high, 18¾" wide.** Ship. wt. 11 lbs.

536C36-4080.....RETAIL **$80.00**

As above: Hour and ½ hour strike Ship. wt. 11 lbs.
536C40-2820.....RETAIL **$47.00**



Ship's Clock

A strikingly modern design with nautical theme. Lacquered copper finish blends beautifully with walnut grain case. Gold rope molding at base. Size 9¾" high, 6¾" wide. 110 volts, 60 cycles, wt. 5 lbs.

536C35-2700.....RETAIL **$45.00**

SHIP BELLS

Time at sea is indicated by ringing of forecastle (Fo'c's'le) bell every half hour:

1 bell on half hour
2 bells on 1 hour
3 bells on 1½ hours
4 bells on 2 hours
5 bells on 2½ hours
6 bells on 3 hours
7 bells on 3½ hours
8 bells on 4 hours

An imaginatively styled time-piece. Fits perfectly into a modern setting. It's an exquisite wall clock—case is attractive spun brass. Brass hands and numeral indicators. 8-day, key-wound movement. Back is padded with foam rubber to reduce noise. **14" diameter.** Ship. wt. 5 lbs.

536C25-2275.....RETAIL **$37.95**

Radio-shape clock authentically styled in Simon Willard's tradition. Mahogany case. Colorful panel on glass panel. 8-day imported movement—key wind. Easy-to-read 4½" silvered dial, with black hands and black numerals. Gold plated bezel. **26" high, 7½" wide.** Ship. wt. 8 lbs.

536C38-2475.....RETAIL **$39.95**

As above: With electric motor.
536C38-2325.....RETAIL **$37.50**

French-Provincial wall clock. Delightfully ornamented and creates with both simplicity and charm. **8-day imported movement—hour and half-hour bell strike.** Its swinging pendulum, weight, shells and chain are made of brightly polished brass. Ivory dial with hands and decoration in Black. Its styling reflects the artistry and goodtaste of the period. **11½" square, 3⅝" deep.** Ship. wt. 22 lbs.

536C34-5700.....RETAIL **$95.00**

Beautiful Honduras Mahogany case ornamented with beaded columns, and overlay trims. Glass side panels. Sounds with all three famous chime melodies—Westminster, Canterbury, and Whittington. 9 tubular bells. Chimes every ¼ hour. **89" high, 20½" wide, 12" deep.** Ship. wt. 280 lbs.

D536C22-56840....RETAIL **$980.00**

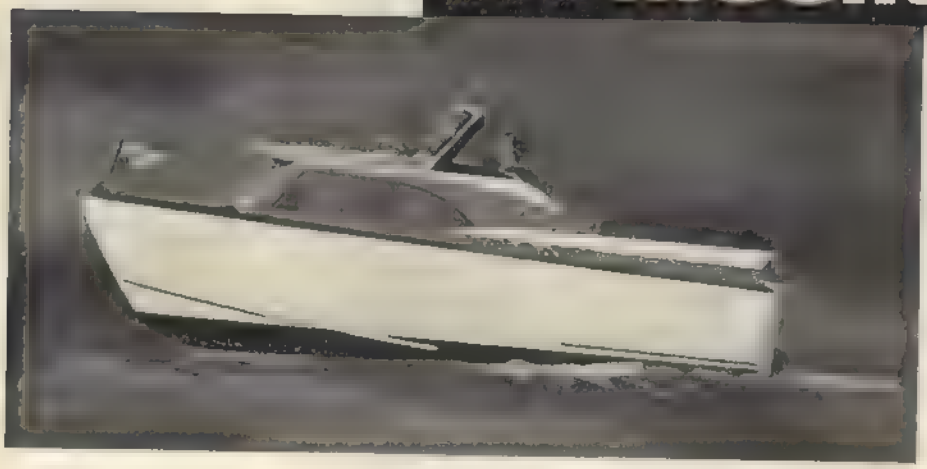
As above: with Westminster chimes only. 5 tubular bells. Ship. wt. 210 lbs.
D536C23-42920....RETAIL **$740.00**

Beautiful Honduras Mahogany case in brown finish. Has fluted columns and glass side panels. Mellow Westminster chime of 5 tubular bells. Gold dial with moving moon. Chimes every quarter hour. **83¾" high, 16½" wide, 12" deep.** Ship. wt. 280 lbs.

D536C28-44950....RETAIL **$775.00**

It's what you have always wanted . . .

it's a HIGGINS "23"



This roomy "23" cruiser tops them all.

Your Higgins boat is here!

You've always wanted an inboard cruiser of your own, and you've had your eye on a Higgins.

Wisely did you wait to buy a boat until you could get the BIGGEST inboard cruiser for your money. Important features, the BIG things that make a BIG difference, Higgins has 'em. This 23-foot Express Cruiser packs more value aboard than you'd ever expect in a boat this size.

FANCY THESE FEATURES!

Length: 23'—Spaciousness to spare.
Beam: 8' 8"—Room to move around.
Draft: 21"—All waters are yours.
Flush Cockpit—Smooth as your porch.
Full-size dinette—No "side-saddle" seating.
Ample Headroom—Over 6'. Walk straight up.
Twin Engines Available—1 or 2, up to you.
Speeds to 36 mph—Cruise, ski or troll.
Sleeps 3—No "improvised" bunks.
Extreme Cruising Range—Reaches way out.

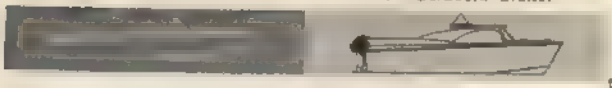
PRICE: FROM $4,995.

Higgins complete line also offers all-new 26's, 18's, 17's, 15's, outboards and inboards, cruisers and runabouts, deluxe and custom models, with wide engine choices.

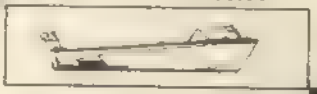
"HIGGINS HAS THE HULL"

"15' Outboard

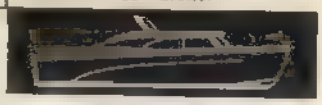
"17" Outboard Cruiser



17" and '18' Runabouts



26" Cruiser



Write for the name of your nearest Higgins dealer.

Higgins

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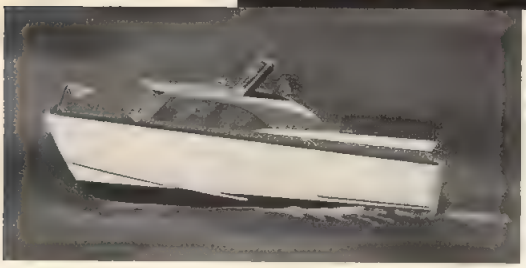
Box 8001, New Orleans 22, La.

It's what you have always wanted . . .

it's a HIGGINS "23"



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Full-size dinette—No "side-saddle" eating.
Ample Headroom—Over 6'. Walk straight up.
Twin Engines Available—1 or 2, up to you.
Speeds to 36 mph—Cruise, ski or troll.
Sleeps 3—No "improvised" bunks.
Extreme Cruising Range—Reaches way out.

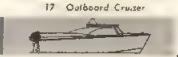
PRICE: FROM $4,995.

"HIGGINS HAS THE HULL"

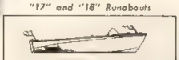
Higgins *complete line* also offers all-new 26's, 18's, 17's, 15's, outboards and inboards, cruisers and runabouts, deluxe and custom models, with wide engine choices.

"15" Outboard

17 Outboard Cruiser



"17" and "18" Runabouts



26 Cruiser

Write for the name of your nearest Higgins dealer

Higgins

INCORPORATED · NEW ORLEANS

Box 8001, New Orleans 22, La.

elegance
in cavalier egg-shell
semi-porcelain
DINNERWARE
edged in
priceless
[redacted]

master-crafted
by world renowned

HOMER LAUGHLIN

GUARANTEED OPEN STOCK

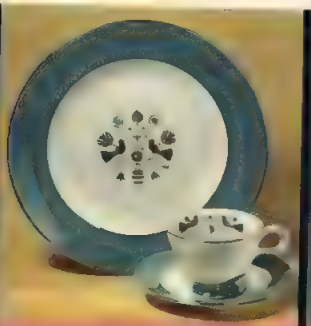
We're proud to present you with these 8 award-winning nationally advertised patterns by famous Homer Laughlin — world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . GUARANTEED FOREVER against CHECKING OR CRAZING. Each gracious piece is COMPLETELY OVEN-PROOF . . you may bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . all patterns available in the banquet *compositions shown on the reverse of this page*

ROMANCE—So smart . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

110-1D1395	32 Pc	Set—Service for 6	Retail $20.95
110-2D2633	53 Pc	Set—Service for 8	Retail $39.50
110-3D4595	93 Pc	Set—Service for 12	Retail $68.95

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems

			Retail
110-7D1395	32 Pc	Set—Service for 6	$20.95
110-8D2633	53 Pc	Set—Service for 8	$39.50
110-9D4595	93 Pc	Set—Service for 12	$68.95



PERSIAN GARDEN—An award winning modern adaptation of a famed Prince's royal design. Equally at home with traditional, provincial or modern decor. Wide teal green band accented with PLATINUM. Cavalier Eggshell.

			Retail
110-4D1395	32 Pc	Set—Service for 6	$20.95
110-5D2633	53 Pc	Set—Service for 8	$39.50
110-6D4595	93 Pc	Set—Service for 12	$68.95

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM edge of course. Cavalier shape.

			Retail
110-10D1395	32 Pc	Set—Service for 6	$20.95
110-11D2633	53 Pc	Set—Service for 8	$39.50
110-12D4595	93 Pc	Set—Service for 12	$68.95

See other side for set composition.

SHIPPED F.O.B. FACTORY, Newell, W. Va., ALLOW TWO WEEKS FOR DELIVERY

HOMER LAUGHLIN

semi-porcelain
22K GOLD
AND PLATINUM

DINNERWARE

COMPOSITION OF SETS

32-pc. Set. Service for Six—Shpg. Wt., 21 lbs.
Six each—Tea Cups, Tea Saucers, Bread and Butter Plates 6". Large Dinner Plates 10", and Sauce Dishes.
One each—Platter 11½", Round Open Vegetable Dish.

53-pc. Set Service for Eight—Shpg. Wt 38 lbs.
Eight each—Tea Cups, Tea Saucers, Bread and Butter Plates 6". Large Dinner Plates 10", Soup Plates, and Sauce Dishes.
One each—Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer.

93-pc. Set Service for Twelve—Shpg. Wt., 73 lbs.
Twelve each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", Large Dinner Plates 10", Soup Plates and Sauce Dishes.
One each—Platter 11½", **Extra Large** Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs.), and Creamer.
Two each—Round Open Vegetable Dishes.

92-pc. Set Service for Twelve in 'Star Dust' pattern—same as 93-pc. set above but Gravy Boat has attached stand—one piece. Shpg. wt., 73 lbs.

CAPRI—Yes, the fascinating Capri pattern is one of the best selling patterns in America. One lingering look and you too will agree . . . you'll love the appealing center decoration with feathery charcoal lines topped with pink . . . modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts . . . for banquets . . . you'll always be proud of the table you set.

110-1301167	32-Pc. Set	Service for 6	Retail $17.50
110-1402196	53-Pc. Set	Service for 8	Retail $32.95
110-1503833	93-Pc. Set	Service for 12	Retail $57.50

STAR DUST—Different! Acclaimed internationally for its smart combination of blue body with white handles and knobs. White flowers have scarlet centers. Each piece is lavishly trimmed with PLATINUM

			Retail
110-2201167	32 Pc. Set	Service for 6	$17.50
110-2302196	53 Pc. Set	Service for 8	$32.95
110-2403833	93 Pc. Set	Service for 12	$57.50

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern.

			Retail
110-1601167	32 Pc. Set	Service for 6	$17.50
110-1702196	53 Pc. Set	Service for 8	$32.95
110-1803833	93 Pc. Set	Service for 12	$57.50

LOTUS HAZE—This graceful, modern pattern combines today's newest colors—grey and turquoise—in stylized tropical flowers and leaves. PLATINUM edge lines set off each *Rhythm* coupe shape.

			Retail
110-1901167	32 Pc. Set	Service for 6	$17.50
110-2002196	53 Pc. Set	Service for 8	$32.95
110-2103833	93 Pc. Set	Service for 12	$57.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

SHIPPED F.O.B. FACTORY, Newell, W. Va., ALLOW TWO WEEKS FOR DELIVERY

elegance

in cavalier egg-shell semi-porcelain

DINNERWARE

edged in priceless

PLATINUM

master-crafted by world renowned

HOMER LAUGHLIN

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ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

6732L1554	32-pc	Set for 6..	Retail $23.50
6753L2926	53-pc.	Set for 8..	Retail 43.95
6793L5156	93-pc	Set for 12..	Retail 77.50

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey eaves and stems.

3932L1554	32-pc	Set for 6..	Retail $23.50
3953L2926	53-pc	Set for 8..	Retail 43.95
3993L5156	93-pc	Set for 12..	Retail 77.50

PERSIAN GARDEN—An award-winning modern adaptation of a famed Prince's royal design. Equally at home with traditional, provincial or modern decor. Wide teal green band accented with PLATINUM. Cavalier Eggshell.

2832L1554	32-pc.	Set for 6..	Retail $23.50
2853L2926	53-pc	Set for 8..	Retail 43.95
2893L5156	93-pc	Set for 12..	Retail 77.50

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM edge of course. Cavalier shape.

4932L1554	32-pc.	Set for 6..	Retail $23.50
4853L2926	53-pc	Set for 8..	Retail 43.95
4993L5156	93 pc.	Set for 12..	Retail 77.50

HOMER LAUGHLIN

semi-porcelain
22K GOLD
AND PLATINUM

DINNERWARE

COMPOSITION OF SETS

32-pc Set: Service for Six—Shpg. Wt., 21 lbs
Six each, Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", and Sauce Dishes
One each—Platter 11½", Round Open Vegetable Dish

53-pc Set Service for Eight—Shpg Wt 38 lbs
Eight each—Tea Cups, Tea Saucers, Bread and Butter Plates 6" Large Dinner Plates 10", Soup Plates, and Sauce Dishes
One each—Large Platter 13¾", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer

93-pc Set Service for Twelve—Shpg. Wt. 73 lbs
Twelve each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", Large Dinner Plates 10" Soup Plates and Sauce Dishes
One each- Platter 11½", Extra Large Platter 14½", Gravy Boat, Gravy Boat Stand Covered Sugar Bowl (2 pcs.), and Creamer
Two each—Round Open Vegetable Dishes

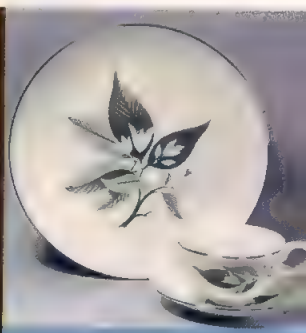
92-pc. Set Service for Twelve in "Star Dust" pattern—same as 93-pc. set above but Gravy Boat has attached stand—one piece Shpg. wt., 73 lbs

CAPRI—Yes, the fascinating Capri pattern is one of the best selling patterns in America. One lingering look and you too will agree . . you'll love the appealing center decoration with feathery charcoal lines topped with pink, modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts . . for banquets . . you'll always be proud of the table you set

7232L1343—32-pc Set for 6. . . . . Retail $19.95
7253L2514—53-pc. Set for 8 . . . . . Retail 37.75
7293L4444—93-pc Set for 12. . . . . Retail 66.75

STAR DUST—Different! Acclaimed internationally for its smart combination of blue body with white handles and knobs. White flowers have scarlet centers. Each piece is lavishly trimmed with PLATINUM.
8032L1343 32 pc Set for 6 . . . . Retail $19.95
8053L2514—53-pc. Set of 8 . . . Retail 37.75
8092L4444—92-pc Set for 12 . . . . .Retail 66.75

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern.
2532L1343 32-pc. Set for 6. . . . . Retail $19.95
2553L2514 53-pc Set for 8. . . .Retail 37.75
2593L4444—93-pc Set for 12. . Retail 66.75



LOTUS HAI—This graceful, modern pattern combines today's newest colors—grey and turquoise—in stylized tropical flowers and leaves. PLATINUM edge lines set off rich *Rhythm* coupe shape.
3532L1343—32-pc. Set for 6. . . . .Retail $19.95
3553L2514—53-pc Set for 8. . . . .Retail 37.75
3593L4444—93-pc Set for 12. . . Retail 66.75

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422/6732M1395	32-pc.	Set for 6	Retail $20.95
422/6735M1664	35-pc.	Set for 6	Retail 24.95
422/6753M2633	53-pc.	Set for 8	Retail 39.50
422/6793M4595	93-pc.	Set for 12	Retail 68.95

BARCLAY. Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

422/3932M1395	32-pc.	Set for 6	Retail $20.95
422/3935M1664	35-pc.	Set for 6	Retail 24.95
422/3953M2633	53-pc.	Set for 8	Retail 39.50
422/3993M4595	93-pc.	Set for 12	Retail 68.95

PERSIAN GARDEN—An award-winning modern adaptation of a famed Prince's royal design. Equally at home with traditional, provincial or modern decor. Wide leaf green band accented with PLATINUM. Cavalier Eggshell.

422/2832M1395	32-pc.	Set for 6	Retail $20.95
422/2835M1664	35-pc.	Set for 8	Retail 24.95
422/2853M2633	53-pc.	Set for 8	Retail 39.50
422/2893M4595	93-pc.	Set for 12	Retail 68.95

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM edge of course. Cavalier shape.

422/4932M1395	32-pc.	Set for 6	Retail $20.95
422/4935M1664	35-pc.	Set for 6	Retail 24.95
422/4953M2633	53-pc.	Set for 8	Retail 39.50
422/4993M4595	93-pc.	Set for 12	Retail 68.95

See other side for set composition.

HORSMAN

"CINDY-WALKER"—CASUAL OUTFIT

19" tall—dressed in polished cotton 2-piece outfit with solid skirt and dotted shirt. Skirt has pocket and shirt ties at neck. Belt and gloves. Straw hat to match. Curly hairdo. Lace trimmed panties. Earrings, nylon stockings high heeled shoes.

No. 425-1949** ..... Each $7.98
Three in a Carton

"CINDY-WALKER" IN BALL GOWN

21" tall—Dressed in formal gown, full length—hoop skirt—shirred, with gold trim—carrying her own bag in gold—taffeta slip—lace-trimmed panties—gold tiara—fancy pony tail hairdo—earrings—nylon stockings—high heeled shoes.

No. 429-2169 ..... Each $11.98
Three in a Carton

AMERICAN CHARACTER

THE TONI DOLL

Personifies glamour, a beautiful face, luxurious hair, a fashion model's figure and clothes of the highest style. Packaged with each DOLL is TONI DOLL PLAYWAVE KIT—containing comb, brush, curlers, playwave solution with special TONI DOLL squeeze bottle and applicator—all the ingredients to glamourize the TONI DOLL's hair into hundreds of exciting styles. All vinyl doll, with jointed arms and legs. Walks, bends at the waist and has rooted hair.

COUNTRY CLUB

Black and white checked taffeta full-circle skirt, with black velvet inserts. Crisp white nylon blouse ties in large bow at neck, beret, combination slip and panties, shoes and newest fashion dark stockings.

No. 1937-1402-14" Each $ 8.98
No. 1938-2002-20" Each $12.98

DINNER DATE

Sophisticated blue taffeta sheath dress with harem-type hemline. Matching pillbox hat with perky veil, handbag, rhinestone earrings, shoes and newest dark stockings.

No. 1939-1403-14" Each $ 8.98
No. 1940-2003-20" Each $12.98

BRIDE

Fitted all lace bodice. Nylon net skirt with wide inserts of lace. Peaked bridal cap, edged in pearls. Hooped petticoat, panties, stockings, pearl earrings, ring and carries bridal bouquet.

No. 1944-1406—14" Each $11.98
No. 1945-2006—20" Each $15.98
No. 1946-2506—25" ..... Each $21.98

AMERICAN BEAUTY

Boudoir tiers of "American Beauty Rose" nylon tricot, draped over a pink taffeta skirt. Dramatic over-size matching nylon tricot stole, rhinestone earrings and pin, combination slip and panties.

No. 1941-1405—14" ..... Each $10.98
No. 1942-2005—20" Each $14.98
No. 1943-2505—25" Each $19.98

EFFANBEE

MOST HAPPY FAMILY

Hard plastic dolls with vinyl heads and arms. Family of four in coat and hat outfits. 21" tall.
No. 1288-7676 ..... Each Family $21.95

UNEEDA DOLL

WEE THREE (THE FAMILY DOLLS)

20" Mother, daughter and baby-brother set Mother 20" tall, rigid vinyl body, jointed arms and legs; turning head, sleeping eyes rooted hair; wears linen dress and coat, matching hat; nylon gloves, nylon hose; pearl ear rings; hi-heel shoes. Daughter 15" all vinyl toddler; fully jointed arms and legs; turning head sleeping eyes; rooted pony-tail style hair-do drinks and wets; wears linen dress with polka-dot trim; matching bolero jacket; socks; vinyl shoes. Baby Brother 8" tall, all vinyl, fully jointed arms and legs; drinks and wets; sleeping eyes; molded hair; wears flannel bunting with hood. Mother carries baby in her arm and holds daughter's hand. Baby carries own bottle and nipple

**
No. 1324-9005 .....Each $14.98
Six in a Carton

DOLLIKIN—TORREADOR

16 joints duplicate every position of the human figure. 20" tall, plastic body, arms and legs; joints at shoulders, upper arms, elbows wrist, waist, hips, knees and ankles. Vinyl head with rooted pony tail style hairdo; wears toreador outfit of black velvet tapered slacks with crystal taffeta blouse trimmed with lace ruffles on front of blouse and on cuffs; red grogram ribbon tie on center of blouse; pearl earrings, hi-heel shoes

**
No. 1825-5005 Each $11.98
Six in a Carton

BELLE

TWINIE

20" plastic Teen Age Doll with vinyl arms and head, sleeping eyes, rooted hair combed in a bun. Fully jointed at arms, legs, elbows knees, and ankles—bending and turning waist. Dressed in two piece lounging Toreador outfit—wears pearl earrings and high heel shoes
No. 1870-500 Each $8.00
Six in a Carton

BETSY McCALL DRESS ASSORTMENTS

IDEAL

BETSY McCALL DESIGNERS STUDIO—GIFT PACKAGE

Doll is 8" tall, made of hard plastic with sleeping eyes. She walks, has jointed knees, arms and legs. Hair can be combed and brushed into the latest styles. Has rooted hair

Doll dressed in chemise, cotton artist smock, felt hat, vinyl dressmakers form on brass base, 2 pre-cut outfits, (felt dress and cotton pajamas), McCall pattern set containing 5 additional patterns, instruction sheet, thimble and thread

No. 1952-B498 .....Each $4.98

BETSY McCALL 8" DOLL

Same as above

Betsy McCall, with life like Saran hair, dressed in nylon lace chemise, shoes and socks

*
No. 1947-B100 Each $2.25
Twelve in a carton

Betsy McCall Dress Assortment

Coat and Hat—Grey felt coat. Mauve-pink jersey hood tied with streamers. **Schoolgirl**—Blue pin-dot cotton dress. Matching panties. **April Showers**—White waterproof taffeta rain coat. Deep cape collar rain cap. **Ballerina**—Red nylon tu-tu. Red taffeta bodice. Red ballet slippers. **Playtime**—White taffeta skirt. Red taffeta matching blouse and pants combination. **Mommy's Helper**—Red and white striped toreador pants. Hand mop and cleanser

*
No. 1948-B150 ..... (12 assorted dresses) $18.00
One assort. in a carton (Do not break)

Betsy McCall Dress Assortment

Birthday Party—Pink flocked nylon sheer over pink taffeta petticoat, white straw picture hat. **Holiday**—Red velvet circle skirt. Frilled taffeta matching blouse and panties combination. **On The Ice**—Plaid flannel skirt. Blue felt jumper top. White jersey skirt, plaid beret. Ice skates. **Brunch Time**—White quilted robe over striped two piece cotton pajamas. **Co-ed**—Red cotton jumper over blue and white striped romper

*
No. 1949-B200 .....(12 assorted dresses) $21.00
One assort. in a carton (Do not break)

Betsy McCall Dress Assortment

Sweet Dreams—Lace trimmed nylon tricot peignoir and gown. **Sunday Best**—White nylon sheer over pink taffeta slip. Pink straw hat, rose bud trim. **Town and Country**—Matching black and white checked gingham dress and coat. Black beret. **Sun 'n Sand**—Red dotted bathing suit with fringed beach hat and towel, matching bag

*
No. 1950-B250 .....(12 assorted dresses) $30.00
One assort. in a carton (Do not break)

Betsy McCall Dress Assortment

Bride—White satin with white tricot rouching panel. Lace edged veil. Flower bouquet. White taffeta slip, panties and matching shoes. **Sugar and Spice**—White nylon sheer with pink satin coin dots. Pink taffeta slip. Nylon tricot stole with gold ornament, matching panties and shoes. **Cotillion**—Strapless evening gown in blue nylon net with blue nylon tricot rouching. Matching slip, panties and shoes. Hair spray

*
No. 1951-B300 (6 assorted dresses)
Each assort $18.00
One assort. in a carton (Do not break)

EFFANBEE

FLUFFY
And Her Fashions

An outstanding star in the field of 10" fashion dolls. Fluffy has every single sales-making feature—soft vinyl skin—fully jointed arms and body—moving eyes—rooted hair.

Fluffy's extensive wardrobe of dainty costumes at $1.00 to $5.00 retail all have the inimitable Effanbee touch of the master doll stylist.

No. 1284-1121 .....Each $2.98
Twelve in a carton

FLUFFY DRESS ASSORTMENTS

12 at $1.00
2 each #101, 103, 104, 105, 106, 107
No. 1285-100 .....Each Assort. $12.00

12 at $2.00
2 each #201, 202, 203, 205, 207, 208
No. 1286-200 .....Each Assort $24.00

6 at $3.00
2 each #301, 308, 309
No. 1287-300 .....Each Assort, $18.00

HORSMAN

10½" "CINDY" WALKING TEENAGER

10½" tall, rigid Vinyl. Fully jointed arms (at shoulders) and legs (at hips). The waist is also jointed and can turn in any direction. Doll also walks and is jointed at the knee. Glassine sleeping eyes with long lashes. The long, rooted hair on soft Vinyl head, comes in many hair styles. The delicately formed body, shapely legs and long tapered arms, faithfully reproduce a lovely teenage girl. Dressed in various costumes and street dresses. Comes with earrings.

10½" "CINDY" (DRESSES)

Doll Assortment—Each doll is individually boxed in an attractive box. Packed one dozen assorted styles (2 of each of the following styles):

Style No.	Description
1201	Dressed in jersey blouse and pleated skirt. Pony tail hairdo—high-heeled shoes
1202	Dressed in over-all lace blouse with toreador slacks—pony tail hairdo, high heeled shoes
1203	Dressed in attractive printed nylon dress, together with taffeta underskirt—pony tail hairdo—high heeled shoes
1204	Dressed in two-piece suit of embossed cotton—bolero jacket—taffeta panties—pony tail hairdo—high-heeled shoes
1205	Dressed in attractive cotton bathing suit, together with removable printed cotton skirt and mesh bonnet—bob-style hairdo together with high-heeled shoes
1206	Dressed in lace-trimmed nylon negligee and robe—pony tail hairdo and high-heeled shoes.

No. 432-1200 Per Assortment $48.00

One in a Carton

10½" "CINDY" (MINIATURE TEENAGERS)

10½" tall—All Vinyl. Fully jointed arms (at shoulders). "Super-Flex" legs. Be put in any position. Glassine sleeping eyes with long lashes. Long rooted hair comes in bob style. Body, legs and arms reproduce a teenage girl. Dressed in various costumes.

Doll Assortment—each doll is individually boxed in an attractive box. Packed one dozen assorted styles (2 of each of the following styles):

Style No.	Description
1131	Dressed in taffeta street dress
1132	Dressed in pedal pushers with checked jacket
1133	Dressed in attractive printed cotton dress
1134	Dressed in printed embossed cotton dress with pinafore
1135	Dressed in swim suit with terry robe
1136	Dressed in ballerina costume, together with ballerina shoes.

No. 431-1100 Each Assortment $36.00

One in a Carton

AMERICAN CHARACTER

ELOISE

21" doll costumed in a pleated two-piece removable outfit, navy blue felt skirt and white blouse. Blond wool wig with red bow, long white socks, shiny black shoes.

No. 1011-60/22 Each $6.98

Twelve in a Carton

DAISY GIRL DOLL
DANNY BOY DOLL

M & S

DAISY GIRL DOLL

New soft doll, new freckled face made of life-like vinyl that may be washed. Full yarn hair-ponytail wig tied with ribbon bow. She will sit up, dangle her legs over a chair, kneel, take a bow, cross her feet. Top quality dress material is launderable. Colors—Green gingham plaid and organdy. Size 16" tall.

* *

No. 2457-3101 ..... Each $2.98

Twenty-four in a carton

DANNY BOY DOLL

Full yarn hair. He will sit up, dangle his legs over a chair, kneel, take a bow, cross his feet. Belt with buckle on trousers. White shirt, gray tweed pants. Size 16" tall.

* *

No. 2458-3151 Each $2.98

Twenty-four in a carton

BROOKGLAD

POOR, PITIFUL PEARL

Designed especially by William Steig

"PEARL" is not the beautiful, well tailored, well groomed doll that you generally see. "PEARL" is a comely, forlorn, wistful, pathetic creature that crys out for adoption when you look at her—her long, golden tresses (the longest and fullest saran wig that was ever used) her tattered clothes cry out for attention, for love and for care. She needs to be made beautiful—and we provide all the necessary things to do the trick: new shoes, new socks, new beautiful party dress, new crinoline—all in a highly designed carrying case. An 18" all vinyl doll—moving eyes—legs and body wired so she can sit, stand, kneel or bend.

**

No. 756-118 ..... Each $9.98

Twelve in a carton

POOR PITIFUL PEARL

The New 13 Inch Size

(Each doll with two complete outfits)

All vinyl, moving arms, moving legs, (5 piece body) with the same fullest rooted wig

**

No. 757-113 ..... Each $5.98

Twenty four in a Carton

BLAKE & CONROY

DOLL STANDS

Adjustable doll stands. Made of heavy aluminum base and shaft. Bright cadmium rust-proof plated wire arms.

No. 1297-107—Size 13" to 19" dolls

Twelve in a Carton

No. 1298-112—Size 19" to 28" dolls

Twelve in a carton

No. 1299-105—9" to 13" dolls

No. 1300-117—28" to 30" dolls

KNICKERBOCKER

SLEEPYHEAD

Soft cuddly doll with washable plastic hand-painted face with curls peeking out beneath the hood. Made of finest quality delustered plush. Soft stuffed body and head. Ribbon tied about neck makes an adorable, lovable, cuddly doll. In pastel shades of pink, blue, maize and mint. Featherweight. Approximately 16" long.

**

No. 2381-210/30 ..... Each $2.98

Twelve in a Carton

**

No. 2382-900/5M—Musical ..... Each $4.98

Six in a Carton

SLEEPYHEAD MONKEY

Made of DuPont's crush resistant washable rayon plush. Stuffed with synthetic featherfoam. In "sleeping" position. Washable Vinyl face with felt feet, hands and ears. Has squeaker in body. Colors: Brown, Tan, Red and White. Approximately 16 inches long.

No. 2394-102 ..... Each $3.98

Twelve in a Carton

BARRY TOY

WILLIE THE CLOWN DOLL

22" standing—Vinyl face and hands—Rooted hair, 3 piece costume.

**

No. 689-715 ..Each $6.98

Twelve in a carton

KNICKERBOCKER

CLOWN

Hand painted vinyl face. Body is made of white broadcloth with bright assorted colored polka dots. Orange felt cap with white pompon, and orange felt hands and feet. Bright yellow yarn hair. Red rope yarn belt. Approximately 18 inches high.

No. 2396-600 ..... Each $3.98

Twelve in a Carton

RUSHTON

TUMBLING CLOWN

Stuffed with cotton, with hand-painted vinyl face, blond hair, floppy arms and legs. Wears red and white clown suit with yellow trim, hat. Approximately 21" tall.

No. 2328-526 Each $4.98

Six in a Carton

HORSMAN

20" MY-MY BABY

Fully jointed, the most articulate baby doll of all!! TEARS, Drinks and Wets dressed in striped romper embroidered edged bib effect with contrasting applique Vinyl shoes and socks, feeding bottle, 5 piece

No. 438-8905 ..... Each $7.98

Six in a Carton

GOLDBERGER

16" all vinyl Drink and Wet baby doll with bottle, moving eyes, movable arms and legs, cries when squeezed, dressed in diaper, terry cloth jacket trimmed with binding and ribbon, booties, wrapped in terry cloth blanket trimmed with binding and ribbon.

No. 903-1167 Each $4.98

Twelve in a Carton

EFFANBEE

MY PRECIOUS BABY
Undressed

20" tall. An all vinyl baby doll with movable arms and legs, jointed knees and elbows. Has rooted Saran hair that can be washed, combed and set. Has moving eyes. Drinks and wets and has polyethelene bottle. Comes on a simulated bearskin rug with window-type gift box. Also has plastic rattle and birth announcement cards.

No. 1289-6898 Each $12.98

Three in a Carton

MY FAIR BABY

Fully jointed all vinyl drinks and wets, wears identification bracelet, each with own bottle. In organdy dress and bonnet in ruffle-trimmed blanket. 18" tall, no wig

No. 1292-4622 Each $7.98

TODDLE TOTS

Walk-a-blanket with plush toy animal. Fully jointed—all vinyl standing baby toddlers, drink and wet, each with its own bottle. 22" tall with wig

No. 1290-6796 ..... Each $17.98

HORSMAN

"CRY BABIES" (WITH LAYETTES)

Turning head cries "real" tears. Wardrobe as follows: Sheer baby dress, cotton sun suit, diaper, bottle with nipple, clothespins, soap, sponge, safety pins, wash cloth

11" All vinyl drinks and wets. Rooted curly bob, sleeping eyes with long lashes

No. 406-1 ..... Each $2.98

Twelve in a Carton

HORSMAN

TEAR DROP TAMMY WITH SUITCASE

16" tall in suitcase with curly hairdo—molded and painted hair—dressed in sun suit. Layette consists of extra cotton knit pants, sheer print dress, booties, soap, sponge, wash cloth, bottle with nipple and diapers

No. 423-607 Each $7.98

Six in a Carton

GOLDBERGER

DRINK & WET BABY DOLLS

20" all vinyl Drink and Wet baby doll with bottle, moving eyes, rooted hair, movable arms and legs, dressed in panties, slip, dress with permanent pleated nylon skirt, nylon yoke trimmed with lace, white fleece jacket trimmed with braid, vinyl shoes and socks

**

No. 904-200 ..... Each $9.98

Six in a Carton

HORSMAN

"MOPPETS"

16" tall. Dressed in cotton print dresses and solid color dresses with white pinafores. Long rooted hair is done up in tied top-knot pony-tail. Long cotton stockings in red or black, with black patent leather shoes. Fully jointed arms and legs with swivel and turning head. Large glassine sleeping eyes with lashes. Coo voices. Packed assorted

**

No. 421-7650 ..... Each $7.98

Two Each of 3 Styles in a Carton

AMERICAN CHARACTER

LITTLE LOVE

Modeled after a real two day old infant. A molded vinyl doll with jointed arms and legs. Can be bathed and is soft. 16" tall. Dressed in a fine cotton romper has knitted booties and is warmly wrapped in her hooded bunting of knitted fleece trimmed in satin

No. 1934-116 ..... Each $6.98

Dressed in a long embroidered nylon dress with slip and panties. Booties. She wears a sarque made of fringe trimmed knitted fleece and has a sheer nylon baby cap trimmed in lace and nylon ruching.

No. 1935-216 ..... Each $9.98

Christening Baby is dressed in a long white starched sheer nylon gown and matching baby cap trimmed with lace and daintily tucked. Long lace trimmed slip, panties and knitted booties. Soft satin christening pillow is covered with flocked nylon sheer and trimmed with wide tulle ruffle

No. 1936-316 ..... Each $11.98

HORSMAN

"BLINKY"

New item with a different face which has no sleeping eyes, but open slits to simulate eyes. This is a five-piece fully jointed doll with hair rooted on the top of the head only. Hair style adds to the appeal of the doll. Dressed in two-piece flannel pajamas with flannel house slippers. Also wears a flannel robe with cord belt

**

No. 422-743 ..... Each $4.98

Six in a Carton

TINY TEARS

America's best loved baby doll—cries real wet tears—wets, blows bubbles, can be bathed, etc. Fully jointed molded velvet skin with plastic head and sleeping eyes—11½", 13½", 16" and 20" sizes—dressed in an embossed cotton romper with name embroidered on. Molded head. TT 1—packaged with a complete set of accessories: bottle and nipple, Kleenex, diaper, pins, sponge, soap, bubble pipe, washcloth, booties, pacifier and instruction booklet.

No. 1919-TT1 11½" ..... Each $5.98

Twelve in a carton

TT 2 and TT 3—packaged as above with layette of cotton dress, panties and bonnet.

No. 1920-TT2 13½" ..... Each $7.98

No. 1921-TT3 16" ..... Each $9.98

Twelve in a carton

Rooted Washable Saran hair that cannot pull out:

TT 4 and TT 6—packed in trunk with plastic handle, accessories: bottle and nipple, Kleenex, diaper, pins, sponge, soap, bubble pipe, washcloth, pacifier and instruction booklet, cotton dress, panties, bonnet, bathrobe, shoes and socks (TT 4 has booties).

No. 1923-TT4 11½" ..... Each $9.98

Twelve in a carton

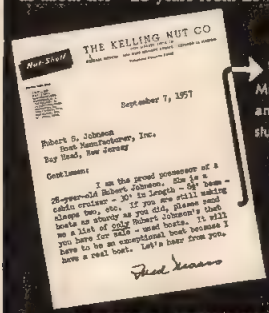
No. 1925-TT6 16" ..... Each $14.98

Six in a carton

Hubert Johnson
Established 1913

WILL YOU SAY THIS ABOUT YOUR BOAT IN 1986?

Here's a 1958 Hubert Johnson clicking off an honest 38 miles per hour. She's heading straight for 1986, or 1990—or the year 2000 for all we know. Read the following letter from Mr. Maass and you'll see why we wonder who will be waiting us about her—28 years from now.


THE KELLING NUT CO
Nut-Shell
September 7, 1957
Hubert S. Johnson
Boat Manufacturer, Inc.
Bay Head, New Jersey
Gentlemen:
I am the proud possessor of a 28-year-old Hubert Johnson. She is a cabin cruiser - 30' in length - of beam - cabin cruiser - 30' in length - of beam - sleeps two, etc. If you did, please send boats as strong as you did, Hubert Johnson's that we a list of only Hubert Johnson's that you have for sale - used boats. I have to be an exceptional boat because I have a real boat. Let's hear from you.
Fred Maass

We are, Mr. Maass, and even sturdier!

HUBERT S. JOHNSON
BOAT MANUFACTURER, Inc.
571 WEST LAKE AVE., BAY HEAD, N. J.
TWinbrook 2-9000
New England Representative:
WILLIAM F. SLAYMAKER
169 Willard Ave., Newington, Conn.

The BOAT SHOW in Print

MAGALLOY ELECTROLYTIC ANODES

► Magalloy, a recently developed lightweight metal alloy which laboratory tests have shown to be particularly effective against electrolysis which attacks underwater metal parts of boats and ships in salt and even fresh water is made into Ferris Featherweight Anodes suitable for small craft. Lightweight and streamlined, they are designed to be attached to propeller shafts, rudders and other underwater metal parts, and by being themselves gradually destroyed by electrolytic action they save the valuable iron steel, copper, brass and bronze fittings which would otherwise be eaten away. The manufacturers cite tests to prove that the magalloy is more effective than the zinc or magnesium anodes commonly used for the purpose.

FERRIS CORP., South River, N.J.

FILLIT, A NEW FILLING COMPOUND

► Fillit, made by Kristal Kraft, is a resin paste compound for filling holes, gouges, cracks and depressions in wood, metal and masonry, said to have remarkable adhesion to metals and tremendous impact resistance. It is a combination of rigid and flexible resins with glass fibers and special fillers. The manufacturers suggest it for hull damage repairs, decks, loose bolts in seats, broken seams in tanks, and for repairs on leaky plumbing.

Other Kristal Kraft products, present or planned for the near future, include fiberglass boat covering and protective coating, resin-base Florida Varnish, and a new anti-fouling finish.

KRISTAL KRAFT, INC., 900 Fourth St., Palmetto, Fla.

STERLING POLY GREEN BOAT COVERS

► Poly Green Boat Covers are a new line, produced by Sterling, of heavy duty polyethylene plastic said to be waterproof, shrinkproof, pliant, easy to handle, durable and resistant to all sorts of weather. The opaque green color prevents the sun's penetration, and ventilator openings at each end give free air circulation. They come in sizes for boats 14' to 21' long, with or without tops, at $11 to $21. Matching covers for outboard motors up to 40 hp retail at $3, $3.50 and $4 for the three sizes. The Sterling clear plastic covers are also available, as are their garment bags, gunwale cases and seat back covers, chart cases, and shock cord tying-down kits.

STERLING PRODUCTS CO., 180 E. 8th St., St. Paul, Minn.

TWO NEW MILES TRAILER HITCHES

► Recently announced were two new Miles trailer hitches, both universal models designed to fit popular cars and station wagons from 1950 through 1958.

The Minit-Man model has an "easy-on" drawbar which can be attached or removed in less than a minute. This when the trailer is not in use the drawbar and ball assembly can be easily removed from the auto. The Handi-Man model features the same malleable iron bumper brackets used with the Deluxe version.

MILES, INC., 307 E. Hennepin Ave., Minneapolis 14, Minn.

AQUA-GLIDE SKIS AND FITTINGS

► A new product in the Aqua-Glide line of water skis and fittings is the new multi-laminate Futura ski, of full length laminations of selected wood sheathed in high pressure phenolic laminates such as Formica. They are said to have a high strength factor and controlled flexibility. Ski fittings and hardware have also been improved, one development being a rubber compound said to eliminate problems arising from extreme sun and salt conditions.

AQUA-GLIDE WATER SKIS, 1532 So. Myrtle Av., Monrovia, Cal.

Hubley

LOOKS GREAT for '58!

CAP GUNS

A fresh NEW line for '58 is yours NOW . . . plus some ideas up our sleeve for Toy Fair. Kids love 'em—they look so real!

'KIDDIE' TOYS

NEW ideas . . . NEW play features . . . NEW colors. It'll be an all NEW line of sturdy, realistic action toys. Looks great for '58!

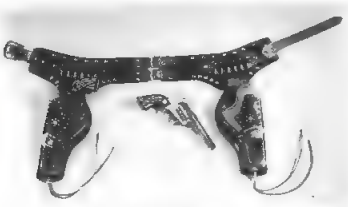
HOLSTER SETS

America's newest and smartest line . . . completely restyled with exciting NEW textures, colors and famous Hubley guns. First showing: Toy Fair.

The Hubley Manufacturing Company, Lancaster, Pennsylvania

HOLSTER SETS

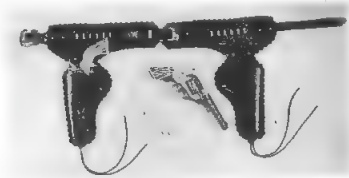
HUBLEY



Double Holster Set

Beautiful combination of saddle and russet top grain leather, decorated with white jewels and nickel spots. Contour belt with double buckle adjustment feature at center back, Western buckle and keeper at front. 12 silver bullets. Cross straps on pockets also have Western buckles, keepers and tips. Leather leg ties. "Marshal" pistols. Handsome box.

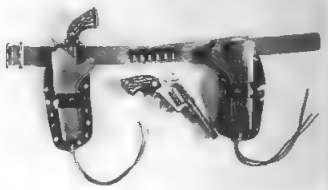
No.	List Each	Packed	L.P.L.	P.L.
M108-6100	$9.98	6 each, 21 lbs.	06Y67	06Y00



Double Holster Set

All top grain cowhide; acorn design embossed belt and fronts in natural color with antiqued effect. Smooth parts in rich saddle color. Adjustable contour belt with 12 silver bullets. Leg ties. "Colt 38" pistols. In a colorful box.

No.	List Each	Packed	L.P.L.	P.L.
M108-6087	$7.98	6 each, 22 lbs.	05Y34	04X80



Double Holster Set

Top grain cowhide in natural and black. Fully adjustable belt with double tongue buckle and 6 silver bullets. Envelope style holsters with nickel plated spots. Leg ties, "Marshal" pistols. In a box.

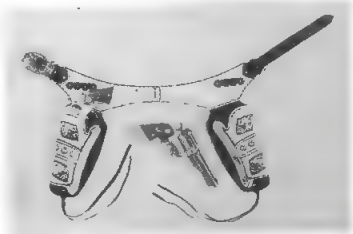
No.	List Each	Packed	L.P.L.	P.L.
M108-6066	$5.98	6 each, 18 lbs.	04X00	03X60

HUBLEY

Double Holster Set

Black top grain cowhide, deeply tooled with beautiful golden yellow inlay. Colortone horsehead decorations on holster fronts. Adjustable contour belt. Leg ties. "Western" pistols. In a box.

No.	List Each	Packed	L.P.L.	P.L.
M108-6055	$4.98	6 each, 16 lbs.	03X34	03X00



Double Holster Set

Genuine leather, white parts with fancy border design and black sections basket weave embossed. Turquoise jewel decoration, metal conchas and spots. Contour belt with silvery bullets and Western buckle. "Western" pistols with turquoise grips. Nice box.

No.	List Each	Packed	L.P.L.	P.L.
M108-6041	$3.98	12 each, 25 lbs.	02X67	02X40

Double Holster Set

Top grain cowhide throughout, in natural and black, smooth and basket weave embossed. Contour belt. Heavily decorated with bright metal conchas and white jewels. "Rodeo" pistols. In box.

No.	List Each	Packed	L.P.L.	P.L.
M108-6037	$2.98	12 each, 20 lbs.	02X00	01X80

POP GUNS – "FASTEST DRAW"

DAISY MFG. CO.

Super Scope Smoke Rifle

Lever action smoking gun with a real 2X scope for added play value. Heavy gauge steel in gun-blu finish with fancy molded stock. In a colorful gun case type carton.

No.	List Each	Packed	L.P.L.	P.L.
M107-1160	$4.98	12 each, 33 lbs.	03X34	03X00

"Honor Guard" Smoker Rifle

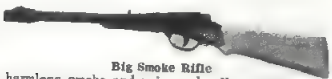
Smartly styled lever action smoking rifle with heavy gauge steel barrel and mechanism. Fancy stock and fore grip in white high-impact plastic. Adjustable sling. Insignia on stock. Colorful gun case type carton.

No.	List Each	Packed	L.P.L.	P.L.
M107-964	$4.98	12 each, 35 lbs.	03X34	03X00

Automatic Smoker Rifle

32 inches. Produces smoke, makes a loud bang. Lever action. Gun-blu finished barrel, hi-impact plastic stock and fore grip. Adjustable web shoulder strap. Colorful "gun case" carton.

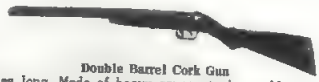
No.	List Each	Packed	L.P.L.	P.L.
M107-960	$3.98	12 each, 27 lbs.	02X67	02X40



Big Smoke Rifle

Shoots harmless smoke and noise only. No ammunition to buy. Occasional drop of light oil in muzzle produces smoke. Break action. Decorated receiver. Finished wood stock. Colorful box.

No.	List Each	Packed	L.P.L.	P.L.
M107-961	$2.98	12 each, 21 lbs.	02X00	01X80



Double Barrel Cork Gun

30 inches long. Made of heavy gauge steel, gun-blu rust proof finish. Hi-impact plastic stock and fore piece. Break action cocking. 2 triggers. Shoots corks with a loud bang. With 6 corks.

No.	List Each	Packed	L.P.L.	P.L.
M107-950	$1.98	6 each, 14 lbs.	01X34	01X20

KUSAN

K-Pop Gun

Soft, unbreakable plastic. Completely safe, lots of fun. Muzzle load, squeeze, and "pop" the harmless table tennis ball travels up to 40 ft. Bubble packed on a display card.

No.	List Each	Packed	L.P.L.	P.L.
M107-K-69	$0.69	36 each, 10 lbs.	00X46	00X42

KILGORE

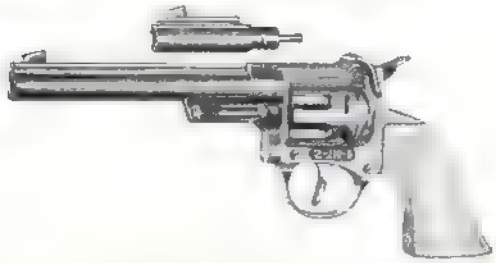
Fastest Gun, Electronic "Draw" Game

Consists of 2 complete holster sets, 2 electronic timers, and electronic "skull" indicator. Battery operated. Lever at back of skull is pressed down, after a short interval to permit players to get set a bell sounds, players draw and fire, indicator eye which remains lit shows the winner. The 10 inch pistols will also fire paper caps. Display box.

No.	List Each	Packed	L.P.L.	P.L.
M107-630	$12.98	3 each, 14 lbs.	08Y67	07Y80

HUBLEY

HUBLEY 2 IN 1 TOY PISTOL



Features: Bright nickel finish with simulated pearl handle and red star. Furnished with two interchangeable barrels—(1) to simulate Western guns, or (2) a police type revolver. Cylinder raises on left side for insertion of standard roll caps.

No. 1046-252 ..... Each $1.00

Twelve in a carton

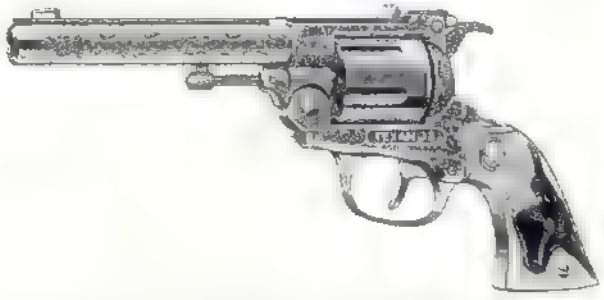
HUBLEY PIONEER TOY PISTOL

Features. Bright nickel finish, finely detailed and engraved decoration. Western type gun with simulated bone handles. New loading mechanism, shoots standard roll caps.

No. 1037-260 ..... Each $1.19

Twelve in a carton

TEXAN .38



Repeating Cap Pistol with "Cartridges"

Features: Length 11¼ inches. Bright nickel finish. Simulated pearl handles with cameo black bull head and red star. Highly engraved stock and barrel. Cylinder revolves when trigger is pulled. Caps can be fired by "fanning" hammer. Western Style. Shoots smoke.

No. 1043-277 ..... Each $1.98

Twelve in a Carton

TEXAN JR.

Length, 9⅝ inches. DeLuxe nickel finish with plastic handles and engraved stock and barrel. Has automatic opening device.

No. 1042-250 ..... Each $1.00

Thirty-six in a carton

HUBLEY DEPUTY TOY PISTOL WITH BADGE

Features: Bright nickel finish. Finely detailed chasing on barrel. Pistol butt highly engraved with cameo effect details. Automatic opening latch on left side under barrel. Shoots standard roll caps. Picture display box contains pistol and bright red deputy badge.

No. 1038-254 ..... Each $1.29

Twelve in a carton

COLT 45 SIX-SHOOTER

Length 14⅜ inches. Six-shooter with bright finish. Complete with six two piece cartridges. A replica of the 1860 model "Colt," the most famous gun in the history of the old West.

**

No. 1039-281 ..... Each $4.98

Six in a Carton

NICHOLS

COLT SPECIAL LOW PRICED PISTOL

New improved flipper opening designed to give rapid, trouble-free construction. 5-shot repeater double action. Black plastic bone grips. Smooth bright finish.

No. 1036-79 ..... Each $0.79

Seventy-two in a Carton

STALLION 22

Cap cartridge loading. 5-shot single action. Brass plastic fire grips. Attractive engraved designs. Brilliant silvery finish. Backed by service policy. Full length, 8⅛". Extra Cartridges, Order Stock No. 38C. Uses 15A caps.

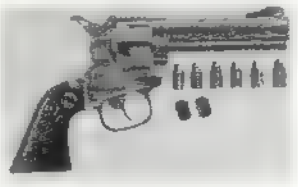
**

No. 1092-22 ..... Each $1.00

Twelve in a Counter Display

Forty-eight in a carton

STALLION .32



(Uses 45A Caps, 38C Extra Cartridges)

**

No. 1095-32 ..... Each $1.49

Thirty-six in a Carton

SPORTSMAN 48

HORIZONS UNLIMITED

The instinct that leads the experienced sportsman to the yacht of his choice recognizes the high level of performance and seaworthiness of the Fairform Flyer as a pledge of adventure *with horizons unlimited.*

HUCKINS YACHT CORPORATION

P. O. BOX 6336

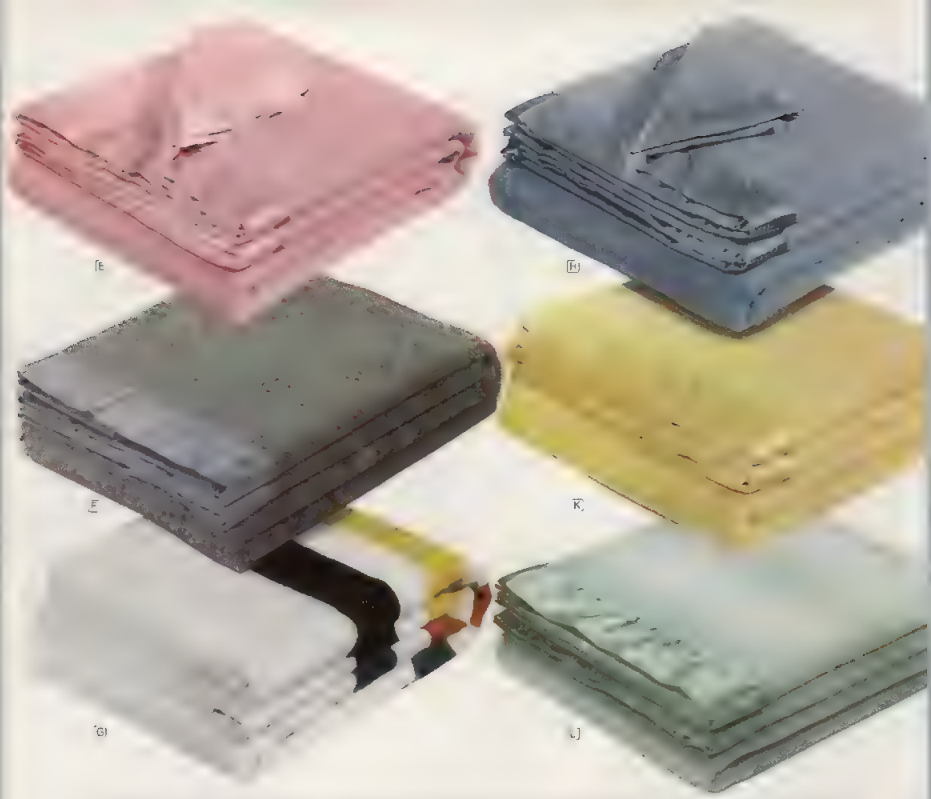
ROOSEVELT HIGHWAY AND ORTEGA RIVER
JACKSONVILLE 5, FLORIDA

EVERGREEN 9-1125

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION
SEND FOR BROCHURE

488

PRINTED IN THE U.S.A.



Famous Blankets of Pure Wool and Acrilan

(E) ST. MARYS "SOUTHWIND" . . . Choose "Southwind" and you'll know why St Marys holds an honored place in family tradition It's a deep piled, luxurious, double napped all wool blanket to cherish through the years for its wondrous warmth and beauty. In your choice of 3 sizes in 3 luscious colors . . each is richly bound with wide, acetate satin binding. Washability is certified

Size	*Rose*	*Sky Blue*	*Yellow*	*Retail*
Twin (65x90")	**73-6603 B1295**	**73-6611 B1295**	**73-6629 B1295**	**$17.95**
Dble (78x90")	**73-6637 B1495**	**73-6645 B1495**	**73-6652 B1495**	**19.95**
King (108x90")	**73-6660 B2195**	**73-6678 B2195**	**73-6694 B2195**	**30.00**

(F) ST. MARYS "TWEED" . . . superbly styled to meet today's smartly casual trend "Tweed" fits distinctively into any bedroom, student's room or den—doubles as a handsome couch throw Finest homespun tweed fabric, boxed, bound on ends with luxurious wide satin binding. It's 100% pure wool, pre-tested to meet rigid strength standards Wears like iron! Double-napped for incredibly soft finish, extra warmth without weight. Pre-shrunk, certified washable

Size	*Gray*	*Brown*	*Retail*
Twin (66x90")	**73-6553 B1495**	**73-6561 B1495**	**$19.95**
Double (78x90")	**73-6579 B1750**	**73-6587 B1750**	**23.50**

(G) HUDSON BAY "FOUR POINT" . . . best known blanket in the world! Renowned for supreme beauty, outstanding warmth and quality Loomed of 100% virgin wool . . . and practically indestructible Washing restores its bright colors and resiliency without shrinkage. Admiral Byrd's choice for use in the Antarctic. 72x90".
73-6298 B2660 White with multi-color stripes **$34.95**

(H) ST. MARYS LUXURIOUS "CASTLE" . . . in twin, double and king sizes. A royal blanket, destined to beautify your bedroom. Woven of finest wools . . . deep, double napped, and made exceptionally warm by an exclusive process Slip under its cloud-softness . . . enjoy the most blissful sleep of your life! Luxurious satin binding. Regal new colors Ciel Blue, Alpine Rose, Primrose Yellow, White, Frost Green, Honey Beige or Camellia Pink From Ohio

73-6223 D1895 Twin size (65x90"). Specify color . . . **$24.95**
73-6231 D2250 Double size (78x90"). Specify color **29.95**
73-6249 D3195 King size (108x90"). Specify color **42.50**

(K) ST. MARYS "LAMAR" . . unquestionably the most luxurious of all wool blankets! A treasure of warmth and beauty you'll cherish for a lifetime of sublime comfort. Woven with care from the finest imported Merino wools, then dyed to exquisitely clear toned hues . . . it possesses a caressingly soft, smooth suede finish. Twin, double or king size in beautiful colors Primrose Yellow, Alpine Rose, Ciel Blue, White, Frost Green, Honey Beige or Camellia Pink. From Ohio.

73-6769 D2395 Twin size (65x90"). Specify color **$32.50**
73-6777 D2850 Double size (78x90"). Specify color **37.50**
73-6785 D3795 King size (108x90"). Specify color **50.00**

(L) FARIBO "FANFARE" . . . 100% ACRILAN. Pure luxury! Thick, soft, warm, lightweight . . guaranteed to stay beautiful for 5 years! Washable, won't fade, shrink, mat Mothproof, mildew-proof, non-allergenic. Shadow stripes on white ground Acetate satin binding. 72x90".

Green on White	*Yellow on White*	*Blue on White*	*Retail*
73-6041 B1195	**73-6058 B1195**	**73-6066 B1195**	**$16.95**

An H. Davis paper doll cut-out set.

Doll trunks and luggage from Nachman.

Luttinger & Weil's Lines for 1958

NATIONAL sales representatives Luttinger & Weil (200 Fifth Avenue, New York City) have announced the repackaging and redevelopment of many of the products of the manufacturers they represent, plus the introduction of a host of new items on behalf of these companies.

The Luttinger & Weil roster includes: H. Davis Toy Corporation (Brooklyn, N. Y.); Doll Bodies, Inc. (53-55 Prince Street, New York City 12); Educational Products, Inc. (26 Avenue B, Newark); Nachman Products Company (780 E. 134 Street, Bronx 54, New York); Novelty Mfg. Company (903 Broad Street, Newark); Pet Toy, Inc. (74 Main Street, Newport, New Hampshire); Harry E. Wanner Mfg Company (535 E. Mifflin Street, Lancaster, Pennsylvania), Major Sportswear Company, Inc. (812 Greenwich Street New York City); Clear Form Pak, Inc (611 Williams Street, Baltimore)

Lou Lowenberg and Howard Davis of the H. Davis Toy Corporation state that following their successful use of "see through window packaging' last year, they will eventually put their entire line . . these "window" boxes. They have introduced three new products: "Story Book Gummies" (retail $1) which are felt pieces that stick on the outline of characters well known in children's stories: "Town & Country" (retail $1 to $2) a "paper doll" cut out set in which the clothes for the doll can be embroidered first on costumes which stick to the doll when gently pressed on: "Basket Zoo" (retail $1.25 to $2 . . basket making set; and "On Stage' . "paper doll" which has numerous changes of costumes to be cut out. These four new items are all packaged in "see-through window" boxes. Their Adjustable Looms continue to be one of their biggest sellers, they advise. Also very popular are their embroidery sets such as "Picnic in The Park," and "Puppy Love."

Luttinger & Weil report an extremely good response to the new Doll Bodies line for 1958. Keyed once again to the extensive promotion of the National Doll Dressing Institutes contest sales of these dolls have been extensive since they offer one of the most complete lines of non-dressed dolls available in today's market.

Educational Products, Inc., which manufactures a sporting goods line which has proven of special interest to active youngsters and families who enjoy playing outdoor games together, continues to bring out new items. They now have a Double-Loop Badminton set (retail $5.95); Tether Ball set with heavy steel pole (retail $9.95); Volley Ball set with steel poles (retail $6.95); and a new Tether Tennis set (retail $4.95). These are in addition to their Gymaster, Roch-N-Roll wheel, Tether Tennis, complete line of Pogo sticks (retail $2.98 to $9.95) and Hi-N-Lo stilts.

Luttinger & Weil note that they experienced a sharp uptrend during 1957 in the sales of Hi-N-Lo stilts (retail $3.98) and as a result Educational Products plans to spend a considerable amount on their advertising budget for promotion of these.

John Nachman of Nachman Products, Inc., has announced that their line of doll trunks will trend toward larger sizes and even more variety this year. The "Toy Travelers," a two-piece luggage set is termed ideal for any doll's wardrobe, no matter the size of the doll. These colorful trunks have brass-plated hardware, strong plastic handles, are lined inside, and have a rack for hangers and a drawer in the bottom of one side.

Novelty Mfg. Company is marking their third year with manufacturers' representatives Luttinger & Weil. Along with their comprehensive line of bicycle streamers, they now have available the following new Whirlwind items: plastic bicycle Hub Caps with safety reflectors, Hub Shiners, plastic knuckle-guard sets for bike or velocipede, vinyl handlebar grips with jewelled reflectors, and safety jewelled plastic fender flaps. Heavy sales are reported continuing on their bike streamers, Cycle-Putters and handlebar grips, popularly-priced, attractively-carded, bagged or boxed.

William Peterson, veteran of many years in the toy industry, has announced that Pet Toy, Inc., has tripled their production capacity in order to accommodate better the increased demand for their line. They have enjoyed highly successful sales on their Pen-O-Pin bowling sets, and the sales volume has continued high on their $2 poly bowling set. Other Pet Toy products which have proven popular are the unbreakable vinyl squeeze toys such as the Dutch girl and boy, girl and boy doll, penguin and owl, and the unbreakable polyethylene Piggy Banks.

Lancaster steel batons manufactured by the Harry E. Wanner Mfg. Company now have a brand-new display carton which holds two dozen steel batons in assorted sizes. These chrome batons with white rubber tips are packaged in assorted or solid sizes, according to customer requirements, and are priced to advantage regardless of shipping distance. They are now available in colored chrome in shades of green, gold and red. Reed Keator has announced that the Wanner Company is introducing two new items: Color Chips and Color Cuts. These are small colored pasteboards which can be pasted down in any number and variety of designs, ranging from insects and animals to the most intricate floral or modern design depending on the imagination of the child. It is described as an excellent activity item for pre-school ages and comes with a variety of design outlines for the beginner.

$14.5 MILLION IN HELP

According to the American National Red Cross statistics for last year, financial assistance totaling $14,808,000 was provided to members of the Armed Forces, Veterans and their dependants in personal loans and grants.

NEW! HOBBY TWIN PACKS

ITC MODEL CRAFT
HOBBY DIVISION OF IDEAL TOY CORPORATION

Everybody at the show went for this new, fast-selling idea... six different packs available; each contains 2 model kits and glue. Mounted on full color display card with high strength bubble pack construction. Assembly instructions on back.

Offers full product visibility ... plus 2 model incentive ... plus big ITC value–for quick pick-up sales.

HERE'S THE TWIN PACK DEAL!
144 units (6 different combinations–2 kits in each unit) plus wire rack display–$72.00 less discount.

Sensation of the Hobby Show... the New Smash Hit!

TYRANNOSAURUS "REX" KING OF THE DINOSAURS

More to Come: Rex is the first of a series of prehistoric monster model kits by ITC Model Craft

ITC MODELCRAFT • 200 FIFTH AVE., NEW YORK 10, N. Y.

IDEAL DOLLS

TWINKLE EYES DOLL 17'' TALL

An all-vinyl baby doll packed in a deluxe carrying case with handle with a complete wardrobe and layette. Features Ideal's exclusive rolling, flirting, sleeping eyes. Wardrobe includes, extra dress, petticoat, panties, vinyl shoes, socks, wash cloth and bar of baby soap, cotton powder puffs, clothespins. Twinkle Eyes wears an attractive play suit. She can be bathed and her rooted Saran wig can be washed and waved. Crying voice.

S.R. $9.95

		Each
K807-114	Doll.....	$13.34
	(Mfr. No. 1066)	

"LIFELITE" DOLL 19'' TALL

Exclusive Ideal baby doll constructed of a new lightweight material. She has a fully jointed body. With a dress, petticoat, panties, bonnet, shoes and socks. Her rooted Saran hair can be shampooed. Each boxed, wt. 3 lbs.

S.R. $9.95

		Each
K807-225	Doll.....	$13.34
	(Mfr. No. 1351)	

REVLON DOLL KISSING PINK—18'' TALL

She has the figure of a teen-ager and the face of an angel. The Revlon doll has a turning waist enabling her to bend forward, backward and twist around to graceful poses. With "Magic Touch" skin exclusive with Ideal and rooted Saran hair that can be washed and shampooed. In an assortment of high-style dresses with crinoline, high-heeled shoes, sheer nylon hosiery, pearl necklace and errings. Each boxed, wt. 2 lbs.

S.R. $11.95

		Each
K807-336	Doll.....	$16.66
	(Mfr. No. 0940)	

REVLON DOLL KISSING PINK—15'' TALL

Similar to above only smaller in size; 15'' tall. Each boxed, wt. 1½ lbs.

S.R. $7.95

		Each
K807-447	Doll.....	$10.66
	(Mfr. No. 0935)	

BABY BIG EYES IN BLANKET 23'' TALL

A soft, cuddly baby doll with great big blue eyes that flirt and go to sleep. Baby Big Eyes has a vinyl head with rooted Saran hair that can be washed and waved. Her vinyl arms and legs have fine detailing down to little baby fingers and toes. Completely washable body, dressed in two-piece romper outfit in blanket with bow and net trim. Each boxed, wt. 5 lbs.

S.R. $11.95

		Each
K807-557	Doll.....	$16.00
	(Mfr. No. 0439)	

BETSY WETSY IN TRUNK 13½'' TALL

Deluxe Betsy Wetsy comes in her own heavy-duty trunk. Betsy drinks...wets... cries real tears...and goes to sleep. With all vinyl body and lustrous rooted Saran hair that can be washed, waved and shampooed. Betsy is dressed in a two-piece sunsuit and diaper and has layette including dress, bonnet, slip, gown, booties, rubber pants, washcloth, soap, bottle, three powder puffs, clothes-pins, and tissues. Sturdy trunk has a plastic top handle for convenient travel.

S.R. $13.95

		Each
K807-668	Doll.....	$17.34
	(Mfr. No. 1116)	

ROYAL DOLLS

DEBBY—20" TALL

All vinyl doll, fully jointed with action torso, and highly styled rooted Saran hair. Wears an elegant lurex lame cocktail dress fashioned in the "new look", with matching gloves over a sheath taffeta slip and panties, rhinestone earrings and sequined hair ornament, nylon hose and high heel shoes. Each boxed.

S.R. $11.95

		Each
K808-104	Doll	$16.00

(Mfr. No. 74-20)

ROYAL BRIDE—20" TALL

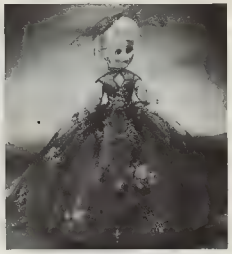
All vinyl doll, fully jointed, with action torso and elaborately styled rooted Saran hair. Wears an authentic bridal costume of imported nylon lace with hand detailed applique lavishly treated with rhinestones, a shimmering satin bridal slip and panties and boned nylon crinoline. Carries charming bridal bouquet, has rhinestone earrings, nylon hose and high heel shoes. Each boxed

S.R. $13.95 Each

K808—306 Doll $18.66

(Mfr. No. 72-20)

ROYAL PRINCESS—20" TALL



All vinyl doll, fully jointed with action torso and an original coiffure of rooted Saran hair. Exquisitely dressed in gown, hat and evening gloves of fine nylon tulle, elaborately embroidered with silk and silver lurex over taffeta slip and panties, with boned nylon crinoline. Has rhinestone earrings, nylon hose and high heel shoes. Color: Red and silver, with silver hair. Each boxed.

S.R. $14.95 Each

K808—508 Doll..... $20.00

(Mfr. No. 71—20)

LILO—20" TALL

All vinyl doll, fully jointed with action torso and highly styled rooted Saran hair. Wears a glamorous hand screened print cocktail dress, hat and gloves over a shimmering satin slip and panties, with nylon net crinoline, pearl earrings and double strand necklace, nylon hose and high heel shoes. Each boxed.

S.R. $11.95

		Each
K808-205	Doll	$16.00

(Mfr. No. 75-20)

GRANNYKINS—20" TALL

All vinyl doll, fully jointed with action torso and character hair styling of rooted Saran hair. Elegantly dressed in fine nylon tulle and imported lace. Quaint and charming gown with bustle back. Wears taffeta slip and panties, boned nylon underskirt, a double strand pearl necklace with matching earrings, imported boutique glasses with jeweled stones, nylon hose and high heel shoes.

Color: Cocoa beige ensemble with silver hair. Each boxed.

S.R. $13.95 Each

K808—407 Doll..... $18.66

(Mfr. No. 76—20)

KAREN—20" TALL

All vinyl doll, fully jointed with action torso and elaborately styled rooted Saran hair. Wears a most glamorous evening gown of fine black tulle subtly embroidered with silver lurex and detailed silver applique silver lame bodice over a shimmering satin slip and panties, boned nylon crinoline, rhinestone earrings, nylon hose and high heel shoes.

Color: Black & silver with silver hair. Each boxed.

S.R. $14.95 Each

K808—609 Doll..... $20.00

(Mfr. No. 73—20)

BETSY WETSY

Famous Betsy Wetsy - she drinks - she wets - she cries real tears. Fully jointed, all vinyl body, rooted Saran hair. 11½".

683-331-1095 SA467B 7.00 ea.
Pkd. 12 ea.

Same as above. 13½".

683-332-1096 DS600Y 9.00 ea.
Pkd. 6 ea.

Same as above. 16".

683-333-1097 KG735R 11.00 ea.
Pkd. 6 ea.

BETSY WETSY

11½" Betsy Wetsy in Suitcase with Layette and Rooted Hair.

683-374-1110 TR600U 9.00 ea.
Pkd. 12 ea.

Same as above. 13½".

683-375-1111 SW735F 11.00 ea.
Pkd. 6 ea.

BETSY WETSY

16" Betsy Wetsy in Trunk w/Rooted Hair and Layette.

683-334-1117 FR1067T 16.00 ea.
Pkd. 6 ea.

IDEAL

BETSY WETSY DOLL

Popular drink, wet and tear doll. Vinyl body. Comes in a colorful display box with layette. 11 1/2" tall.

683-372-1103 SW400R 6.00 ea.
Pkd. 12 ea.

BETSY WETSY DOLL

Wets, cries real tears, blows her nose, cries and goes to sleep. Vinyl body. Complete with layette.

13½".

683-373-1104 EL535F 8.00 ea.
Pkd. 6 ea.

Same as above. 16".

683-7-1105 CF667T 10.00 ea.
Pkd. 6 ea.

LIFELITE

Exclusive Ideal doll of new lightweight material. 5 pc. jointed body. Rooted hair, sleeping eyes with dress and bonnet. 19".

683-335-1351 MM667T 10.00 ea.
Pkd. 6 ea.

SHIRLEY TEMPLE

As lovable as Shirley Temple herself - from her hazel eyes to the dimples in her cheeks. Blond rooted hair, rolling eyes and beautiful nylon frock. 15" tall.

683-336-1400 MR600T 9.00 ea.
Pkd. 12 ea.

Same as above. 17".

683-337-1410 LA800Y 12.00 ea.
Pkd. 6 ea.

Same as above. 19".

683-338-1420 CC1000K 15.00 ea.
Pkd. 6 ea.

TWINKLE EYES

17" Twinkle Eyes w/rooted hair. Hat and Pinafore.

683-279-1459 SA535W 8.00 ea.
Pkd. 12 ea.

Same as above. 21".

683-281-1479 DP800Y 12.00 ea.
Pkd. 6 ea.

BABY BIG EYES

Soft cuddly baby doll with great big blue eyes that roll and sleep. Rooted hair, completely washable. Dressed in pajama outfit, wrapped in blanket. 23"

683-328-0439 FD800Y 12.00 ea.
Pkd. 4 ea.

KISSING PINK DOLL

With "Magic Touch" skin and rooted Saran hair. In an assortment of high-style dresses with crinoline, high-heeled shoes, sheer nylon hosiery, pearl necklace and earrings. 15".

683-329-0935 LO535R 8.00 ea.
Pkd. 12 ea.

Same as above. 18".

683-228-0940 CR800U 12.00 ea.
Pkd. 6 ea.

Same as above. 20".

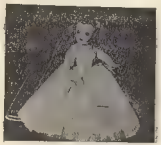
683-229-0960 FE1067T 16.00 ea.
Pkd. 4 ea.

IDEAL

REVLON
CHERRIES A LA MODE DOLL

Features "Magic Touch" skin. Wardrobe includes dress, crinoline, panties, high-heel shoes and nylon stockings.
20" tall.

683-232-0965 WA1200P 18.00 ea.
Pkd. 4 ea.



SNOW PEACH BRIDE DOLL

In floor length bridal gown. Floor length toulle veil. Holds wedding bouquet. With pearl earrings, necklace and ring. 20" tall.

683-275-0975 AL1335T 20.00 ea.
Pkd. 4 ea.

REVLON
QUEEN OF DIAMONDS DOLL

Features "Magic Touch" skin. Wardrobe includes dress, slip, panties, high heel shoes and nylon stockings.

683-236-0990 MM1667B 25.00 ea.
Pkd. 3 ea.

REVLON KISSING PINK DOLL

23" tall. With high heels, rooted hair.

683-230-0980 AS1335R 20.00 ea.
Pkd. 3 ea.

BETSY WETSY

20" Betsy Wetsy in romper. Vinyl head and rooted hair.

683-330-1034 BC1067H 16.00 ea.
Pkd. 3 ea.

TWINKLE EYES DOLLS

All vinyl baby doll packed in a deluxe carrying case with a complete wardrobe and layette. 17" tall featuring rooted Saran wig and crying voice.

683-276-1066 LL667F 10.00 ea.
Pkd. 6 ea.

Same as above. 19".

683-277-1076 DE800Y 12.00 ea.
Pkd. 3 ea.

(A) IDEAL'S WATER SHOOTING MECHANICAL FIRE-BOAT. Two rotating fire guns pump water in a steady, long range stream. Screaming siren adds to the fun. Deck accessories, windlass and anchor. Lifeboat can be lowered into water by working davit. High impact plastic. 16 in. long.
21-31238-332 Shpg. wt. 2 lbs. . Retail **4.98**

(B) IDEAL DRAGNET TALKING POLICE CAR. Detachable dome, searchlight. Simulated grille, radiator and rear lights. Compartment has miniature flash camera, phone, binoculars, 6 guns. Black/White plastic car. Needs 1 pencilite battery. 14¼x5-¼x5¾ in.
21-31266-265 Wt. 2 lbs.... .. Retail **3.98**
10-59518-08 1½ v. Pencilite batt Retail **12½c**

(C) SALVAGE BOAT. Tough, sea-goin' boat features unusual air pump mechanism, diver, and crane with windlass that lowers diver, raises him. Realistic bubbles escape from diver as he submerges. Crane swings out over ship's side. Swivel hght, 2 removable life preservers. 5 in. diver High impact plastic boat 14¾x5¼x7¾ in.
21-31316-332 Shpg. wt. 2 lbs... . Retail **4.98**

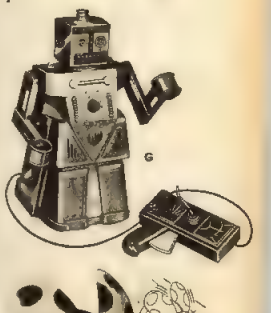
(D) ATOMIC ROCKET LAUNCHING TRUCK. Propels harmless plastic rockets that may be loaded with caps. Ratchet gear raises, lowers cannon. Ammunition compartment opens, closes. Colorful plastic truck, metal base. 2 rockets. 12x5x5¾ in.
21-31274-199 Shpg. wt. 2 lbs. . . .Retail **2.98**

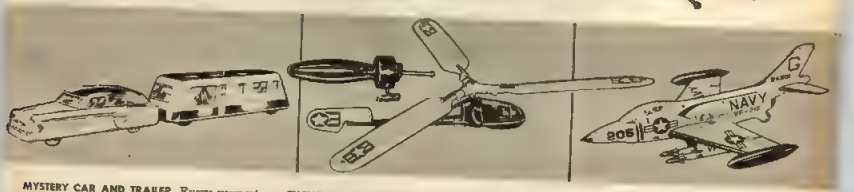
(E) TWIN PROP HELICOPTER. Just a few turns of the remote control handle and 'copter performs in realistic action goes up, down, hovers, goes forward and reverse -even lands like it's big brother. Made of light gauge metal with flexible cable. Shipping weight 2 lbs
21-31241-332
Retail **4.98**

(F) MECHANICAL HELICOPTER. A few turns of the remote control handle and this toy performs like real. Flying action is powered by high-gear-ratio hand crank. Flexible plastic prop blades lift plane straight up, make it hover, reverse, go forward, dive! All metal. Spring cushioned wheels.
21-31233-265 Shpg. wt. 2 lbs. . . . Retail **3.98**

(G) ROBERT, THE TALKING ROBOT. 14 in. tall Original walking, talking man moves forward, backward, turns by winding crank and trigger device. Hands clutch objects. Unbreakable record inside repeats, "I'm Robert Robot, mechanical man. Drive me and steer me wherever you can." Moves on 4 wheels. Metallic finished, durable plastic.
21-31282-399 Shpg. wt. 2 lbs. Retail **5 98**

(H) RADAR JITTER BUG. Operates by long running keywound motor. When in action, feelers continuously move as bug stops when it hits objects and goes in another direction. Enameled metal, plastic wings. 7 in. long (including feelers).
21-31118-132 Shpg. wt. 1 lb Retail **1.98**





MYSTERY CAR AND TRAILER. Every youngster will be as "road-happy" as his elders, with this automobile-and-trailer combination. The car, a reproduction of the newest streamlined model, is powered by the mystery motor. No key or winding needed. Pressure on the back of the top sends car speeding forward, hauling the trailer behind it. Bright litho, 27¾ in. long
21-31373-179 Shpg. wt. 2 lbs. . Retail **2.69**

FLYING HELICOPTER. A big toy 'copter that really flies! 18 in. rotor is actually engineered to fly up, fly down, and land like the real machine. Rotors are spring controlled to adjust to the correct pitch-angle. Manual starter imparts maximum energy for flights up to 300 ft. Starter cord automatically rewinds. Has pilot and passenger. Semi-assembled. Plastic.
21-31124-199 Shpg. wt. 1 lb. Retail **2.98**

ROCKET SHOOTING FRICTION NAVY JET FIGHTER PLANE. Powerful friction motor. With plane in motion, right hand lever is released and four soft rubber tipped rockets are simultaneously launched forward. Extra rocket included. Rubber tipped jet nose. Two-piece construction. Lithographed metal.
21-31361-166 Wt. 1 lb.
Retail **2.49**

IDEAL

REVLON DOLLS

Kissing Pink

Full-formed figure of a teen-ager. Features TURNING WAIST enabling her to bend forward, backward and to pirouette—completely round. Skin is a synthetic material the nearest thing to a real skin touch. High heel shoes and nylon stockings. Fashion wardrobe includes Kissing Pink dress, crinoline and panties, wears a pearl necklace. Beautifully molded vinyl head with rooted Saran Wig that can be washed and waved.

No. 2277-0949—(18") .....Each $12.00
Six in a carton

No. 2276-0960—(20").....Each $16.00
Four in a carton

HORSMAN

"CINDY-WALKER"—BRIDES

19" tall—Dressed in white satin gown with nylon net overskirt, embellished with silver thread. Lace-trimmed puffed sleeves and neck line. Satin crown hat on beautiful curled hair. Holds lilies of the valley bouquet. White taffeta panties. Nylon stockings and high heeled shoes.

No. 427-1922 Each $9.98
Three in a Carton

Same as No. 427, 21" tall.

No. 428-2122 Each $11.98
Three in a Carton

BELLE DOLL

TEEN AGE DOLL

18" Rigid Vinyl Teen Age Doll—Jointed arms and legs—swivel waist, sleeping eyes, high heel shoes, rooted hair. Dressed in assorted taffeta dress styles.

No. 1869-1800 $5.98

Twelve in a Carton
Packed Assorted

HORSMAN

"CINDY-WALKER"—IN FORMALS

1965—19" tall, dressed in fashionable gown of iridescent taffeta, lace trimmed, with net overlay jacket—waist matching stole—net slip—lace-trimmed panties—pony tail hairdo—nylon stockings, high heeled shoes.

1968—19" tall, dressed in formal gown of white nylon with embossed sequins, black velvet top—matching stole—necklace and earrings—lace trimmed slip and panties, pony tail hairdo, nylon stockings, high-heeled shoes.

1921—19" tall, dressed in garden party formal dress of velvet velvet, puffed sleeves, flowers and ribbon bow at waist matching flower trimmed garden hat—gloves—taffeta slip—lace-trimmed panties, nylon stockings, high-heeled shoes—curls, hairdo and earrings.

Assortment of Nos. 1965, 1968, 1921, as above, one of each.

No. 426-1960 Each Assort. $30.00
Three Assortments in a Carton

"CINDY" IN SUITCASE WITH OUTFITS

16" tall. Jointed arms, an all-vinyl body, permanently rooted pony tail hairdo and high heeled shoes and nylon stockings. Dressed in a beautiful long formal gown and lace panties. Extra outfits include 2 dresses, a negligee and a robe.

No. 424-107 Each $9.98
Three in a Carton

AMERICAN CHARACTER

TT-5 13½"-rooted hair. Packaged in deluxe trunk with plastic handle. Dressed in embossed cotton romper. Highlighting her layette is a beautiful new blue and white coat and hat, plus a dress of pink and white waffle cotton, matching panties and booties. Her accessories include: washcloth, clothespins, soap, Kleenex, bottle, diaper, bubble pipe, sponge and pacifier.

No. 1924-TT5* 13½" Each $11.98

Six in a Carton

TINY TEARS

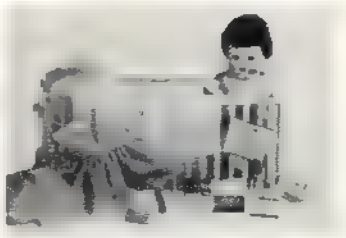
Cries real, wet tears. Drinks her bottle, wets, blows bubbles, can be bathed. She is fully jointed and made of durable molded velvet skin, with plastic head and sleeping eyes.

TT-21, 11½"-rooted hair. Gift boxed. Dressed in embossed cotton romper. Layette includes: two-piece pajamas, diaper, bib, booties, washcloth, soap, Kleenex, bottle, bubble pipe, sponge and pacifier.

No. 1922-TT21 Each $7.98

TT-9, 16"-rooted hair. His own Car Bed which can also be an outdoor carry-all, indoor bed and its function in the car. Dressed in corduroy overalls, felt coat and hat, and booties. Child's transparent plastic tote bag containing washcloth, soap, Kleenex, bottle, diaper, bubble pipe, sponge and pacifier. Boxed layette of extra dress, panties and bonnet of pink and white waffle cotton. Car bed is steel frame with quilted plastic covering and comes with inflated tufted mattress.

No. 1927-TT9* .....Each $17.98



TT-8 16"-rooted hair. Beautifully gift packaged for display with realistic plastic playpen. Dressed in embossed cotton romper. Her layette includes pink and white waffle cotton dress, matching hat, panties, diaper and booties. Accessories include washcloth, clothespins, soap, Kleenex, bottle, bubble pipe, sponge, pacifier and a deluxe collapsible plastic playpen, which forms an 18" square play area with a quilted bottom pad.

No. 1926-TT8* Each $15.98

Six in a Carton

BABY TEARS

Colored doll that cries real tears. Jointed molded velvet skin with plastic head and sleeping eyes—13½" tall.

BT 12—Molded head. Packaged in display box with accessories and cotton dress, panties and bonnet.

No. 1932-BT12 . Each $7.98

Twelve in a carton

BT 15—Washable tousle wig. Packaged in trunk with accessories and cotton dress, panties, bonnet, bathrobe, shoes and socks.

No. 1933-BT15 . Each $11.98

Six in a carton

IDEAL

BETSY WETSY WEEPING AND WETTING DOLL

All vinyl body with realistic plastic head. Sleeping eyes and lashes. Comes with layette including slip, dress, bonnet, extra diaper, bar of soap, powder puff and can of powder, clothespins, drinking bottle. Bottle has removable nipple and can be filled with water. When Betsy drinks liquid she wets her diaper. By pressing her soft body, real looking tears flow from her eyes. Crying voice.

No. 2278-1103 Size 11½" Each $7.98

Twelve in a Carton

No. 2279-1104—Size 13½" Each $7.98

Six in a Carton

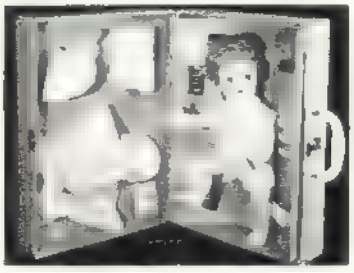
No. 2280-1105—Size 16" Each $9.98

Six in a Carton

BELLE DOLL

All vinyl doll drinks, wets, cries real tears. Five-piece body, movable arms and legs, rooted hair.

16" TEAR BELLE

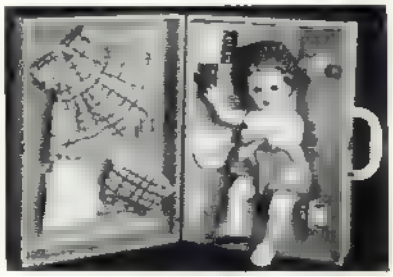


Dressed in cotton knit suit. Packed in suit case with plastic handle, contains 3 powder puffs, three clothes pins, soap, plastic feeding bottle, Kleenex, bib, diaper, cotton print dress and bonnet to match.

No. 1867-J16 Each $7.95

Six in a carton

12" TEAR BELLE



Dressed in flannelette diaper. Packed in gift box containing flannel robe, bib, 3 powder puffs, sponge, soap, Kleenex, bottle.

No. 1868-J14 Each $4.95

Twelve in a carton

Charming Dolls

REVLON "KISSING PINK" by Ideal

Dressed in high heels and high fashion with turning waist that twists and turns coquettishly in lifelike poses. Vinyl head, Saran silky hair - shampoos, combs, waves like real! Magic-Touch lifelike skin that wipes off so beautifully. Long, shapely legs, lifelike eyes! High heels, dress, crinoline, undies in box.

35001 B799 Kissing Pink, 18" tall..$12.00

DELUXE BETSY-WETSY OUTFIT

She wets her didies and tears fill her eyes, but is such a darling every young mama loves her to distraction! Separate kissable fingers and toes that can be bathed and lotioned, vinyl body, rooted Saran wig that shampoos, combs, waves. Sturdy case includes diaper, dress, bonnet, bottle and nipple, many other items.

35017 B730 13½" tall. Wt. 3 Lbs...$11.00

REVLON QUEEN OF DIAMONDS by Ideal

All dressed up and ready to go straight to the heart of some fortunate little girl! In high style dress, high heel shoes, nylon hose, fur stole, rhinestone necklace, ring. Lifelike "Magic-Touch" skin, flexible torso, rooted Saran hair that shampoos, combs, waves. Such a pretty face and eyes, shapely form!

35002 B1067 Queen of Diamonds, 18"$16.00

CAPTAIN KANGAROO

Lovable, garrulous Captain Kangaroo and some of his zoo in person right out of TV's famed fabulous menagerie of "talking" pets and clocks. Here he is with his friends tucked into his pockets. Made of unbreakable latex with superb detailing. "Cap" is in full uniform with seagoing piped side pockets, cap, whiskers! 18" tall.

35021 B333 Capt. Kangaroo$4.98

TWINKY DINK WALKER

She walks automatically without any help! She's first cousin to TV's Winky Dink. Vinyl head, arms move as she promenades saucily with come-hither eyes, star hat and bib, 2-color pinafore, booties and bobby sox. Battery operated body, lifelike skin, rooted hair that can be combed, washed, set. 20" tall, Wt. 4 Lbs.

35019 B999 Twinky Dink $14.95

MOUSEKETEER DOLL

Here she is . . . the official Disney Mouseketeer girl . . . and is she adorable! 12" tall and all vinyl with a life-like skin, movable head, and jointed arms and legs. She has a Mickey Mouse Club emblem on her sweater, and an authentic removable skirt. Sparkling eyes add realism to her lovable face.

35029 B198 Mouseketeer $2.98

PRAYING SISTER DOLL

Beautifully detailed 19" all plastic walking Nun doll. Has jointed knees that permit the doll to kneel and pray, and special vinyl arms that bend and bring fingers together in clasped prayer position. Moving eyes. Dressed in an authentic black habit, white coif, girdle, crucifix and conventual real rosary.

35025 B530 Nun Doll.. $7.98

DELIGHTFUL DOLLS & DOLL LUGGAGE

HONEYSUCKLE BABY DOLL

One glance at this appealing 15" baby doll and you'll agree that she is a "Honey." Made in one piece of soft, lifelike vinyl plastic that is all washable. Beautifully molded vinyl head with sleeping eyes. Rooted Saran plastic wig, crying voice. Dressed in deluxe organdy outfit with bonnet, slip, undies, socks and shoes. Every little "mother" will enjoy caring for this lovable baby. 15" tall.

35022 B400 Honeysuckle **$6.00**

BABY BIG EYES DOLL

A soft, cuddly baby doll with great big blue eyes that roll, flirt and go to sleep. Baby Big Eyes has a vinyl plastic unbreakable head with rooted Saran plastic hair that can be washed and waved. Vinyl arms and legs have fine human detailing even down to the little baby fingers and toes. Completely washable body. Dressed in colorful pajama outfit, wrapped in blanket.

35024 B799 Baby Big Eyes **$12.00**

EMMETT KELLY - The Clown

Emmett Kelly's "Willie the Clown" is probably the most loved and best known clown of his time. A realistic reproduction of Emmett Kelly himself as he has appeared before thousands of people. 18" latex body, vinyl plastic head. Dressed in striped coat, patched pants. With an additional clown costume together with a broom and baseball bat that Emmett Kelly used in his performance.

35028 B333 Emmett Kelly **$4.98**

DAISY & DANNY DOLLS

Cuddly, soft dolls with freckled faces of washable vinyl plastic. Appealing, carrot-color yarn wig. A full 20 inches tall. Flexible construction that permits sitting, kneeling, bowing, etc. Cleverly dressed in removable clothes with buttons and belt with buckle that "little mother" will enjoy dressing and undressing. Girl and Boy sold separately.

35026 B266 "Daisy" Girl **$3.98**
35027 B266 "Danny" Boy **3.98**

DOLL WARDROBE TRUNKS

Just like the wardrobe trunks used by Mother and Daddy, these sturdy, welded steel trunks provide storage space for dolly's clothing and dolly too. Scratch-resistant baked enamel, nickel reinforced edges and corners. Sliding hanger bar, doll clothes hangers, ribbon ties, 3 drawers in 20" size, 1 drawer in 16" size. Colorful travel stickers.

35079 C533 Height 20"... **$8.00**
35085 C400 Height 16"... **6.00**

MODEL'S HAT BOX SET

Although designed as a junior model for the dolly, Mother will find these "Grown-up" style luggage pieces useful too. Matched ensemble include 11" diameter hat box, 12" wood frame vanity, both with smart protective bindings, brass plated snap catches, white handles. Beautiful washable covering that resembles natural rawhide. Ideal for the little darling who wants "grown up" luggage.

35076 B535 2 Pc. Set... **$7.95**

MATCHED PLAID ZIPPER SET

Here is a smartly styled set suitable for every little boy or girl and duplicating popular lightweight luggage. Bright red plaid luggage-type zipper set so handy for carrying odds and ends. Covered with the same durable fabric used in full size luggage and rubberized lined. 12" overnight case with full zipper opening and 8" matching club bag with zipper across the top. Durable handles.

35036 B535 2 Pc. Set... **$7.95**

PYRAMID KIDDIE ENSEMBLE

The "little mother" will enjoy year-around fun with this 2-piece, newest shape, pyramid style set in ever-popular red plaid with white quilt two-toning. Ideal for carrying doll clothes, toys and for dolly's overnight trip. Attractive 9" hat box with plastic binding nests into matching 12" hat box for storage. Both have snap-catches, smart durable plastic handles, bright star lining.

35035 B295 2 Pc. Set... **$4.50**

POLYETHYLENE CANNON TRUCK

Military transport carrying soldiers and towing a cannon that actually shoots. 26" long x 8 1/2" high x 6 1/2" wide. Complete with cannon balls and soldiers.

683-285-3023 JX335F 5.00 ea.
Pkd. 6 ea.

POWER SHOVEL

Unbreakable Everlast polyethylene truck, cab, boom and wheels with metal accessories. Cab rotates, bucket opens when raised, closes to pick up objects when lowered. 20".

683-339-3026 CR400L 6.00 ea.
Pkd. 6 ea.

AERIAL LADDER FIRE ENGINE

Made of high impact plastic. Reaches 44" into the air. Comes with plastic firemen figures in action. 36 1/2" long x 6 1/2" wide.

683-286-3048 FG535T 8.00 ea.
Pkd. 4 ea.

IDEAL

TORPEDO BOAT

11 1/4" long featuring double gun turret in rear with gunner. Powerful clock-wind motor. Turret sparks.

683-245-4024 WO167H 2.50 ea.
Pkd. 12 ea.

21" POWER SPEEDBOAT

Made of polyethylene. Comes with two nautical flags. In attractive colors.

683-287-4040 BX267K 4.00 ea.
Pkd. 12 ea.

ROBERT THE TALKING ROBOT

Moves forward and backward and turns. Moves on four wheels, made of high impact plastic. Size: 14" tall.

683-152-4049 AE400N 6.00 ea.
Pkd. 6 ea.

ROY ROGERS TELEPHONE

Replica of the old fashioned Western telephone. 9" high, 8" wide.

683-289-4257 VS200Q 3.00 ea.
Pkd. 12 ea.

ROY ROGERS WESTERN ELECTRONIC COMMUNICATING TELEPHONE SET

Old fashioned telephone set. Complete with two batteries. 9" high x 8" wide.

683-290-4269 JN667U 10.00 ea.
Pkd. 6 ea.

ROY ROGERS BUCKBOARD

Western buckboard with figures of Roy and Dale and two horses that can be unhitched from wagon. Set includes many cooking and wagon repair accessories.

683-340-4550 LO200X 3.00 ea.
Pkd. 12 ea.

ROY ROGERS FIX IT STAGECOACH

A real western stagecoach, that can be taken apart. Size: 15" x 4 1/2" x 6 1/4"

683-206-4551 FR267B 4.00 ea.
Pkd. 6 ea.

ROY ROGERS FIX-IT CHUCK WAGON

Just like the real Western chuck wagons. Trailing behind the chuck wagon is Pat Brady riding his comical jeep, "Nellybelle." Wagon size: 10" x 9 3/4". Jeep: 7" x 4".

683-250-4553 SG400M 6.00 ea.
Pkd. 6 ea.

ROY ROGERS HORSE, TRAILER & JEEP

Features the comical jeep, polyethylene Trigger, figures of Roy and Pat Brady. Jeep is 7" long, trailer 6" long.

683-291-4555 GR134N 2.00 ea.
Pkd. 12 ea.

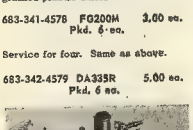
ROY ROGERS DINNER SET

Service for two set includes woodgrained plastic cups, sugar, creamer and coffee pot with double-R - bar brand. Metal plates and saucers and black plastic skillet, bean pot, trivet and other utensils. Aluminum knives, forks and spoons with woodgrained plastic handles.

683-341-4578 FQ200M 3.00 ea.
Pkd. 6 ea.

Service for four. Same as above.

683-342-4579 DA333R 5.00 ea.
Pkd. 6 ea.



FIRE BOAT

Features two fire guns that pump out water in long-range stream, siren, life boat, deck accessories. 15" long. Made of high impact plastic.

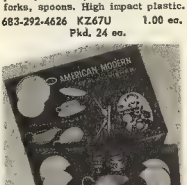
683-223-4714 GE335S 5.00 ea.
Pkd. 12 ea.

IDEAL

RUSSEL WRIGHT MODERN TEA SETS

Set for two consisting of cups, plates, creamer, metalized knives, forks, spoons. High impact plastic.

683-292-4626 KZ67U 1.00 ea.
Pkd. 24 ea.



Set for four consisting of cups, plates, sugar and cover, teapot and cover, four metalized spoons, knives, forks. Made of high impact plastic.

683-293-4627 LR134W 2.00 ea.
Pkd. 12 ea.

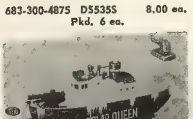
Set for three consisting of plates, saucers, sugar and cover, teapot and cover, creamer, cups, deluxe knives, forks and spoons. Made of high impact plastic.

683-294-4628 AF200Q 3.00 ea.
Pkd. 6 ea.

SKY SWEEPER

Award winning toy. Searchlight projects targets on wall, double rocket launcher has built-in sights. Launcher rotates and elevates. 24".

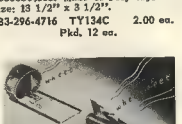
683-300-4875 DS535S 8.00 ea.
Pkd. 6 ea.



POLAR QUEEN BOAT

Replica of powerful ice breaking expedition ship with all necessary accessories. Made of polyethylene. Size: 13 1/2" x 3 1/2".

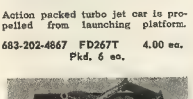
683-296-4716 TY134C 2.00 ea.
Pkd. 12 ea.



TURBO JET WITH ROCKET

Action packed turbo jet car is propelled from launching platform.

683-202-4867 FD267T 4.00 ea.
Pkd. 6 ea.



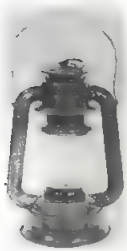
FLYING BOX CAR AND COMBAT TEAM

Two-engine flying box car, 22" wide x 18" long x 5 1/2" high with plastic fuselage, metal wings and booms. Complete with combat equipment and soldiers.

683-297-4869 LR400M 6.00 ea.
Pkd. 4 ea.

POLYETHYLENE TOYS

BANNER PLASTICS



Plastic Lantern

9¼ inches high, operates with regular size flashlight batteries. Polyethylene frame, removable styrene globe. Useful and decorative. In a box.

No.	List Each	L.P.L.	P.L.
M38-1294	$1.98	01X34	01X20

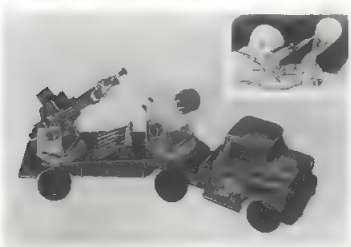
Packed 12 each, 11 lbs.

IDEAL TOY CORP.

Atomic Cannon "T-10"

Giant authentic copy of Army mobile cannon with twin tractor cabs. 42 inches overall. 17 inch cannon elevates, traverses, rotates and fires harmless shells. In a box.

No.	List Each	Packed	L.P.L.	P.L.
M38-4860	$7.98	6 each, 28 lbs.	05Y34	04X80

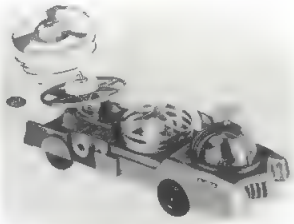


Sky Sweeper Truck

24 x 6¼ x 8¼ inches. Truck with trailer on which is mounted a Nike rocket launcher and searchlight projector. Brilliant beam projects 6 target images on wall. Twin launcher fires suction cupped rockets, sighting device elevates and rotates it to zero in on projected images. Projector has off-on switch, focusing dial, target change knob.

No.	List Each	Packed	L.P.L.	P.L.
M38-4875	$7.98	6 each, 16 lbs.	05Y34	04X80

IDEAL TOY CORP.



Satellite Launcher Truck

17 inches long. High impact plastic truck in bright colors. Cab enclosed in clear plastic bubble, rotates 360 degrees by turning dial. Radar screen elevates. Rear of truck has launcher for 4 flying polyethylene satellites and storage area for them. Knob controls launching angle. Metalized trim. Each in a box.

No.	List Each	Packed	L.P.L.	P.L.
M38-4874	$4.98	6 each, 16 lbs.	03X34	03X00

Polyethylene Cannon Truck

26 inches long. Military transport truck tows a Big Bertha Cannon that actually shoots. Removable vinyl truck canopy, 6 harmless cannon balls, 6 "soldier" targets. Each in a box.

No.	List Each	Packed	L.P.L.	P.L.
M38-3023	$4.98	6 each, 20 lbs.	03X34	03X00

Polyethylene Tow Truck

18¾ inches long. Everlast polyethylene. Crane raises, lowers, has towing hook. Tool box with open-close lid; holds jack, wrench, mallet, screwdriver, open end wrench. Each in a box.

No.	List Each	Packed	L.P.L.	P.L.
M38-3021	$2.98	6 each, 14 lbs.	02X00	01X80

Taylor Co., Inc., Nelson A ... 378
Telo Co., The ... 282
Tequesta on the Loxahatchee ... 369
Terra Mar ... 318
Texas Co., The ... 127
Thompson Bros. Boat Mfg. Co. ... 402
Thurston Sails, Inc ... 360
Travelers Fire Ins. Co., The ... 315
Trojan Boat Co. ... 295
Tropical Marine Co. ... 288
Trumpy & Sons, Inc., John ... 39, 423
Tyer Rubber Co. ... 336

Ulmer Inc., Charles ... 344
U.S. Mounted Stones ... 4
U.S. Time Corp. ... 334, 336
Universal Engraving Corp. ... 358
Universal Motor Co. ... 6

Vanstone & Son, G. W. ... 326
Van Raalte Inc. Corp. ... 38, 42, 298, 334, 400
Van Ryan, J. Engine Co. ... 416
Vanuxa ... 373
Vacuflush Co. of America, Inc. ... 198
Vokes Distributing Inc. ... 403

Wagemaker Co. ... 373
Walker Machine Co., Inc., The ... 41
Ware Marine Prod., Inc. ... 365
Warren Wantining I ... 90
Washington Marine Co. The ... 29
Watts & Sons ... 221
Wee Wash Associates, Inc ... 200
Webb & Son Co., Elisha ... 3
Weems System of Navigation ... 348
Wells, Inc., John H. ... 6
Western Slade & Balcom Co. ... 282
Wheeler ... 28
Wheeler Yacht Co ... 53
White & Sons, Inc., Wilfrid O. ... 174
Wicon Cribtenders
Div. of North & Judd Mfg. Co. ... 148
Wilcox, Ralph ... 396
Willis & Sons Boat Works, M. W. ... 401
Winslow Co. ... 420
Wooley Paint & Varnish Co., Inc., C. A. ... 360
Wright Jr., John ... 418
Wright, Murray A. ... 365

Yacht Brokers ... 26-35
Yacht Finance ... 44

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Zephyr Products, Inc. ... 376
Zwaly Sparkcraft & Yacht Works Inc ... 340

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To Any Spot Afloat or Ashore.

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Amateur or expert it takes the guesswork out of re-finding fishing hotspots and skin-diving finds without reference to a chart and proves invaluable in return to safe anchorages, for bow-and beam bearings and for avoiding shoal areas or obstructions by computing the "danger angle." Now small boat owners have a superb navigation aid small enough for use in a rowboat yet so accurate they can fix position as expertly as ocean-going skippers. $35.00

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YACHT TRULOVE II. For charter in the Bahamas. Comfortable, easy to handle 54' Alden schooner sleeping two in private stateroom aft & four in main cabin. Crew quarters for two. Completely equipped, sailed and owner's boat. Plenty of locker room. Fully Insured. Experienced & Cook. For further informa- tion write or Captain Don Pattin— c/o Barnwell—Rock Ridge—Green wich, Connecticut.

FOR SALE

Complete set of Chris-Craft Cur tains with Crypto-O Matic and sel Gauges. Also Pilot Boat complete cover used. Cost over $1,000.00 will sell for $500.00. VERNE ENDERS SR., P.O. Box 245, Benton Harbor Michigan

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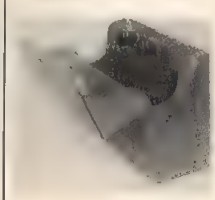

Storage box for those valuable glasses.

Carefully finished mahog., with all brass hardware, it will hold up to a 10-power glass and has a foam rubber base mat

Can be mounted on bulk head or any flat surface 9½" high, 8" closed. Price 18.50 p.p

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The Sea Chest of Philadelphia®

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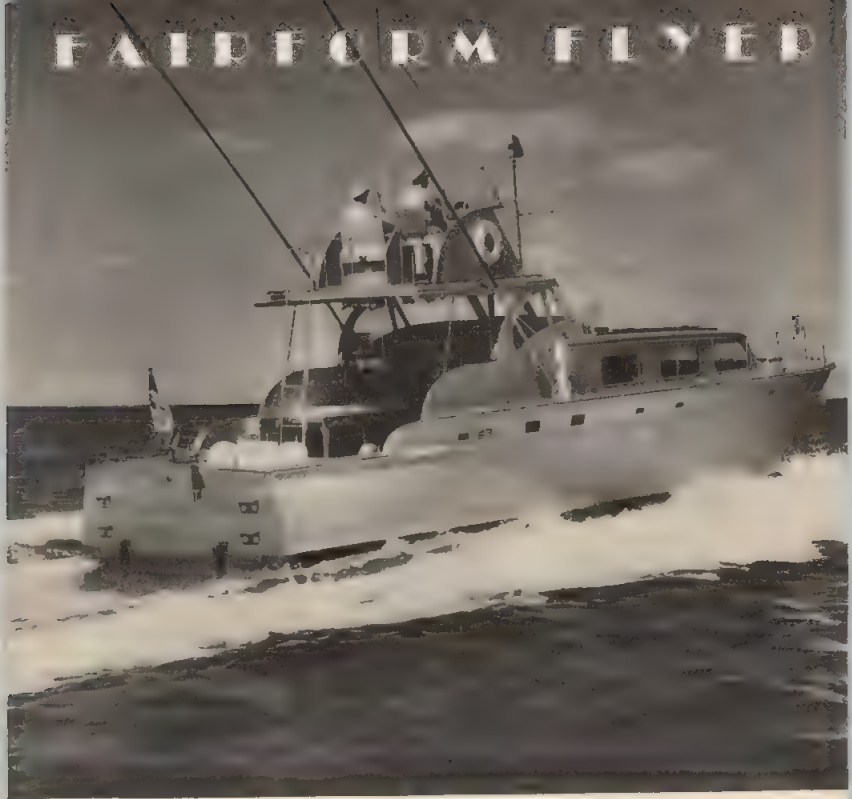


SPORTSMAN 48

HORIZONS UNLIMITED

The instinct that leads the experienced sportsman to the yacht of his choice recognizes the high level of performance and seaworthiness of the Fairform Flyer as a pledge of adventure *with horizons unlimited.*

HUCKINS YACHT CORPORATION

Roosevelt Highway and Ortega River

P. O. Box 6336 Jacksonville 5, Florida Tel. EVergreen 9-1125-1126

FAIRFORM FLYER

SYMBOL OF YACHT PERFECTION

SEND FOR BROCHURE

INTERNATIONAL **STITCH-O-MATIC** SEWING MACHINES

NATIONALLY ADVERTISED . . . NATIONALLY FAMOUS

WITH *Lifetime* **GUARANTEE**

Reg. U.S. Pat. Off.

- Snap-out race and cut hook—easy cleaning—eliminates jamming
- Automatic Bobbin winder
- Powerful AC-DC Motor
- 7-Speed Control
- Forward and Reverse Locking Stitch Regulator
- Complete Instruction Manual
- Box of Accessories
- Parts Available Anywhere

Automatic Darner

Automatic Drop Feed

Sews Over Pins

International #200 Deluxe

The machine designed with you in mind. A brand new, futuristic look in sewing machines. Precision built to outperform all other models in its class. Complete with built-in non-glare sewing light that literally floods your working area, enabling you to see during the closest work. Size 9" x 13" x 19". Shipping weight 50 lbs.

208 200K5400 — **99.50**

- All Sewing Machines available in either Portable Case or Cabinet.

All Models F.O.B. Chicago

BUTTONHOLE ATTACHMENT. A truly magic device! Makes 5 different size buttonholes perfectly, quickly!

208 130K695 . . . 9.95

ZIG-ZAG ATTACHMENT. Makes delicate seams, appliques, laces, blind stitches, corded trims, fringes, etc.

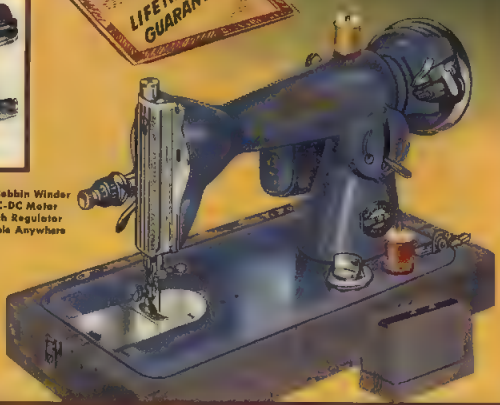
208 151K400 . . 6.95

Automatic Darner

Automatic Drop Feed

Sews Over Pins

- Automatic Bobbin Winder
- Powerful AC-DC Motor
- Locking Stitch Regulator
- Parts Available Anywhere



International #101 Standard

The standard of the International line. A deluxe, full-sized 2-end bobbin sewing machine with standard interchangeable parts. Equipped with sewing light for sewing ease. 7-speed foot control. Complete instruction manual. Size 9" x 14" x 19". Shipping weight 45 lbs.

208 101K4795 — **79.50**

Sewing Desk

A 3-drawer desk designed to blend with all styles of furniture. Modernistic curved drawers have metal pulls. Genuine mortise interlocking wedges. 5 ply veneer available in Walnut, Mahogany and Limed Oak finishes. Overall size 17½" x 32" x 42". Shipping weight 110 lbs.

With #101 Head.

208 104K10100 Walnut or Mahogany . . 189.50
208 105K10600 Limed Oak . . 174.50

With #200 Head.

208 203K10750 Walnut or Mahogany . . 179.50
208 204K10950 Limed Oak finish . . 164.50

With #850 Head.

208 853K13235 Walnut or Mahogany . . 269.50
208 855K13435 Limed Oak . . 279.50

With 800 Head.

208 803K16625 Walnut or Mahogany . . 329.95
208 805K16600 Limed Oak . . 334.95

Queen Anne Cabinet

Beautiful cabinet to harmonize with your room decor. Single drawer effect with metal pull to conceal sewing door with 1 lined compartment for sewing accessories. Triple hinged to prevent sagging. Lid. Wheel with Pattern control. 17½" x 22" x 32". Ship wt. approx. 75 lbs. In Walnut or Mahogany.

With #101 Head.

208 103K7225 . . 115.50

With #200 Head.

208 202K7785 . . 121.25

With #850 Head.

208 852K10565 . . 229.50

With #800 Head.

208 802K14600 . . 269.95

You're Really Living Aboard

THE NEW 1958...

*Interstate

16 FOOT SEMI-ENCLOSED

SPORTS CRUISER

2 SLEEPER-TWIN 6 FOOT BERTHS

From stem to transom, keel to cabin top, here's a 16-footer crafted to boating's highest standards.

PRICE ONLY

$1015 ** F.O.B.

See Us at
New York Boat Show
Booth D15 & 16
Fourth Floor

Take the helm! Get up and go are yours at a touch of the throttle! You, your family, and your friends will know the excitement, feel the enthusiasm of real living-boating. Available also as a 16' Sports utility—same hull as above but without cabin. Literature and specifications free on request.

Twin six-foot berths give you comfortable sleeping accommodations. There's all-around visibility, plus plenty of space for stowage. Space for toilet below berth.

Sun-or-rain folding canvas top optional as are the side and aft curtains. She's well equipped with standard fittings plus loads of extras to choose from.

A QUALITY BOAT FOR YOUR BOATING DOLLAR

COMPARE and in no other boat of equivalent size will you find so many luxury features designed for your comfort, convenience and safety—features found only on higher-priced craft.

DESIGNED TO PERFORM! The Interstate 16 Sports Cruiser is beauty afloat—stylish beauty—functional beauty. Here is a blending of all that is modern—all that is accepted as up-to-date boatbuilding practice. Step aboard! She's clean, ship-shape. Take her out! Exhilarate to 35 mph speeds with twin 35's, yet feel her stability. You will know that beneath you is a hull that will-out-perform any boat of substantially the same size—that this is truly a quality boat for your boating dollar. Complete literature and specifications free on request. See your dealer today or write for name of nearest dealer

ATTENTION DEALERS! Protected territories available. Write for full particulars or see us at the N. Y. Boat Show.

** Prices and specifications are subject to change without notice

***INTERSTATE BOATS** A DIVISION OF INTERSTATE FORGING & SUPPLY CORPORATION
★ ★ ★ HIGHSPIRE, PENNSYLVANIA ★ ★ ★

INTERSTATE PRODUCTS ARE KNOWN WORLD-WIDE

the Sparton

NAVIGATOR

WORLD'S FIRST COMBINATION

FLAG MAST • NAVIGATION LIGHT • MARINE HORN

Truly, a new concept in marine hardware, the Sparton NAVIGATOR features a design harmony of striking, clean-line beauty and multi-purpose usefulness. The NAVIGATOR blends into one smooth unit, the flag mast — navigation light and marine horn. Be the first to own this dazzling new 'first' — thrill to its performance and enjoy the distinction its sleek, important look will give to your boat.

See your Marine Dealer or write direct.

FLAG MAST Die cast metal, heavily chrome plated with chrome flag rings. Removable from light and horn assembly.

NAVIGATION LIGHT Mounted in chrome plated, die cast housing with red and green Fresnel navigation lights.

MARINE HORN Specially designed for the Navigator with stainless steel diaphragm and spring plates. Sealed motor protected by chrome, die cast base and brass, chrome plated screen. Meets all U.S. Coast Guard Class A and Class I requirements.

the only complete line of Marine Warning Signals

SILVER ECHO TRIO

HARBORMASTER

TORNADO TWINS

PILOT

Sparton AUTOMOTIVE

Manufacturers of Automotive Warning Signals – Marine Horns and Reflectors and Karbelts

SPARTON HORNS *are heard around the world*

You're Really Living Aboard

THE NEW 1958...

*Interstate

16 FOOT SEMI-ENCLOSED

SPORTS CRUISER

2 SLEEPER-TWIN 6 FOOT BERTHS

From stem to transom, keel to cabin top, here's a 16-footer crafted to boating's h'ghest standards.

PRICE ONLY

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★ ★ ★ HIGHSPIRE, PENNSYLVANIA ★ ★ ★

INTERSTATE PRODUCTS ARE KNOWN WORLD-WIDE

Watch IRWIN in '58!

TEA SETS

- $100,000.00 has been spent to design complete new lines of Children's Tea Sets
- Highly styled with new innovations and extremely colorful. New style eye-appealing packaging.
- This is a must for you to see during the Toy Fair

BOWLING GAMES

- An outstanding new line of unbreakable polyethylene Bowling Games
- New eye-catching type packaging
- Priced to sell on sight.
- Tremendous values in America's most popular game of the year
- Don't miss this top value line of Bowling Games

A WORD ABOUT IRWIN FACILITIES

Irwin Corporation manufactures from the raw material to the finished product.

We maintain our own engineering department and make our own tools and dies. This reflects a saving to our customers due to complete integrated manufacturing.

$500,000.00 has been invested in new tools and dies for 1958 to make this year's toys the best ever.

OTHER TOP IRWIN LINES

- Polyethylene Unbreakable Beach and Sand Toys
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible] and Cap Rifles and Guns
- Automatic Pitching Baseball Game
- Many other New Startling Innovations in toys.

IRWIN

CORPORATION

SHOWROOM: 200 FIFTH AVE., N.Y. 10, N.Y.
85 FACTORY STREET • NASHUA, N. H.

Watch IRWIN in '58!

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OTHER POP WITH LINES

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IRWIN

CORPORATION

[illegible]

85 FACTORY STREET • NASHUA, N. H.

Everywhere you go...
you see
Lee
Bib Overalls

Because farmers from Maine to California rely on Lee to deliver lasting satisfaction!

Made of durable Sanforized Jelt Denim, Lee's exclusive fabric, Lee Bib Overalls are designed to outlast them all! *Safer to wear*, too—because Lee Bib Overalls are tailored for perfect fit to avoid accidents around machinery or on any job. Money back guarantee or NEW GARMENT FREE if they don't look better, fit better, wear longer... *No wonder you see Lee everywhere!*

Dependable as a piece of modern equipment, Lee Bib Overalls are easy to work in, hard to wear out! Have 20 *Tough-Tailored Extras.*

H. D. LEE COMPANY, INC., KANSAS CITY, MO.,
WORLD'S LARGEST MAKER OF UNION-MADE WORK CLOTHES. COPYRIGHT 1958

how foods should taste, I am sure that enough do care to provide a premium market for an extra quality. So I hope some scientists will consider this suggestion.

* * * *

The hired man on our farm used to get a house to live in, a garden, feed for his chickens, milk for his family, a hog to kill and use of a driving horse Saturday night. He didn't call those "fringe benefits." He regarded these as a part of his pay, which they were.

*

In those times a factory worker who earned at most maybe $5 a day, got his $5 and nothing else. No hospitalization insurance, no paid vacation, no wash-up time, no sickness time, no special clothing for his job, no severance pay. Nowadays these fringe benefits for industrial employes often amount to more than $5 a day. We know a factory whose machinists take home $3.72 an hour; the company provides fringe benefits that cost another 73 cents an hour per employe. The actual pay of the machinist then is $4.45. That's part of the cost which has to go into the company's product when it is priced for the farmer who buys it. We're all for the $4.45, but we do think all parties ought to know that the 73 cents are in there along with the $3.72.

*

If we hear of any way to put a fringe like that on a farm operator's take home pay, we'll see that it is reported promptly!

* * * *

Could a chicken-feather be made better than a goose feather for stuffing a sleeping bag? The Army wanted to know. Moreover, waterfowl feathers are hard to get at any price (we used to get them from countries behind the Iron Curtain). And finally, nearly 300,000 tons of chicken feathers have been going to waste or have been used for low-profit purposes such as feather meal. The Tanning Council at the University of Cincinnati took the job. First the scientists treated the feathers with cleaning agents and preservatives. Then they applied alkalies, tanned and heat-dried them to make them water repellent and curly. Now the bags are under Arctic tests. Because they store more easily than waterfowl feathers and do not deteriorate or develop odors, the "tanned" chicken feathers may be even better.

* * * *

As we learn scientific obedience to nature's laws we shall work out the agricultural problems which legislative flouting of economic laws does not answer, but accentuates.

Wheeler McMillen

BASEBALL

E JIM FINIGAN GLOVE. Made of fine oil-treated leather, designed with one-piece palm and thumb for flexible action. Streamlined fingers. Barrel-type web. Button-down wrist strap. Leather lined.
80-8956 B588 Right Hander's Glove. **$8.45**

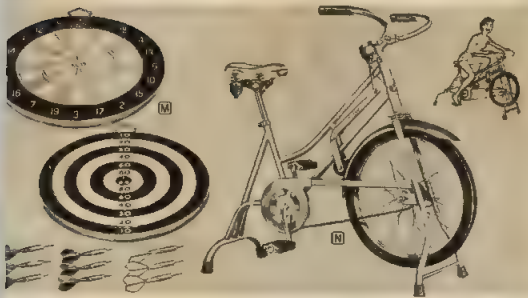
F TED WILLIAMS "FIELDMASTER" GLOVE. Sheepskin and leather lined, oil treated tan glove cowhide. Hand formed heel. Grip-Tite pocket
80-8931 B875 Right Hander's Glove. **$12.50**
80-8949 B875 Left Hander's Glove. **12.50**

G OFFICIAL LEAGUE BASEBALL . . . this is the official ball that's used in all the American League, All-Star and World Series games. It has a cushion-cork center and a tough leather cover.
80-8964 B245 Baseball. Each. **$3.25**

H OFFICIAL 12" SOFTBALL . . . for plenty of wallop in those sandlot ball games! Has a molded virgin kapok center and a tough leather cover. Demanded by players throughout the country.
80-8972 B180 Nite-and-Day Softball. **$2.60**

K SPALDING DAVE WILLIAMS Little League Glove. Sized just right for Little Leaguers. Oiled glove leather; fully lined and welted. Streamlined fingers; laced heel and fingertips.
80-6810 B495 Right Hander's Glove. **$7.45**
80-6851 B160 Official Little League Ball. **2.35**

L JIM PIERSALL FIELDER'S GLOVE. Fine grain cowhide. Grip-Tite greased pocket. 1-pc. palm and thumb. Rolled leather binding. Spiral laced crotch.
80-6893 B1065 Right Hander's Glove. **$15.45**



EXERCISER, DART GAME

M REGENT DART GAME. The whole family can enjoy lots of thrills and excitement with this game! Big box contains an 18" colorful, heavy paper dart board with a Bulls Eye on one side, a 20-point game on the other. There are 9 official size brass darts, accurately balanced for true flight . . . with steel points and bright plastic flights.
80-6380 B477 Dart Game; rules included. . . . **$7.95**

N ROLLFAST BICYCLE EXERCISER. Seat height adjusts for adult or child use. Endorsed by athletic directors; prescribed by doctors for reducing and exercising. Features a speed and mileage indicator . . . convenient pedaling control and resistance roller. Stands solidly on 4 rubber-tipped legs, has a gleaming silver-gray, chip-resistant enamel finish. Sturdily built for years of use. Shipped from Indiana.
80-6158 B5300 Ship. wt., 56 lbs **$79.95**

HORSESHOES

P OFFICIAL HORSESHOE SET. Diamond Super Ringer . . . the finest pitching horseshoes ever made! Balanced for easy control, these tournament grade shoes are forged of carbon steel, heat treated to prevent chipping and breaking. Set includes 1 pair bronze finished shoes, 1 pr. silver finished shoes. 1 pr. official steel stakes (27" long, 1" diam.). Comes in a handy storage box. From Minnesota
80-8477 D715 Set Ship. wt., 36 lbs. **$10.50**

R DELUXE RUBBER HORSESHOE SET. The entire family, including the children, can enjoy the excitement of pitching horseshoes . . . safely, indoors or outdoors . . . with these sturdy hard rubber horseshoes! Includes two 16' rubber mats with metal bases and aluminum pegs; 4 rubber horseshoes—2 red and 2 green. Complete set is packed in an attractive storage box. Easy-to-follow rules included too.
80-6653 B360 Deluxe Rubber Horseshoe Set . **$6.00**

FUN BALLS

OFFICIAL DIAMOND BALL SIZE

The ideal ball for modern times, for backyard play, for fun at the beach, for confined areas, keeps children off the street, safeplay indoors, safe in parks and at picnics. Weighs but 2 ounces, yet flies straight and true 75 ft. when thrown, 125 ft batted; no dangerous chasing.

(292-004) S650 RR720D 12.00 doz

OFFICIAL BASEBALL SIZE

Light, resilient, waterproof. Ideal for small hands to catch and throw safely, Little Fun Ball delights millions of children who cannot enjoy hard, heavy baseballs. Little Fun Ball opens a huge new market among the many millions from toddlers to teens who need and want a new kind of baseball, made just for them.

(292-005) S630 DV360D 6.00 doz.

No. S675 SCOOP BALL

Scoop is the ingenious, modern way to master the new variations of La Crosse, Hand Ball, Soft Ball, Volley Ball, Tennis, Cricket, Tether Ball, Badminton, Basket Ball and a score or more of games that are twice the fun when played with scoop. Scoop provides fast, exciting new games that you can play safely indoors and in confined and congested areas outdoors.

(292-003) S675 WW240W 3.98 set

HUTCH FOOTBALLS

No. 61B "JOHNNY LATTNER" FOOTBALLS

No. 61B – Heavy weight simulated leather. Official size, with two white bands. Guaranteed valve bladder. Packed with inflating needle.

No. 5WB – Medium weight, white simulated leather. Has two black bands. Vulcanized double lining. Guaranteed valve bladder. Packed with inflating needle.

(662-087) 61B AG219R 3.65 ea.

(662-086) 5WB Med. Wt. AH190R 3.15 ea.

MINIATURE FOOTBALLS

No. 3A

Miniature size football with inflating needle. Ball is made of firm texture simulated leather. Guaranteed valve bladder.

'662-015) 3A AJ75R 1.25 ea.

No. 95B Signature "BABE PARILLI" FOOTBALLS

Official size and weight. Top grain leather. Vulcanized double lining. Double leather laced. Lock stitched. Guaranteed Kantsleek bladder. Two white bands included at no extra cost.

(662-116) 95B A5537R 8.98 ea.

No. 64B Signature "DON McAULIFFE" FOOTBALLS

Full regulation size. Genuine leather—double lined. Wax linen thread. Guaranteed bladder.
Included two white bands

(662-088) 64B AD321R 5.35 ea.

MODEL No. G5B FOOTBALL

Official specifications. Top grade finest selection leather. Triple lined. Lock stitched with 10 cord, waxed linen thread. Double laced with one leather and one dawhide non-stretch lace. White bands. Sure-Grip finish.

(662-160) G5B RD870K 14.50 ea.

No. 175B SIGNATURE MODEL FOOTBALL

Endorsed by Johnny Lattner

Top Grade, Specially Tanned Leather. Official All the Way! Double Vulcanized Lining. Lock Stitched with Waxed Linen Thread. Double Laced with One Leather and One Non-Stretch Dawhide Lace. Kantleek Guaranteed Bladder. Two White Bands. Sure-Grip Finish.

(662-161) 175B RE645T 10.75 ea.

YOUNGSTAR FOOTBALL OUTFITS

No. 091S UNIFORM SET

Includes striped helmet with face guard, cantilever shoulder pads, two color jersey and Khaki pants

Royal and Gold colors.

(662-155) 091S Small XA837R 13.95 set

(662-156) 091S Medium XB837H 13.95 set

Red and White colors.

(662-157) 091S Small XC837F 13.95 set

(662-158) 091S Medium XD837E 13.95 set

FOOTBALL SHOULDER PADS

HUTCH

FOOTBALL SHOULDER PADS

Cantilever style model. Junior size pad, molded, vulcanized fibre arches, flaps and caps. Padding covered with white drill. Leather bound neck opening. Laced front and back through leather reinforcer.

(662-121) SRN AC321R 5.35 ea.

A cantilever fibre pad with molded fibre caps, and arches. Padding quilted kapok.

(662-021) 518 AB213R 3.55 ea.

Cantilever model. Medium size pad. Molded vulcanized fibre arches, flaps and caps. Cushion rubber padding covered with white drill. Leather bound neck opening. Laced front and back through leather reinforcer.

(662-019) NS AN468R 7.80 ea.

FOOTBALL HELMETS

HUTCH

FLEXATRON MOLDED HELMETS

One piece molded shell. Flexible, strong, light weight. New web-suspension affords maximum protection and perfect fit. Head band suspended, front and back, covered with white cowhide leather anchored to molded shell. Has 6-point shock absorber. Spot padded with foam rubber. Made in small (approx. 6 7/8), medium (approx. 7) and large (approx. 7 1/4) sizes.

Red Flexatron Molded Helmets

(662-016) 660 Small WA396H 6.65 ea.

(662-068) 660 Medium WB396K 6.65 ea.

(662-069) 660 Large WC396M 6.65 ea.

Blue Flexatron Molded Helmets

(662-071) 660 Small WD396P 6.65 ea.

(662-072) 660 Medium WE396A 6.65 ea.

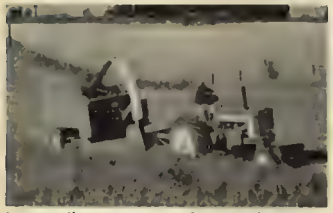
(662-073) 660 Large WF396T 6.65 ea.

For Faster, Lower-Cost Forage Feeding

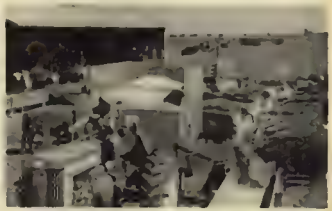
...GO JOHN DEERE

NEVER before have you had a better opportunity to cash in on forage feeding! New John Deere Equipment not only cuts costs but makes work faster and easier.

Be sure to see your John Deere dealer about the outstanding equipment described on this page. Mail coupon below for free descriptive literature.



15 Rotary Chopper Features Knife-Equipped Fan. Here's the *low-cost* chopper for mechanical pasturing—bringing the pasture to the cows—and for making quality grass silage. The 15's curved, free-swinging knives cut, chop, and deliver crops to the knife-equipped fan, assuring a proper cut for easier feeding and storage in upright and trench silos. The versatile 15 also shreds and spreads cornstalks, bru[illegible], handles many other jobs.



Self-Unloading 110 Chuck Wagon Mixer-Feeder. This versatile time- and work-saving forage wagon delivers material from the side into feed bunks and from the rear into blowers, hoppers, trench silos. The Chuck Wagon also mixes supplements directly into material as it's delivered through the side conveyor, assuring uniform feeding and palatability. What's more, it can be mounted on wagon running gear or truck bed to fit your operations.

Self-Unloading Forage Box Attachment Makes PTO Spreader a Double-Duty Performer. You can make the John Deere Model "N" PTO Spreader serve double duty at low cost with the new Self-Unloading Forage Box Attachment. This outfit delivers chopped material from the side into feed bunks or from the rear into blowers or hoppers. The attachment may be ordered with or without side conveyor. Two men can attach or remove the complete Forage Box in less than an hour, once the basic spreader is set up for double-duty operation.

All-Purpose No. 8 Forage Harvester Handles Every Chopping Job. Standing hay, windrowed crops, row crops—they're all "duck soup" for the No. 8 Forage Harvester. Three quickly interchangeable units make the big-capacity No. 8 an all-around feed maker. Adjustable feeding for both mower bar unit (above) and windrow pickup unit assures uniform handling of crops to match condition. "Butts-first" feeding of the row-crop unit provides uniform cutting. The heavy-duty flywheel cutter can be equipped with 2, 3, or 6 knives—provides 10 different lengths of cut with no extras to buy.

The liberal John Deere Credit Plan makes it easy to pay for equipment as it earns money for you.

Ask about the John Deere Credit Plan

JOHN DEERE

"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

SEND FOR FREE LITERATURE

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Please send me free literature on the equipment checked below:

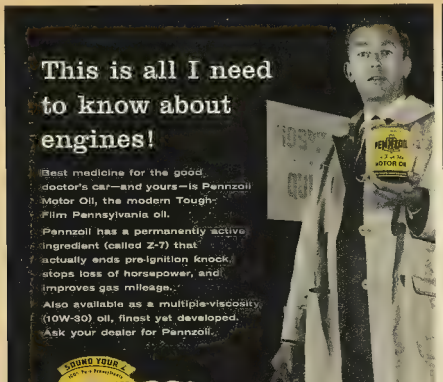
☐ 15 Rotary Chopper — Name

☐ No. 8 Forage Harvester — Standard

Self-Unloading Forage Box Attachment — Row

☐ Forage Box Attachment for Model "N" PTO Spreader — Town

☐ Model 110 Chuck Wagon — Farm


This is all I need to know about engines!
Best medicine for the good doctor's car—and yours—is Pennzoil Motor Oil, the modern Tough Film Pennsylvania oil.
Pennzoil has a permanently active ingredient (called Z-7) that actually ends pre-ignition knock, stops loss of horsepower, and improves gas mileage.
Also available as a multiple-viscosity (10W-30) oil, finest yet developed. Ask your dealer for Pennzoil.
SOUND YOUR A
PENNZOIL
Safe Lubricant Oil
Yellow Pages
MEMBER PENN. GRADE CRUDE OIL ASSN., PERMIT NO. P. OIL CITY, PA.
AT DEALERS WHO care FOR YOUR CAR IN EVERY STATE AND IN CANADA AT DEALERS

Frohring
Tractor-Mounted Redi-Mixers
Mount on 3-point hitch tractors in less than 5 min. PTO and hydraulically operated. Mix, deliver concrete, mortar, feed faster, easier, for less. Innoculate seed. Many money-saving features. FREE literature, prices.
R. L. FROHRING MACHINE CO., Box J-11, Wesburg, Ohio

PAGE FOR PLOWING MOWING
A FULL LINE — 2 to 6 HP with complete gear drive and reverse.
Free Catalog LOW PRICES EASY TERMS
Over 30 years experience
FULLY GUARANTEED!
Over 60 attachments available!
PAGE 1128 S. 11th STREET MILWAUKEE, WIS.

DOUBLE WEAR GUARANTEED!
Plastic Dot™ guaranteed to outwear 2 or more pairs of canvas gloves
Plastic Dot gloves are light, flexible, comfortable - - - yet give at least twice the wear of heavy canvas gloves. A better grip, too! Permanently imbedded plastic dots are the secret. At local retailers or write
RIEGEL GLOVES
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HELPS SOLVE HOME WATER PROBLEMS
Check This List
☐ Not enough water
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☐ Freezing
Tells how to assure your home, farm, or business an adequate, safe water supply. Sent FREE by world's largest manufacturer of water well supplies, water conditioning equipment, and water pumps. Rely on Clayton Mark. Write today.
3-Way Jets
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Other Pumps and Systems
Since 1888
CLAYTON MARK & COMPANY
1903 Dempster St., Evanston, Ill.

Your Letters

"I Hate Farming" • • • Roses to the woman who wrote "I hate farming!" [*Letters from Farm Women*, March] But she didn't mention the endless unspiring community affairs that consume days of precious time.

I resent being forced into countless activities by public opinion and local eager beavers who never read anything more complicated than a cookbook. Some day I'd like to have a minute to play the piano or read a few pages while I'm wide awake—instead of at midnight.

St. Anthony, Idaho *Name Withheld*

• • • She's the kind of woman who wouldn't be happy anywhere. Why must she blame it on the farm?

Butler, Ky. *Virginia Pribble*

Barnyard Chemists • • • You mention the possibility of some chemist's coming up with a chemical to heighten the flavor of foods [*All of Us*, February]. Pardon me for calling your attention to an obvious oversight.

Farm crops come to our tables by way of the dairy cow, beef cow, the hog and the hen—and don't they do a pretty good job of heightening the flavor of field crops? I can't recall anything tasting better than ham 'n eggs, fried chicken or roast beef.

Pinckard, Ala. *Lance Tompkins*

He Doesn't Believe It • • • Mr. McMillen says in *All of Us* [February] that he knows a factory where machinists take home $3.72 an hour plus 73¢ fringe benefits.

Is this factory in the U.S -or is it in some disease-ridden, insect-infested jungle among the cannibals? I've never heard of wages like this for machinists.

Islip Terrace, N.Y. *William Haffner*

Wheeler McMillen, an Ada, Ohio farm boy, can vouch for it—and for the fact that Ohio has subdued its cannibals.
The Editors

"Where Farmers Set the Price" • • • [March] and the other articles you're running on the question of who is to control farming should be required reading for all agricultural producers. We'd like reprints of each to distribute to all our members.

Modesto, Calif. *C. J. Telford, Manager Calif. Freestone Peach Assn.*

• • • Congratulations on your series on co-operative marketing. This is a seven-league step in the right direction. It's

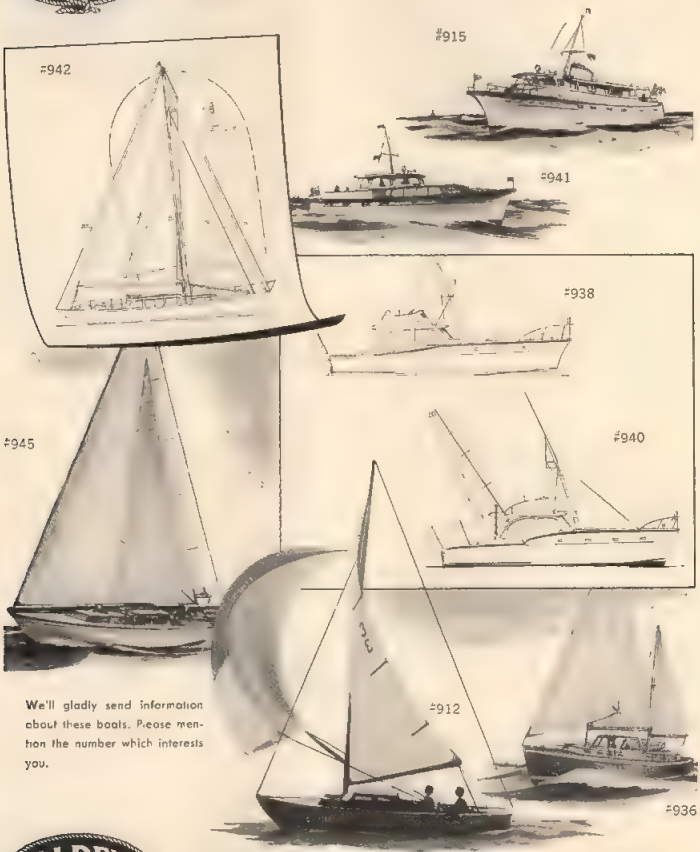
(Continued on page 23)

ALDEN BOATS

Design Excerpts from the 1957-1958 Alden Notebook

COMPLETED OR NOW BUILDING

Let us design your next boat to meet your exact requirements



We'll gladly send information about these boats. Please mention the number which interests you.

ALDEN BOATS

JOHN G. ALDEN & CO., INC.

131 State Street, Boston, Mass. • 11 Broadway, New York, N.Y.

Two "Heads" are Better Than One

1 CORN HEAD
Here – the 8- or 10-foot 45 with Two-Row Corn Attachment. You make tremendous savings by combining corn with any John Deere Self-Propelled

...That's Why You Get More for Your Money in a JOHN DEERE Self-Propelled

JUST as the old saying, "Two heads are better than one," implies versatility of thought, two combine "heads" assure versatility in the harvest field. Two "heads"—the regular grain platform and the two-row corn attachment—mean you can combine all crops, from the first small grain or seed right on through corn with any of the three great John Deere Self-Propelleds—the 8- or 10-foot 45, the 12- or 14-foot 55, or the new 16- or 18-foot 95.

You Spread Your Investment Over More Acres

Combining all combineable crops with one machine makes good, sound business sense. It spreads your investment over more acres . . . it reduces upkeep costs . . . the original cost is lower. And, you reduce field shelling losses of corn by 75 per cent—cut ear losses 50 per cent. These tremendous savings of corn are made possible by the exclusive design of the corn attachment and because you can combine your corn earlier, when it has as much as 30 per cent moisture.

You're Money Ahead in Every Way

You'll be money ahead in every way with a big-capacity John Deere Self-Propelled on your farm. Get full details on owning the one that best fits your needs from your John Deere dealer. He is looking forward to seeing you soon.

2 GRAIN HEAD

This – the 12- or 14-foot 55 working in soybeans, like all John Deere Self-Propelleds, it has outstanding capacity for every crop, including corn.

The John Deere Credit Plan makes it easy for you to pay for these cost-saving combines as they save money for you.

Ask about the JOHN DEERE CREDIT PLAN

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"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

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Please send me your free illustrated folder on the 8- or 10-foot 45 ☐ the 12- or 14-foot 55 ☐ on the new 16- or 18-foot 95 ☐

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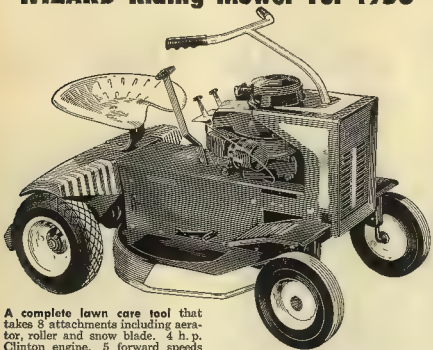
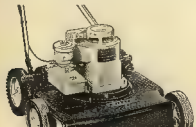
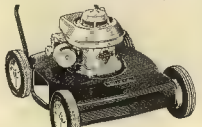
Announcing The Sensational New WIZARD Riding Mower For 1958



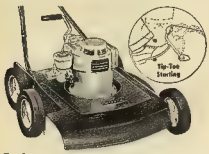
A complete lawn care tool that takes 8 attachments including aerator, roller and snow blade. 4 h. p. Clinton engine. 5 forward speeds plus reverse. Gear drive. Automatic recoil starter. Foot brake. 24-inch suction-lift blade. The side exhaust spreads evenly, ends windrows. 5 cutting heights. Push-button height adjustment. Easy terms. Only **$279.95**



New! Self-propelled! 19-inch cut! Briggs & Stratton 4-cycle engine. Automatic recoil starter.....**$ 91.95**
21′ Gear-Driven Self-Prop. **$122.95**



21″ Wizard DeLuxe Side Trim. Big 2½ h. p. Clinton engine. Automatic recoil starter. 1″ to 3″ cut. **$ 79.95**
18″ Deluxe Side Trim .....**$ 69.95**



Easiest to start power mower ever designed! 22-inch cut. Big 2¾ h. p. Briggs & Stratton engine. ...**$ 96.95**
19″ Custom (hand starter) **$ 78.95**

Western Auto

STORES AND ASSOCIATE STORES

NOTE: In some areas of the U. S., Hawaii, Alaska, Mexico and Canada, Wizard is available through Western Auto Associate Dealers and their stores. Set their own prices, terms and conditions. (7258)

21″ Reel Type
3½ h. p. 4-cycle

18″ Electric
½ h. p. 1725 rpm
Westinghouse

18″ Side Trim
2-cycle or 4-cycle
Clinton engine

24″ Custom
2¾ h. p. 4-cycle
Clinton engine

Deluxe Riding Mower
3 h. p. 4-cycle
24″ cut

RECEIVED AMERICA APR 15 4 PM 1958

Your Letters

Arithmetic on Hogs • • • At current prices, hog farmers who rent breeding stock under some leasing plans are paying $35 to $70 and even more for the use of a sow for a single litter. That virtually eliminates all chance of profit. Interest on a $100 sow at 7% is only $7 a year. Before you sign up on any hog contract, spend a little time with a pencil and paper and then talk with your banker.

Grundy Center, Iowa — *Keith E. Myers, Ex. Sec. Natl. Swine Growers Council*

A Real Cowboy's Cow • • • Just got around to reading your story, "Teach a Hog Manners?" [October 1957], and was wishing that Cookie, a trained cow I know, could have been included.

Her owner, Mr. Reiling of Carroll, Iowa, doesn't even have to reward her with dainties to get her to do tricks. Just by speaking to her, he can put

Cookie through four gaits, neck rein her, back her up, turn her around on a two-foot tub that's only 35 inches in diameter.

He can even talk her into playing sick—she actually groans!

Manning, Iowa — *Melvin Scholl*

"We Women Like You Men, But—" • • • [April] made some good points. But when my husband comes in almost too tired to eat, I most assuredly do *not* nag him to bathe, change clothes and use a deodorant my nose isn't *that* sensitive! Nor do I protest when he comes into the kitchen with muddy overshoes for a hot drink on a cold day. I don't mind one bit! After all, I'm not perfect either.

Maybe when we get a shower put in he'll be less grubby, but I'm betting he won't be any more kind, generous and

(Continued on page 23)

WORLD FAMOUS *Junghans* CLOCKS

Modern Banjo Shape Wall Clock, 24 x 10

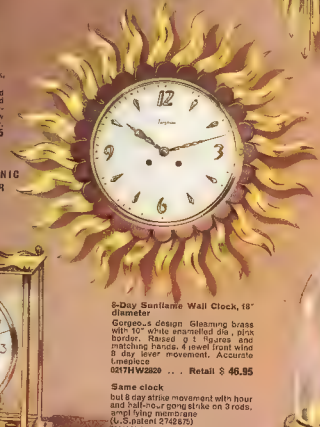
Attractive brass polished gilt finish. Raised numerals on two-color (gray and white) dial. Electric battery movement with 7 jewel escapement. New waterproof battery, lasts for one year.
0303H W3600 . Retail $ 59.95

8-Day Sunburst Wall Clock, 20" diameter

Outstanding model. Gleaming brass with 8" white engraved resin dial and copper-green border. Raised gilt figures and matching hands. Front wind. Accurate 4 jewel lever movement.
0215H W2820 . Retail $ 46.95

Same clock

but 8 day strike movement with hour and half-hour gong-strike amplifying membrane (U.S patent # 2742875)
5216H W3500 Retail $ 59.95



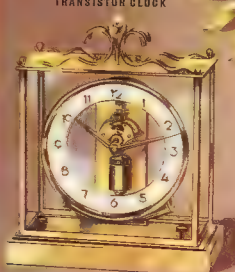
8-Day Sunflame Wall Clock, 18" diameter

Gorgeous design. Gleaming brass with 10" white enameled dial, pink border. Raised gilt figures and matching hands. 4 jewel front wind 8 day lever movement. Accurate timepiece
0217H W2820 . . Retail $ 46.95

Same clock

but 8 day strike movement with hour and half-hour gong strike on 3 rods. Amplifying membrane (U.S.patent 2742875)
5218H W3500 . Retail $ 59.95

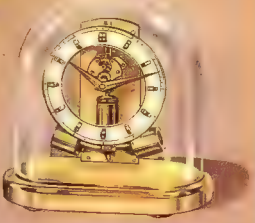
JUNGHANS ATO ELECTRONIC ANTI-CLIMATIC 5 YEAR TRANSISTOR CLOCK



Transistor Electronic Mantel Clock, 10 x 8 1/2 x 4 1/2"

Square brass frame brushed gilt finish. Glass case with ornamental top. Raised gilt numerals on silver dial. 7 jewels. Clock operates 5 years on small battery and transistor. Split second accurate timekeeping due to antimagnetic compensation. A masterpiece of the newest scientific developments. Complete instruction with each clock. Easy to handle
3002H W3600 . Retail $ 59.95

JUNGHANS ATO ELECTRONIC ANTI-CLIMATIC 5 YEAR TRANSISTOR CLOCK



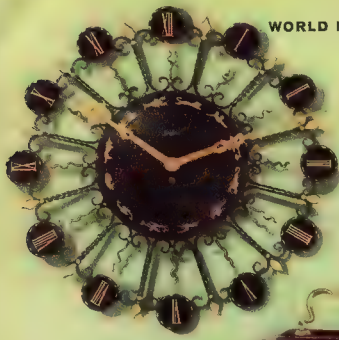
Transistor Electronic Mantel Clock, 8 x 8 1/2 x 4 3/4"

Oval shape glass dome, 7 jewels, raised wedges on silvered dial. Clock operates 5 years on small battery and transistor. Split second accurate timekeeping due to antimagnetic compensation. A masterpiece of the newest scientific developments. Complete instruction with each clock. Easy to handle.
3001H W2540 Retail $ 39.95

Prices subject to F.E.T.

MAY & HALAS, 233 W. MADISON STREET, CHICAGO 6, ILL.

WORLD FAMOUS *Junghans* CLOCKS



Hand-Wrought Iron 8-Day Wall Clock, 20" diameter

A modern, decorative timepiece that beautifies any home. 2 jewel front wind lever movement. Raised gilt numerals and matching hands. Raised Zodiac signs around the dial. Smartly designed.

0219HW1800 ..... Retail $ **29.95**

Same clock

but 8 day strike movement with hour and half-hour 3 rod gong, amplifying membrane (U.S.patent 2743875).

5220HW2400 ..... Retail $ **39.95**

New Sexagone Hand-Wrought Iron 8-Day Wall Clock, 16 x 16"

A graceful, decorative clock. 2 jewel front wind lever movement. Raised gilt numerals and matching hands.

0223HW1500 ..... Retail $ **24.95**

Dignified 18th Century English Baroque Westminster Mantel Clock, 10 x 8½"

Genuine mahogany case dull hand rubbed. Antique finished brass ornaments and engraved hands Raised numerals. Full ½ Westminster chime, 8 day pendulum movement.

1904HW3800

Retail $ **59.95**

Same clock, antique walnut

1905HW3600

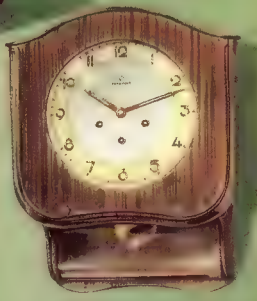
Retail $ **59.95**

Prices subject to F.E.T.

New Square Hand-Wrought Iron 8-Day Wall Clock, 16 x 16"

An outstanding, beautifully designed decorative clock. 2 jewel front wind lever movement. Raised gilt numerals and matching hands.

0221HW1620 ..... Retail $ **26.95**



Ornamental Baroque Wall Clock, 19½ x 13"

8 day H. Westminster chime pendulum-movement. Two-tone dial with raised numerals and matching hands. Antique finished genuine light walnut case.

0155HW4500 ..... Retail $ **74.95**

Same clock

Antique finished genuine mahogany case.

0156HW4500 ..... Retail $ **74.95**

On Exhibit AT THE TOY FAIR

MARCH 10-19
ROOMS 918-920
SHERATON-ALPINE HOTEL

KALAMAZOO Champion SLEDS

- Four Lines Covering All Price Classes
- Plenty of Sparkle and Color at Competitive Prices
- Fast, Geared-to-the-Weather Shipping Service Throughout the Season

COMING to the Toy Fair? Be sure to drop in and see us at Rooms 918-920, Sheraton-McAlpin Hotel. We'll offer you a warm welcome — and show you the greatest line of Kalamazoo Champion sleds that we've ever produced.

There are *four* lines, covering all price brackets, and each number is tops for quality and sparkle, at strictly competitive pricing.

Let us tell you, too, about Kalamazoo's amazing "geared-to-the-weather" shipping service that helps you do *more* business on a *smaller* inventory, with a *faster* turn-over and a *larger* profit margin!

New Low Prices

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Amazingly popular new snow toys, originated by Kalamazoo, now available in two models. Light, safe, durable, and world's of fun. Dents pop right out. Bright colors won't wear off because they go clear through.

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KIT CARSON

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Now making its OWN GUNS for even more va

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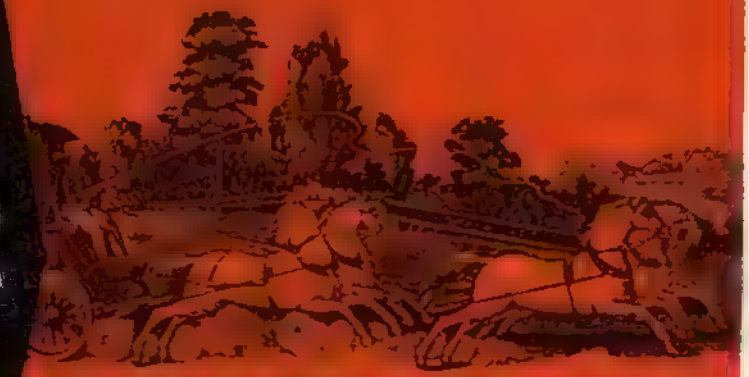

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MFG. CO., INC.
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Karen Lynne

Famous for fabulous designs, careful detail . . . perfect workmanship!

A **GENUINE SCARAB EARRINGS.** Mysterious symbol of the ancient world lovingly modernized! 12K Gold filled
A60/E5700M525 . .Sugg Retail **$10.50**

B **GENUINE SCARAB NECKLACE AND EARRING SET.** Fascinating symbols in authentic design . . . set in a splendid 12K Gold-filled necklace. Matching Scarab drop earrings
A60/5705M1615 (Set)Sugg Retail **$32.25**
A60/E5706M450 Earrings only **$9.00**

C **SCARAB BRACELET.** Enchanting, exotic . . casts a spell of beauty! 12K Gold filled, genuine Scarabs
A60/5710M1090 .Sugg. Retail **$21.75**

D **TEXTURED PIN AND EARRING SET** Classic textured leaf in Sterling Silver with gold finish; set with five matched cultured pearls, matching earrings.
A60/5715M1350 (Set) Sugg Retail **$27.00**
A60/E5716M600 Earrings only **$12.00**

E **PIN AND EARRING SET.** Delicate Sterling Silver filigree with gold finish, large cultured pearl in center of pin and matching earrings
A60/5720M1465 (Set) Sugg. Retail **$29.25**
A60/E5721M750 Earrings only . **$15.00**

F **FLORAL PIN AND EARRING SET.** Ice-blue Marquise stones bring brilliant highlights to this unique gold-finished Sterling Silver pin and matching earrings
A60/5725M940 (Set) Sugg. Retail **$18.75**
A60/E5726M375 Earrings only. **$7.50**

G **DEBUTANTE BRACELET.** Genuine Scarab creation, 12K Gold filled delights the eye . . . and the younger set!
A60/5730M750 .Sugg. Retail **$15.00**

H **SCARAB AND PEARL BRACELET.** Graceful double link 12K Gold-filled bracelet has seven genuine Scarabs and twelve matched cultured pearls
A60/5735M1465 . Sugg Retail **$29.25**

J **SCARAB PIN AND EARRING SET.** Magic ensemble! 12K Gold-filled genuine Scarab pin with matching Scarab earrings
A60/5740M1090 (Set) Sugg Retail **$21.75**
A60/5741M375 Earrings only . . . **$7.50**

K **FROG PIN WITH SCARAB.** Captivating, cheerful charmer in gold-finish Sterling Silver . . . large genuine Scarab
A60/5745M490 . Sugg Retail **$9.75**

Each set is packaged in "jewel box" case for a lovely gift presentation.

K

All jewelry is shown 7/8 actual size.

Federal and State Taxes not included in Suggested Retail Prices.

FOR LITTLE GIRLS –

PLASTIC ART TOY

Airline Stewardess Suitcase
10 x 8½ x 4½ inches. Matches the hat box and vanity. Can actually be used for trips, as well as for doll clothes.

No.	List Each	L.P.L.	P.L.
M97-502	$2.98	02X00	01X80

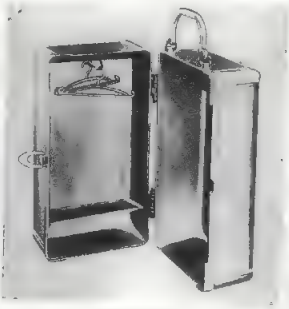
Packed 4 each, 7 lbs.

Airline Stewardess Doll Wardrobe
Smartly styled, 12 x 8 x 4½ inches. Two-tone color scheme with red and white decor, red plastic handle.

No.	List Each	L.P.L.	P.L.
M97-503	$3.98	02X67	02X40

Packed 3 each, 6 lbs.

NORSTAR CORP.



Travel Trunk
Unbreakable plastic trunk with poly snap catch. Assorted colors. Fitted with hanger rod, 2 hangers, ribbon to hold a doll. 11¼ x 6 x 5½ inches. In a printed poly bag.

No.	List Each	L.P.L.	P.L.
M97-T212	$1.98	01X34	01X20

Packed 12 each, 14 lbs.

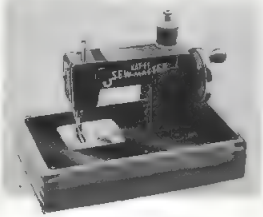
HASSENFELD BROS.

Ballerina Sewing Kit
A graceful ballerina doll with moving eyes and red hair. Plus her dancing costume ready to be sewn, plus a real velvet dress, shoes, hangers, needle, thread, thimble etc. In a smart carrying case.

No.	List Each	L.P.L.	P.L.
M97-1526	$2.98	02X00	01X80

Packed 12 each, 15 lbs.

KAYANEE CORP.



Electric "Sewmaster"
Uses 2 standard flashlight batteries, has automatic clutch for hand operation. Precision construction. Safe protective presser foot. Threaded ready to sew a strong chain stitch. Batteries are not included.

No.	List Each	L.P.L.	P.L.
M97-730	$6.98	04X67	04X20

Packed 12 each, 32 lbs.

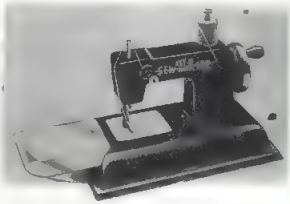
(Illustrated at left)

"Sewmaster" Sewing Machine
10¼ x 4½ x 6 inches. Hand operated. Sturdy steel construction, precision built mechanism. Extension table. Metal clamp holds machine to table. Threaded, ready to sew a strong chain stitch.

No.	List Each	L.P.L.	P.L.
M97-571T	$4.98	03X34	03X00

Packed 12 each, 24 lbs.

(Illustrated at right)



KAY Electric Guitars

N KAY HAWAIIAN ELECTRIC GUITAR. Perfect for the student as well as the professional . . . and an outstanding value at this price! Built with powerful magnetic pick-up . . . this fine instrument has tone and volume controls, deluxe patent heads with built-in covers. New, attractive Plextone finish in green mist color. Shipped from New York.

76-1486 D2995 Hawaiian Electric Guitar **$47.50**
76-1601 D550 Case for Hawaiian Electric Guitar **9.00**

P KAY AMPLIFIER . . . gives long, trouble-free service. Efficient, compact . . . has volume control, 3 tubes, 8-inch speaker, 2 inputs, on/off-switch. Green vinyl plastic cover, contrasting grill. From New York.

76-1502 D3950 Kay Amplifier, 12x15x7" **$64.50**

R KAY SPANISH ELECTRIC GUITAR. A lot of guitar for the money! Here's what you get in this grand auditorium-sized instrument: built-in magnetic pick-up with volume control, adjustable bridge, nickel-plated hardware, white edges. All maple laminated crackproof construction; lustrous metallic gold finish. Shipped from New York.

76-1510 D3750 Spanish Electric Guitar **$39.95**

S KAY DELUXE SPANISH ELECTRIC GUITAR . . . preferred by professionals. It's acoustically designed to produce the clearest, richest tone possible . . . carefully inspected and adjusted . . . made with "Speed Demon" neck. Hand-rubbed, glowing finish adds good looks; power-packed magnetic pickup unit assures Hi-Fi sound. From New York.

76-1528 D8950 Reddish Mahogany with golden sunburst. **$145.00**
76-1536 D9500 Honey Blond Guitar. **155.00**
76-1544 D995 Case for Spanish Electric Guitar. **17.50**

T KAY PROFESSIONAL AMPLIFIER . . . for Hi-Fi sound. Vibrato circuit has speed, amplitude controls. Jensen 12" speaker, 7 tubes, 20-watt distortion-free output. Foot switch input, 3 instrument inputs and 1 microphone input with volume controls. Shipped from New York

76-1551 D12450 Professional Amplifier, 18x24x10" deep **$200.00**

Guitars and Ukuleles

V FAVILLA STANDARD UKULELE. Fun to play, and so easy! Handsome mahogany body, neck and bridge . . . hand-rubbed and finished to high luster. Rosewood fingerboard, inlaid white celluloid top edge and tone hole, patent machine heads. From New York.

76-1460 D1095 Favilla Standard Ukulele . . **$18.00**

W FAVILLA BARITONE UKULELE. Has deep, rich and mellow tone. Neck and body are finest mahogany; extension fingerboard of quality rosewood. Black and white inlay around tone hole, inlaid position dots, non-slip tuning pegs with ivoroid buttons. Shipped from New York.

76-1478 D2695 Favilla Baritone Ukulele **$45.00**

X KAY STANDARD GUITAR. Just check the price . . . and compare the quality! Handsome, sturdily made with spruce top, maple back and sides . . . decorative white striping on tip . . . rich brown finish. Fingerboard has 14 frets clear of body. Shipped from New York.

76-1411 D1995 Standard Guitar **$31.50**
76-1494 D695 Case for Standard Guitar **12.50**

Y GRAND AUDITORIUM-SIZE SPANISH GUITAR . . . by Kay. Excellent for solo or orchestra because super size gives fuller tone. Fully-arched spruce top, figured maple back and sides. Brown finish with sunburst; hand rubbed and polished. Rosewood fingerboard, deluxe heads, built-in covers, celluloid guard plate. From New York

76-1700 D2795 Auditorium-size Guitar **$45.00**

Z CUTAWAY-DESIGN MASTER GUITAR . . . by Kay. Spanish guitar with features professionals want: cutaway for easy, precise fingering in high register . . . pro-type frets, adjustable rosewood fingerboard with 9 position markers. Fully-arched spruce top and curly maple back. Wide celluloid binding on edges, black inlay on top. From N Y.

76-1718 D5500 Brown Guitar with golden sunburst **$89.50**
76-1726 D5995 Honey Blond Guitar **94.50**
76-1544 D995 Case for Kay Spanish Guitar **17.50**

(A) KAY STANDARD SIZE GUITAR—Extra quality value instrument. Spruce top, Maple back and sides. White striping on top, back edges and sound hole. Dark Brown shaded finish, Maple graining on back, sides and neck. 14 fret fingerboard.
5M10D1950 (Sh. wt. 18 lbs.) ..... List **$31.50**
5M11D675 Case to Fit. (Sh. wt. 5 lbs.) ..... List **12.50**

KAY SUPER GRAND AUDITORIUM-SIZE GUITAR—Full, rich tones and resonance. Fully arched Spruce top, figured Maple back and sides. Oval Rosewood fingerboard, deluxe heads, built-in covers, White celluloid guard plate. Violin Brown finish with sunburst, hand-rubbed and polished. Not shown.
5M13D2700 (Sh. wt. 22 lbs.) ..... List **$45.00**
5M37D930 Case to Fit. (Sh. wt. 6 lbs.) ..... List **17.50**

(B) KAY PROFESSIONAL MASTER-SIZE GUITAR—Fine solo and band instrument. 17" body width in new, popular cutaway model. Fully arched Spruce top, Curly Maple back. Extra-wide, heavy White celluloid top and back edge binding, Black inlay on top edge. Oval Rosewood fingerboard bound in White celluloid. 9 position markers and frets. Heavy White celluloid guard, heel plate. Adjustable Rosewood bridge. Violin Brown finish with Golden sunburst. Sh. wt. 22 lbs.
5M14D5370 ..... List **$89.50**
SAME GUITAR AS ABOVE—Except in beautiful Honey Blond finish.
5M15D5700 (Sh. wt. 22 lbs.) ..... List **$94.50**
5M57D950 Case to Fit. (Sh. wt. 6 lbs.) ..... List **17.50**

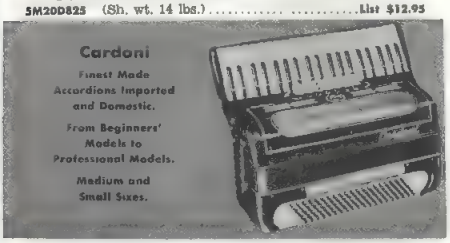
(E) KAY HAWAIIAN ELECTRIC GUITAR—Hard to beat quality and price value! Fine student and professional model. New Plextone Green Mist finish. Powerful magnetic pickup with tone, volume controls. Deluxe patent heads, built-in covers.
5M16D2850 (Sh. wt. 15 lbs.) ..... List **$47.50**
5M17D565 Case to Fit. (Sh. wt. 6 lbs.) ..... List **9.00**

(C) SPANISH ELECTRIC GUITAR — Auditorium-size performance! Built-in magnetic pickup, full volume control. All Maple laminated crack-proof construction, adjustable bridge, nickel-plated hardware, White edges. Metallic Gold finish.
5M18D3595 (Sh. wt. 21 lbs.) ..... List **$59.95**
5M57D950 Case to Fit. (Sh. wt. 6 lbs.) ..... List **17.50**

(D) ELECTRIC GUITAR AMPLIFIER—Years of trouble-free quality reproduction. 3-tube, 8-inch speaker, full volume control, 2 inputs, fuse, on-off switch, Smart Green vinyl covering with contrasting grille. 12" x 15¼" x 7¼" deep
5M12D3885 (Sh. wt. 18 lbs.) ..... List **$64.50**

(F) "FAVILLA" UKULELE—Famous for beautiful clear tone, enduring performance. Fun to play and so easy to learn! Mahogany body and neck. Ebony nut and bridge saddle.
5M19D1150 (Sh. wt. 5 lbs.) ..... List **$18.00**

(G) ISLANDER PLASTIC BARITONE UKULELE—Professional cut-away model. Deep rich tone. Finest patent pegs, nylon wound strings, Rosewood, Blond finish. Pick, bag, key adjuster.
5M20D825 (Sh. wt. 14 lbs.) ..... List **$12.95**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5M70D25450 (Sh. wt. 43 lbs.) ..... List **$495.00**

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5M71D21000 ..... List **$375.00**

DELUXE ACCORDION—Superior quality European import! 41 treble keys, 120 basses, 2 sets of treble reeds, 4 sets of bass reeds. Fully automatic treble switch (2 levers). Complete with silk-plush lined Gladstone case. 2 sizes. Not shown.
5M79D13500 Medium Size. (Sh. wt. 15½ lbs.) . List **$250.00**
5M21D13500 Small Size. (Sh. wt. 14 lbs.) List **250.00**

GRAND-DELUXE ACCORDION—Same fine import as above, but with 3 treble switches and one bass switch for greater variety of tonal combinations. 2 sizes. Not shown.
5M22D16500 Medium Size. (Sh. wt. 16 lbs.) . List **$300.00**
5M23D16500 Small Size. (Sh. wt. 14½ lbs.) . . List **300.00**

PIANO ACCORDION—Fine beginners' instrument, 25 treble keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds. Excellent tone, easy to play, exceptional volume quality. Complete with hard-shell Gladstone case. Not shown.
5M77D5085 (Sh. wt. 20 lbs.) ..... List **$95.00**

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Scientifically proportioned with lightning like slide action. Perfect tuning from the lowest to the highest register. Built-in slide lock. Complete in plush lined, hard shell shaped case.

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A moderately priced horn that matches the performance of the costliest brass instruments. Wonderful to look at, amazingly responsive in all registers. Nickel silver valves, pitched in Bb 4½" bell diameter. Double water keys, clear lacquered, nickel trimmed. Complete in streamlined, hard shell pear-shaped case

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Bb TROMBONE OUTFIT

Perfectly balanced with smooth slide action. One piece nickel silver slide tubes. Detachable balancer 7" bell. Complete in streamlined, hard shell pear-shaped case

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The No. 64 CHROMONICA (Professional Model) embodies four full chromatic octaves, small "C" on piano and extending to 4-lined "C", 64 perfectly tuned reeds. Packed in polished burl walnut container, with double hinges and gilt snap lock. Available only in the key of C

1016T1300 ..... Retail $20.00

THE CHROMATIC is 47/8" long. Supplies half-tones (sharps and flats) corresponding to the black keys on a piano. 40 perfectly tuned reeds fitted with leather valves. Packed in leather hinged box. Available in the key of C or G

1009T7980 ..... Retail $12.00

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EBONITE OUTFIT. Free full blowing standard Bb Boehm system Ebonite (hard rubber) clarinet of 17 keys and 6 rings. Looks and responds like a good quality wood instrument. Complete with streamlined hard shell, plush lined case covered in attractive keratol. With lyre, swab and cork grease.

1006T7118 ..... Retail $109.50

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"ARTIST" ALL WOOD CLARINET. Bb Boehm system, 17 hardened nickel silver keys, 6 rings. Made of finest grenadilla wood specially treated and seasoned to eliminate checking and cracking. Bore of special tapered design—highly polished. Flat caps give lifetime service. Outfit includes lyre swab, cork grease and screw driver

1008T12968 ..... Retail $129.50

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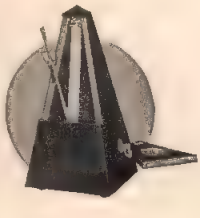
Metronome DeMaelzel used for music teaching exclusively now used extensively by industry and wherever time beat is necessary. Delivers accurate time beat, both audible and visible. Adjusts from 40 to 208 beats per minute. Case of selected wood finished to a rich mahogany brown. Height, 9", 4½" square base

1011T925 ..... Retail $13.50

U. S. REGULATION BUGLE

The official regulation bugle extensively used in schools, camps and beginning Drum and Bugle Corps. Built in key of G with slide to F. Brass polish finish, nickel plated mouthpiece and chain, broad flat rim on bell. Length, 13¾". Bell diameter, 4½"

1012T845 ..... Retail $13.00



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Butoni Accordions excitingly beautiful to look at, but their beauty is more than "skin-deep." Technicians who have taken them apart will tell you they have never seen such quality at comparable prices—such fine materials and precise workmanship and such a combination of advances and refinements. Outstanding features include perfect balance, fast, positive, pre-set treble switches; fine hand polished blue steel reeds. Perfectly seasoned, moisture-proof shellac coated wooden parts; hand-made bass action; double-aluminum panels in bass and treble, lightning-fast keyboard. Each instrument complete in streamlined hard shell, plush lined case and heavy leather adjustable straps.

BUTONI CONCERT

Size: 18x15x6½c Weight: 17 lbs., Keys: 41 Treble, 120 Bass; Reeds: 2 Treble, 4 Bass. Switches: 2 Treble, Bellow Folds.

1013T17500—Black & White ..... Retail $295.00
1014T17500—Burgundy & White ..... Retail 295.00

BUTONI ARTIST

Size, 19x15½x6½, Weight: 19¼ lbs.; Keys: 41 Treble 120 Bass; Reeds: 3 Treble, 4 Bass, Switches: 3 Treble, 2 Bass; 17 Bellow Folds

1015T25000—Black & White ..... Retail $485.00
1016T25000—Burgundy & White ..... Retail 495.00

STUDENT VIOLIN OUTFIT

Stradivarius model instrument reddish brown finish shaded into light brown. Good quality ebony trimmings fully purfled. Hand rubbed and polished. Hardshell case flannel lined, fully bedded. Bow of deep brown Brazilwood, leather grip, nail lined.

1019T3543—Full Size — **Retail $54.50**
1020T3543—Three-Quarter Size — **Retail 54.50**
1021T3543—Half Size — **Retail 54.50**

CONCERT VIOLIN OUTFIT

A beautiful Stradivarius reproduction violin. Top of fine spruce, back of flamed maple, finished in golden brown, shaded into cover back and ends. Fine ebony trim inlaid purfling hand rubbed and polished. A new shaped hardshell case attractively covered silk plushlined protectively padded, fine quality nickel plated brass hardware. Bow of deep brown Brazilwood, full-lined ebony frog with pearl position dot. Leatherette grip.

1022T5168—Full Size Only — **Retail $79.50**

GUITARS

(A) KAY GUITAR. Master size cut-away model with full 7" width body gives a tone of remarkable volume and carrying power. Overall length, 42". Spruce top and maple back are fully arched. Curly maple sides. Oval rosewood fingerboard bound in white celluloid. Has 9 position markers and professional type frets. Hand rubbed and polished.

1023T5818—Guitar Only — **Retail $69.50**
1024T845 —Chipboard Case to Fit — **Retail 13.00**

(B) HARMONY MONTEREY GUITAR. Auditorium size, arced top and back edges trimmed with white celluloid. Lustrous black polished finish with grained reddish highlights.

1027T2890—Guitar Only — **Retail $46.00**
1028T731 —Case to Fit — **Retail 11.25**

(C) KAY FLAT TOP CUT-AWAY GUITAR. Master size professional cut-away is exceptionally rich in tone. Adjustable rosewood bridge assures perfect action. Select spruce top, curly maple back and sides. Steel reinforced hard maple neck. Hand adjusted bone nut. Hand rubbed and polished. Glowing honey blonde.

1025T5818—Guitar Only — **Retail $89.50**
1026T845 —Chipboard Case to Fit — **Retail 13.00**

(D) HARMONY STANDARD GUITAR. Mahogany shaded finished standard size guitar. Excellent for students or home playing. Nicely highlighted and grained white striping on top edge and soundhole. Birch construction.

1029T1695—Guitar Only — **Retail $23.00**
1030T507 —Case to Match — **Retail 7.80**

HOHNER 12-BASS PIANO ACCORDION. Striking 2-tone design. 25 treble, 12 bass keys. 3 treble switches. 4 sets of steel reeds. Size 11 x 6½. Rich mellow tone. Complete with deluxe carrying case.

1031T5525 — **Retail $85.00**

HOHNER BUTTON ACCORDION. Stradella model. Size 7¾x11. Finely polished burly walnut finish. Top gallery nickel plated. 21 composition button keys. 8 bass keys. 4 sets of reeds.

1032T3575 — **Retail $55.00**

DELUXE KAY BANJO. Choice curly maple resonator. White celluloid binding on bottom edge. 12 nickel plated brackets. Maple neck. Shaded brown finish with golden sunburst.

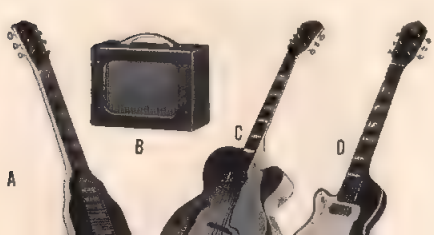
1042T3738—Tenor Banjo — **Retail $57.50**
1043T3738—5-String Banjo — **Retail 57.50**
1044T715 —Case for above — **Retail 11.00**

ISLANDER PLASTIC UKE OUTFIT. Standard size uke complete with visual Chordmaster, song book instruction book, cover bag and pick.

1035T370 — **R. $5.70**
1036T2803—Uke Only — **R. 4.50**

HARMONY BARITONE UKELELE. Made of seasoned mahogany. Rosewood fingerboard with inlaid position markers. Nylon strings, 19¼ scale.

1033T2438 — **Retail $37.50**



ELECTRIC GUITARS

KAY HAWAIIAN GUITAR. Student model Hawaiian electric guitar. Attractive green mist finish, with stenciled finger board. Powerful magnetic pick-up unit with built-in controls both volume and tone.

1037T3673—Complete with Carrying Case — **Retail $58.50**

(B) 3 TUBE AMPLIFIER. Top quality amplifier. Full 8 inch speaker for fine reproduction. Designed to give long, trouble-free service. Attractive green vinyl covering with contrasting grille. Volume control, two inputs, tone and on/off switch. Size 12" high, 15¼" wide, 7¼" deep.

"HI-FI" magnetic pick-up, with individual string adjuster for tone balance. Select spruce top, choice curly maple back and sides, fully arched. Celluloid edges. Rosewood finger board with inlaid position markers and nickel silver frets. Hand rubbed and polished to high lustre.

1039T9425—Golden Sunburst Finish — **Retail $145.00**
1040T845 Case to Fit — **Retail 13.00**

(D) TWO-UNIT SPANISH ELECTRIC GUITAR. Smartly finished in sparkling metallic deep Copper finish. Has full rich tone with tremendous carrying power. Twin magnetic pick-ups with

(A) KAY MASTER SIZE GUITAR—With full 17" width body in the new popular cutaway model. Spruce top and curly maple back are fully arched. Extra-wide heavy white celluloid on top and back edges, black inlay on top edge. Oval rosewood fingerboard, bound in white celluloid, with nine position markers and professional type frets. Heavy white celluloid guard plate, white celluloid heel plate. Adjustable rosewood bridge. In violin brown, with golden sunburst. By Belmont. F.O.B. N.Y.

240-53D3375 .....**Retail $89.50**

Same as above, except in honey blonde.

240-54D3680 .....**Retail $94.50**

GUITAR CASE, for above guitars. F.O.B. N.Y.

240-59D930 .....**Retail $17.50**

(B) BELMONT SPANISH ELECTRIC GUITAR—Large, grand auditorium size has built-in magnetic pickup with volume control. All maple laminated crackproof construction, adjustable bridge, nickel-plated hardware, white edges. In lustrous metallic gold. F.O.B. N.Y.

240-55D3580 .....**Retail $99.95**

Guitar Case for above guitar. F.O.B. N.Y.

240-59D930 .....**Retail $17.50**

(C) KAY SUPER AUDITORIUM SIZE GUITAR—Spruce top, figured maple back and sides; fully arched. Oval rosewood fingerboard; deluxe heads and built-in covers, white celluloid guard plate. Hand rubbed and polished, finished in violin brown with sunburst. By Belmont. F.O.B. N.Y.

240-52D2690 .....**Retail $48.00**

Guitar case for above guitar. F.O.B. N.Y.

240-59D930 .....**Retail $17.50**

(D) HARMONY AUDITORIUM GUITAR—Arched top and back, birch, with F-holes, in a pleasing brown mahogany shaded and highlighted finish White striped edges. Ovaled hard maple fingerboard, grained to resemble rosewood. Celluloid guardplate, on bracket. Adjustable bridge Fine tonal quality. F.O.B. Ill.

204-3D2070 .....**Retail $34.50**

Case for above guitar. F.O.B Ill.

204-4D743 .....**Retail $12 25**

HARMONY AUDITORIUM MODEL—Same as (D) guitar except blonde ivory grained finish. F.O.B. Ill.

204-5D2070 .....**Retail $34.50**

Case for above guitar. F.O.B. Ill.

204-6D743 .....**Retail $12.25**

(E) STANDARD GUITAR—Stella mahogany-shaded finish standard-size guitar Excellent for students and home playing. Nicely highlighted and grained; white striping on top edge and soundhole. Hardwood construction. Hard maple fingerboard, rosewood stained, accurately fretted. F.O.B. Ill.

204-7D1380 .....**Retail $23.00**

Case for above guitar. F.O.B. Ill.

204-8D515 .....**Retail $8.50**

(F) KAY TENOR BANJO—Curly maple shell, rosewood fingerboard. Stainless steel tension hoop, 16 brackets, calfskin head. Golden color with soft brown shading. By Belmont. F.O.B. N Y

240-60D2795 .....**Retail $47.50**

Case for above banjo. F.O.B. N.Y.

240-62D720 .....**Retail $13.50**

(G) KAY HAWAIIAN ELECTRIC GUITAR—Perfect for the student as well as the professional! New, attractive Plextone finish in green mist. Powerful magnetic pickup with tone and volume controls. Deluxe patent heads with built-in covers. A fine value! By Belmont. F.O.B. N.Y.

240-57D2846 .....**Retail $47.50**

Case for above electric guitar. F.O.B. N.Y

240-58D535 .....**Retail $9.00**

(H) AMPLIFIER—3-tube with 8-in speaker. Volume control, 2 inputs, fuse and on-off switch Green vinyl. 12"x15¼"x7¼". F.O.B. N.Y.

240-56D3860 .....**Retail $64.50**

(J) 3-TUBE ELECTRIC GUITAR AMPLIFIER—UL approved model, specially designed for use with electric guitars. 3 tubes, 6" PM speaker, two inputs, volume control, heavy-duty power cord for safety. Housed in smartly designed cabinet covered with brown simulated leather. 13" wide, 12" high, 7¾" deep. F.O.B. Ill.

204-9D2850 .....**Retail $47.50**

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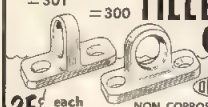

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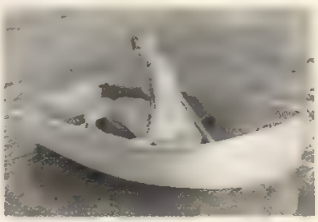

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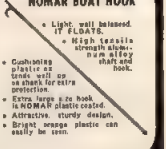

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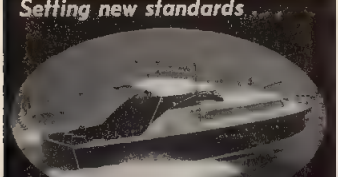
DURATECH MFG. CORP., PEEKSKILL, N. Y.

Setting new standards . . .



Occasionally a product arrives of such patent superiority that it establishes new concepts of quality by which similar products are judged. Such is the effect of the BayHead SKIFF upon those familiar with this boat. It establishes:

- New Standards of Seaworthiness—combining a high-performance bottom with substantial keel and sea-kindly contours, makes her agile and sure-footed through inlets and ranging the open seas.
- New Standards of Comfort—never before has a non-pounding, round-bilge boat of this type offered such spacious comfortable interiors.
- New Standards of Elegance—dedicated craftsmanship lavished on fine domestic and imported woods and inspired decorating, custom-styled for each boat, combine to make every BayHead SKIFF a one-of-a-kind masterpiece.

bay head SKIFFS

Creators of Fine Sport Yachts

BayHead SKIFF Co., Bay Head, N. J., Subsidiary of
New Jersey YACHT SALES Corp., Rt. 35, Point Pleasant Beach, N. J.

NO ODORS WITH TRU HEAT

Tru-Heat, the odorless cooking fuel, now comes in this non-spill, air-vented spout that allows easy filling of stove tanks. The spout comes with each can, conveniently pulls out, and then is pushed back into the can ready for use again. Made by the Truesdale Company, Boston, Mass., Tru-Heat gives off no alcoholic odors.

ELECTRIC PUMP PROVIDES FULL FUEL FLOW

Delivery of a clean, full flow of fuel to the marine power plant is one of the basic essentials of reliable, uninterrupted performance. To achieve this, the electric fuel pump made by the Eclipse Machine Division of Bendix Aviation Corporation has a filter which can be periodically inspected and cleaned to assure full power. And the company says it is explosion-proof.

A descriptive folder and specifications can be obtained from the Eclipse Division in Elmira, New York

RED HAND FIFTY

Red Hand Fifty provides the utmost bottom protection says the maker, Red Hand Compositions Company, Inc., 1 Broadway, New York 4, N. Y. The company, established in 1865, also declares that volume-production economies and world-wide sales bring this product to the public at modest cost. A color card, price list of all their products and the name of the nearest Red Hand dealer can be obtained by writing the company

FOR COLD-WIND PROTECTION

The Ibsen Aqua-Suit by Plastimayd, designed for protection from cold winds and water, is a 2-piece lightweight slipover suit made of soft, flexible Bakelite "Krene." It is of safety yellow color for high visibility and slips on or off in a jiffy. The neck and waist are elasticised while the wrists and ankles can be left open or closed with rubber bands supplied. In addition to the foul weather protection, the Deluxe Aqua Suit, complete with waterproof feet, is specifically designed for maximum water skiing comfort

DEAL'S KIT-FORM SCALE MODELS

The ITC Model Craft Division of Ideal Toy Corporation has produced as part of their 50th anniversary toys for 1957, scale models, in kit form, of the 44' Wheeler Cruiser, the steam yacht Corsair II and Fulton's Clermont. The finished Wheeler cruiser measures 22 inches long and can be mounted on a special ship stand. The Corsair stands 23 inches long and 11½ inches high while the Clermont is 19½" by 9⅛".

SEE KELLER KRAFT FOR '58 . . .

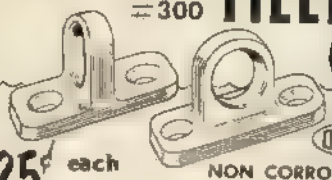
RUGGED, RACY AND RARIN' TO GO!

Cast off in a Keller Kraft and enjoy the thrill of owning the finest! Sleek and saucy, Keller Krafts are fashioned of five-ply mahogany plywood with sturdy oak framing for maximum safety, durability and dependability. Before you invest in any boat, you owe it to yourself to see the '58 fleet of classic Keller Krafts from the stylish, 19 foot Sport Fisherman and sporty, 14 and 16 foot Runabouts to the lightning-fast Hydrabout racer and utility and fishing boats . . . each styled, designed and constructed for beauty, safety and breath-taking performance.

WRITE FOR FREE CATALOG, fully illustrated and with complete details and specifications on the complete Keller Kraft fleet.

KELLER KRAFT ENTERPRISES
Box 700 Port Trevorton, Pa.

#301 #300 TILLER ROPE GUIDES



molded from DUPONT NYLON

25¢ each

NON CORROSIVE, LOWEST FRICTION
unaffected by salt water, strong, lightweight.

DISTRIBUTORS AND DEALERS: . . . . . WRITE FOR SAMPLES, LITERATURE and ATTRACTIVE DISCOUNTS

HARDWARE DESIGNERS, INC. 1052 E. ELIZABETH AVE., LINDEN, N. J.

IT'S NO LONGER A FISH STORY!

CARRY YOUR CATCH WITH YOU!

In Beautiful Sterling Silver or 14 kt. Gold

Over 300 Authentic Replicas of World's Most Popular Fish

ACTUAL SIZE

Give yourself an award for that big fish! The one you caught—such as bass, tuna, sailfish and hundreds of others—will be engraved with the weight and date of your catch. Makes a handsome gift. Order now for Christmas.

Write for Free Catalog

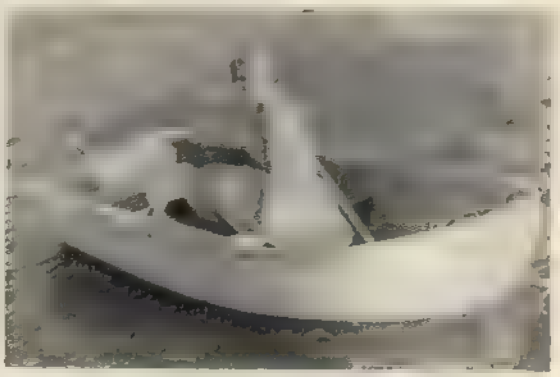
Prices include Tax. Engraving. Postage and Gift Box. Check or M.O. Sorry, no C.O.D.'s

Dealer Inquiries Invited

	Sterling Silver	14 Kt. Gold
Charm	$4.75	$28.00
Tie Tack	5.75	29.00
Tie Bar	7.50	45.00
Bar Pin	7.50	45.00
Cuff Links	12.00	66.00
Earrings	12.00	60.00
Bracelet	3.00	25.00

NAUTICAL JEWELRY MANUFACTURING CO.
298 Fulton Ave., Hempstead 21, N. Y.

A Top Quality Tender



Yachtsmen Prefer Good Looks

- 8 Ft. Molded Fiberglas—Builtin Flotation
- 52 in. Beam—Extra Displacement
- Easy Handling—Towing, Rowing or Outboard
- Mahogany Trim—Rubber Gunwhale—Bronze Fittings
- Light Weight—85 pounds

PEARSON PLASTIC CORP.
One Constitution Street Bristol, R. I.

Be sure your boat is equipped with NOMAR Products . . .

LOOK FOR THE NAME OF QUALITY

NOMAR

SOLD AT ALL BETTER SUPPLIERS
MANUFACTURED BY
WHITMAN & ROBINSON
WEEDSPORT, N. Y.

NOMAR PLASTIC-COATED ANCHOR

Resilient, tough, bright-orange vinyl plastic coating prevents scratching of hull and deck and results in more quiet stowage, especially in metal boats. The modified "Navy-Type" design provides good holding power.

NOMAR TANK HOLDER

A practical accessory in which to stow gas tank. Welded metal with vinyl plastic coating is spark-proof. It is portable or can be fastened down. Cush on effect of plastic means quiet stowage.

NOMAR MARINE BATTERY BOX

The answer to battery stowage on outboards! Sturdily constructed of welded metal. Completely coated with tough vinyl plastic. Impervious to acid, salt water and rust. Non-marring, quiet and spark proof.

NOMAR BOAT HOOK

- Light, well balanced. IT FLOATS.
- High tensile strength aluminum alloy shaft and hook.
- Cushioning plastic extends well up on shank for extra protection.
- Extra large size hook is NOMAR plastic coated.
- Attractive, sturdy design.
- Bright orange plastic can easily be seen.

FREE — Write today for literature, prices and nearest dealer

READ ALL ABOUT THEM...

FREE!

The complete story of Duratech Aluminum Boats for fresh or salt water. Construction and performance details on every Duratech model from 43 lb. dinghies to 19' ocean-going sports cruisers. Read this before you buy any small boat . . . Write . . .

DURATECH MFG. CORP., PEEKSKILL, N. Y.

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The Gift of a Lifetime
... For The Hostess
Who Has Everything!

Whoever she is, she'll be delighted with a gift of Kenwood Ceramics. Excitingly new and truly different, each of these ceramic pieces represent a new high in creative design.

Kenwood Ceramics

for the gift she doesn't have

THE PATIO CARAFE

You've never seen a carafe like this one! A graceful free-form creation that lends a new style note to your table. Oven-proof semi-porcelain in striking mirror-black, with contrasting white stopper and warmer—especially constructed to retain heat. With triple-plated brass frame and ceramic candle-holder. Holds 48 ounces or 8 cups. Weight 5 lbs.

321-945 Index 1-330; 3-297 ..... Retail **$4.95**

- ALL OVEN-PROOF
- CLEANS LIKE FINE CHINA
- TRIPLE-PLATED FRAMES

THE SAUCY SUSAN

All your condiments together in one lovely serving piece that revolves for extra convenience! Four covered condiment cups for mayonnaise, mustard, ketchup and horseradish each with its own white serving spoon. Two cruets for vinegar and oil, and a set of very modern salt and pepper shakers. Weight 6 lbs.

321-985P Index 1-730; 3-657
Pink & White, Copper Frame — Retail **$10.95**

321-985T Index 1-730, 3-657
Turquoise & White, Copper Frame — Retail **$10.95**

321-985B Index 1-730, 3-657
Black & White, Brass Frame — Retail **$10.95**

THE SUNDIAL CASSEROLE

For everything under the sun that's tasty in a casserole! Smart, modern sundial on colorful lid adds special charm to table settings. Oven-proof semi-porcelain with triple-plated brass frame and ceramic warmer for candle, sterno or alcohol

321-992P Index 1-397, 3-357
1-qt. Pink & Black. Wt. 5 lbs. . . . . Retail **$5.95**

321-992T Index 1-397, 3-357
1-qt. Turquoise & Black — Retail **$5.95**

321-993P Index 1-463, 3-417
2-qt. Pink & Black. Wt. 6 lbs. — Retail **$6.95**

321-993T Index 1-463; 3-417
2-qt. Turquoise & Black — Retail **$6.95**

In Pink or Turquoise with Black accents, rich Copper frame.

Kenwood Ceramics

for the gift she doesn't have

THE SALAD SUSAN

Serves two kinds of salad at once, in a big, 24" revolving server. Styled in striking Pink or Turquoise with accents of rich copper and black — perfect for buffet, dinnertable or patio. Oil and vinegar cruets, salt and pepper shakers and two 9" salad bowls are all of semi-porcelain. Entire unit revolves on a triple-plated copper frame mounted on ball bearings. Complete with serving accessories, a delightful gift for the hostess who "has everything." Weight 10 lbs.

321-959P Index 1-997; 3-897
Pink and Black — Retail **$14.95**

321-959T Index 1-997; 3-897
Turquoise & Black . . . . . Retail **$14.95**

LOBSTER CASSEROLE AND RANGE SET

Add a brilliant dash of color to your table with these life-like lobsters! Each piece is carefully crafted of oven-proof semi porcelain in bright red, white and black. The Lobster Casserole rests on a sturdy, triple-plated brass frame with contrasting white ceramic warmer. The Range set consists of utility jar and two bright red lobster claws that look like the real thing — but contain salt and pepper. Also a delightful "party-table" grouping — put salt and pepper in the claws and sugar in the bowl.

321-997 Index 1-463, 3-417
1-qt. Lobster Casserole. Weight 5 lbs. — Retail **$6.95**

321-998 Index 1-530, 3-477
2-qt. Lobster Casserole. Weight 6 lbs. — Retail **$7.95**

321-906 Index 1-320, 3-297
Lobster Range Set. Weight 3 lbs. — Retail **$4.95**

Clock Subject to 10% F.E.T.

THE PYRAMID CERAMIC CLOCK

For living room, modern or traditional for den or study — here is a striking "conversation piece" that is classic in design, luxurious in appearance and dependable in performance. This fabulous electric clock is done in smart semi-porcelain, decorated with rich copper overtones. Reclined dial makes for easy viewing at any angle. Copper decorated ceramic case is available with your choice of copper or turquoise face. AC only. Weight 3 lbs.

321-951C Index 1-997, 3-897
Copper Face — Retail **$14.95**

321-951T Index 1-997; 3-897
Turquoise Face — Retail **$14.95**

ROOM 202
200 FIFTH AVE BUILDING
NEW YORK CITY

See our exciting exhibit of the very latest in Jr. Cowboy merchandise at the New York Toy Fair, Mar. 10-19. Keyston styling and real Western know-how can mean extra profits to you.

The following representatives will be on hand to welcome you: Robert Patterson, Pete Fox, Lou Greene, Hy Friedman, Dick Franken, Jack Stephens, Charles Searcy, Don Da Costa, Joe Manning, Jim Hughes, Noel L. Arthur.

KEYSTON BROS.

755 MISSION STREET • SAN FRANCISCO, CALIF.

LEATHER HOLSTERS · BELTS · HATS

COWBOY SUITS · WESTERN ACCESSORIES

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755 MISSION STREET · SAN FRANCISCO, CALIF
LEATHER HOLSTERS COWBOY SUITS
BELTS • HATS WESTERN ACCESSORIES

CELEBRATING OUR 50TH ANNIVERSARY AS A MANUFACTURER OF WESTERN MERCHANDISE

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KEYSTON

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755 MISSION STREET • SAN FRANCISCO, CALIF.

LEATHER HOLSTERS
BELTS • HATS
COWBOY SUITS
WESTERN ACCESSORIES

CELEBRATING OUR 80TH ANNIVERSARY AS A MANUFACTURER OF WESTERN MERCHANDISE

Top row, from left: 10 lb. trigger CO₂; 2½ gal. foam; 1 qt. vaporizing liquid; 2½ gal. soda-acid; 5 lb. squeeze-valve CO₂; bottom row: 2½ gal. water; 5 lb. pressurized dry chemical; CO₂ system components.
All U. S. Coast Guard-approved

What kind of Kidde protection is best for your boat?

For the utmost in fire protection, install a fully automatic Kidde carbon dioxide extinguishing system.

Even when you're ashore, the Kidde system stands fire watch over your boat 24 hours a day, lets you sail in carefree comfort. Finest automatic fire protection on the market today, Kidde's is the only Coast Guard approved, non-electric rate-of-temperature-rise system.

It has no parts to replace after a fire, can be inspected without the need for discharging the system. For more information, write for Kidde's booklet, *"Your Uninvited Guest."*

The chart on the right, printed as a guide to boat owners, shows at a glance how Kidde's full line of marine portable extinguishers can help you meet United States Coast Guard safety requirements.

BOAT LENGTH	EXTINGUISHER
Class A — 0-16 Class 1 — 16'-26'	Any one of the following*: One quart vaporizing liquid. 2½ gallon foam, marine. 5 pound carbon dioxide, trigger or squeeze valve. 5 pound pressurized dry chemical
Class 2 — 26'-40'	Any two of the following*: One quart vaporizing liquid 2½ gallon foam, marine. 5 pound carbon dioxide, trigger or squeeze valve 5 pound pressurized dry chemical
Class 3 — 40'-65'	Any three of the following*: One quart vaporizing liquid. 2½ gallon foam, marine 5 pound carbon dioxide trigger or squeeze valve. 5 pound pressurized dry chemical.

*If equipped with a Kidde system, one extinguisher may be eliminated.

BOOTHS C-126, C-127 AT THE NATIONAL MOTOR BOAT SHOW, COLISEUM, N. Y. C.

Kidde Walter Kidde & Company, Inc., 152 Main St., Belleville 9, N. J.
Walter Kidde & Company of Canada Ltd., Montreal — Toronto

KILGORE CAP PISTOLS

PAL SINGLE SHOT

Die cast of zinc alloy—plated with sparkling silver finish. Hammer locks in cocked position for easy loading. Length 6".

S.R. 29¢ Each
K714-107 Cap Pistol.....$0.40
(Mfr. No. 2009)
72 per ctn.; wt. 12 lbs.

PRIVATE EYE 50-SHOT REPEATER

Realistic "38 caliber" design of hide-away size to easily fit in pocket, under pants belt or inside coat pocket. Double action, hammer cocks half back for easy loading. Uses perforated roll caps. Die cast of zinc alloy, handsome silver plating. Length 7½".

S.R. 59¢ Each
K714-404 Cap Pistol.....$0.78
(Mfr. No. 2038)
36 per ctn.; wt. 17 lbs.

KIT CARSON 50-SHOT REPEATER

Thumb operation of latch lever, on right side, pulls hammer back to half-cock and barrel automatically flips open for loading. Die cast of zinc alloy. Plastic grips. Length 9½". Uses perforated roll caps.

S.R. 79¢ Each
K714-701 Cap Pistol.....$1.00
(Mfr. No. 2040)
36 per ctn.; wt. 19 lbs.

BIG BUCK SINGLE SHOT

8-5/8" long Western style. Double action trigger cocks for loading. Sculptured plastic grip.

S.R. 49¢ Each
K714-206 Cap Pistol.....$0.66
(Mfr. No. 2032)
36 per ctn.; wt. 14 lbs.

JOHNNY ONE-SHOT

Features unique wrist holster for lightning fast draw! To be worn in inverted position, and draws downward—yet stays secure in holster until drawn. Holsters are durable polyethylene plastic in brilliant colors. Small, snub-nosed gun with true Western styling in silver finish. Length 4¾" overall.

S.R. 69¢ Each
K714-503 Cap Pistol.....$0.90
(Mfr. No. 2010)
36 per ctn.; wt. 10 lbs.

RANGER 50-SHOT REPEATER

Operation of safety latch lever directly below hammer, pulls hammer back to half-cock, permitting barrel to automatically flip open for easy loading. Die cast of zinc alloy; Dura-Gleam finish. Length 10". Uses perforated roll caps.

S.R. 89¢ Each
K714-800 Cap Pistol.....$1.20
(Mfr. No. 2042)
36 per ctn.; wt. 20 lbs.

HAWKEYE 50-SHOT REPEATER

Grip swings forward for easy loading. Double action. Zinc alloy die cast with fine line engraving. Blue-white chromate finish. Metal grips. Uses perforated roll caps.

S.R. 49¢ Each
K714-305 Cap Pistol.....$0.66
(Mfr. No. 2004)
36 per ctn.; wt. 15 lbs.

AVENGER BULLET-TYPE

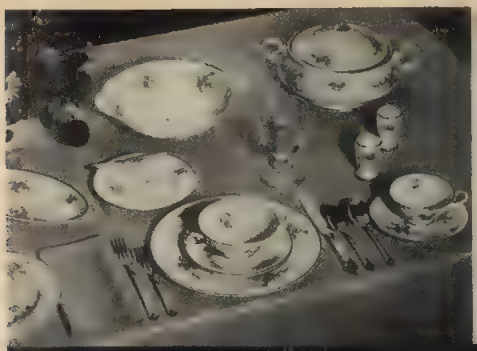
A real palm gun. It cocks automatically and can be carried in the hand while cocked and loaded. Has supra-gleam finish in silver, with high impact plastic grips in assorted colors. Length 3¾" overall.

S.R. 69¢ Each
K714-602 Cap Pistol.....$0.90
(Mfr. No. 2007)
36 per ctn.; wt. 9 lbs.

FRONTIER SIX SHOOTER

8¾" long, Western style. Cylinder rotates to give authentic action. Positive latch. Break-barrel loading. Plastic Grip.

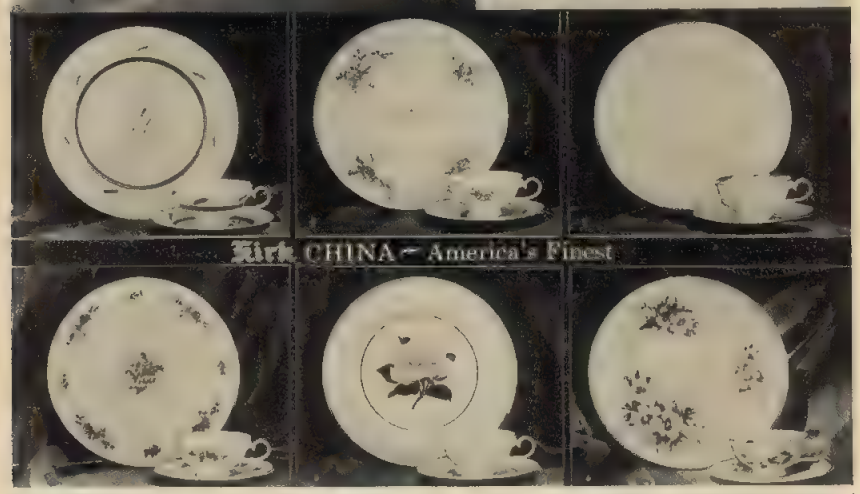
S.R. $1.29 Each
K714-900 Cap Pistol.....$1.60
(Mfr. No. 2048)
36 per ctn.; wt. 20 lbs.



Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns

ALL SHIPMENTS ARE F O B PENNSYLVANIA FACTORY



It is the cherished desire of every woman to own a complete set of fine china however if the budget will not allow such an investment at one time the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion, a full set soon can be in your possession to give pleasure for a lifetime.

All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold white and bread gold bands complement the classic pattern. Complete simplicity and elegance. A minimum of decoration for a striking effect.

	Sugg. Retail
D44G120-1376 —5-Pc. Place Setting	$ 21.50
D44G121-16957—53-Pc. Place Serv. for 8	264.95
D44G122-31520—93-Pc. Serv. for 12	492.50

4 "DUNKIRK" The ever popular rose in a new guise. Just a dainty bouquet of roses with green foliage, accented with fineness and has a soft charm. Edged in 22K gold for the ultimate touch of perfection.

	Sugg. Retail
D44G129-1085—5-Pc. Place Setting	$ 16.95
D44G130-13280—53-Pc. Place Serv. for 8	207.50
D44G131-24544—93-Pc. Pl. Serv. for 12	383.50

2 "HATHAWAY" A lustrous floral decoration in subdued shades of rose mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home.

	Sugg. Retail
D44G123-1021 —5 Pc. Place Setting	$ 15.95
D44G124-12304—53-Pc. Place Serv. for 8	182.25
D44G125-22840—93-Pc. Pl. Serv. for 12	353.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

	Sugg. Retail
D44G132-1149 5-Pc Place Setting	$ 17.95
D44G133-14128 53 Pc P. Serv for 8	220.75
D44G134-28336 -93-Pc Place Serv. for 12	411.50

5-Pc. Place Setting 1 each 10½" dinner, 8⅝" salad, 6⅝" bread and butter cup, saucer Ship wt 5 lbs

53-Pc. Set, 8 each dinner bread and butter fruit dishes cups, saucers 1 each 14¾" platter 10¾" baker creamer, sugar bowl with cover. Ship wt 40 lbs

93-Pc. Set 12 each dinner, salad, bread and butter, fruit dishes 8⅝" rim soups, cups, saucers 1 each platter baker, creamer, sugar bowl with cover, covered casserole, gravy boat salad bowl Ship wt 70 lbs Also available, cream soups, tea pot coffee pot, small platter, relish tray salt and pepper shakers

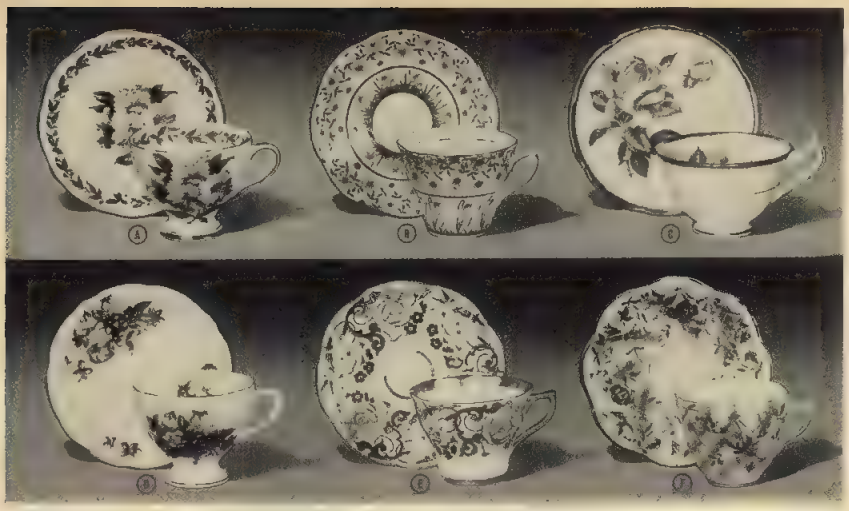
3 "MIDAS" Almost Quaker-prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to paint or cut stemware, white or colored linen. Always in good taste—never out of style.

	Sugg. Retail
D44G126-1213 5 Pc Place Setting	$ 16.95
D44G127-14802—53-Pc. Place Serv. for 8	232.85
D44G128-27747 93-Pc. Place Serv. for 12	433.55

6 "DOWRY" Today's trend is Victorian but not contemporary. This pattern combines both by blending precious Mock-Orange blossoms with fragrance of foliage and a sparkling platinum trim.

	Sugg. Retail
D44G156-980 —5-Pc Place Setting	$ 13.75
D44G157 10877 53 Pc Place Serv for 8	169.95
D44G158-20000—93 Pc Place Serv. for 12	312.50

Note: These Sets Shown In Color On Page 507 of Our 1957 Merchandiser.



Values in Imported English Bone China Cup & Saucer Sets

6-Set Assortment. Highly glazed pure White bone china with lovely floral patterns. Consists of 6 cups and saucers in 6 different patterns. Club-stand packing. Set packed in shipping carton.
4G20-995—Set of 6 . . . . . .RETAIL **$24.00**

Ⓐ **Artistically decorated.** One large spray of lily-like flowers, garland of leaves and tiny rose-buds. Gold trim.
4G115F-165 . . . RETAIL SET **$3.95**

Ⓑ **Violet Spray.** Snow White English bone china ornamented with lovely spray of Violets with a gleaming Gold trim. Excellent gift set.
4G134-148. . . . . .RETAIL, SET **$3.25**

Ⓑ **Smart Divided Design.** Lovely flowers on upper part of cup, and full flowers on lower part. Gold trim. In three attractive colors—Rose, Blue, Yellow. Specify color.
4G113-175. . . . . .RETAIL, SET **$3.95**

Ⓒ **Tudor Rose.** Highly glazed English bone china. Classic pattern with lustrous chintz. Brilliant, large rose inside cup and on saucer. 22K Gold on rim, base, handle and center.
4G144-165 . . . . . RETAIL, SET **$3.95**

Ⓔ **Floral Pattern English Bone China.** 22K Gold band on inside rim, handle and base. Small flowers, sprays and outline in Black or Brown. Scalloped cup and saucer. A welcome gift for the collector of Bone China.
4G141-325—Specify color RETAIL, SET **$5.50**

Ⓕ **Distinctive Fluted Cup.** Comes in 3 colorful floral designs. Pink Rose with Grey full leaf setting, Green and Yellow flowers or Pink flowers with smaller brown and tinted flowers, intermingling.
4G125-165 Specify color RETAIL, SET **$3.95**

Collector's Piece in English Bone China. Hand-painted White flowers and Pink buds massed against Black background. 22K Gold trim on saucer and rim of cup. Handle and foot of cup covered with 22K Gold.
4G130-275 . . . . . RETAIL, SET **$4.25**

4-Set Assortment. Consists of 3 sets illustrated above plus one 4G113 Style 5 shown at top of page. Packed in shipping carton.
4G21-1075. . . . .RETAIL, ASSORTMENT **$17.50**

Elaborate Wide Decoration. Gleaming White English bone china. Gold and Black leaves with touches of Red and Green leaves. Decoration inside cup and on saucer. Scalloped edges. Gold tracing on handle. Gold edging on pedestal base. Gold inside around cup.
4G147-450. . . . . RETAIL, SET **$7.50**

Tea Cup and Saucer of English Bone China. Exquisite hand painted full Pink rose is surrounded with shades and tints of Pink and Yellow. 22K Gold covers handle, foot of cup, and rim of saucer.
4G129-275 . . . . . .RETAIL, SET **$4.25**

KitchenAid–Westinghouse–Hamilton Beach

Ⓚ **KITCHENAID . . . 5-QT. DELUXE MIXER.** Most powerful of all . . . it's the world's finest 10-speed home mixer! Husky, precision-designed beater "kneads" bread dough as easily as it whips an eggwhite . . . you'll turn out pastries so fine-textured, light and delicious that you'll be "cook of the town"! Single motion lever elevates bowl to perfect mixing level for content depths. Bowl remains stationary while single offset beater whirls around entire inside surface, rotating to thoroughly mix ALL ingredients—leave no lumps or "pockets" to streak the finished product. Stainless steel bowl has handy handle. Wire whip and beater-pastry knife included. 12x11x17" high

84-0181 B9191	5-qt. Mixer. AC-DC. . .	**$139.50**
84-0173 B8203	4-qt. Mixer. AC-DC	**124.50**
84-0199 B841	Food Chopper Attachment	**12.95**

Ⓛ **KITCHENAID . . . 3-QT. MIXER.** Exclusive "round-the-bowl" mixing action makes the big difference in true-to-recipe results. The single, powerful offset beater travels completely around the inside surface of the stationary bowl, scraping as it revolves . . . thoroughly mixing every bit of batter. Mixer comes in white or cheery sunshine Yellow—so handsome you'll be proud to keep it in a place of honor on your work counter! 10 tested speeds swiftly, easily adapt to every kind of mixing job. Comes with 3-quart Pyrex bowl, juice extractor, all-purpose beater. 7½x12" base; 13¾" high. ⅓ HP. AC-DC

83-9951 B4952	Yellow Mixer.	**$75.25**
84-0165 B4952	White Mixer.	**75.25**
84-0199 B841	Food Chopper Attachment.	**12.95**

Ⓜ **HAMILTON BEACH FOOD MIXER** . . . only mixer in the world with a timer! No more over beating or under-mixing . . . the exclusive Mix-Timer chimes exactly at any pre-set time up to 15 minutes. New Magic Beaters . . . each down to the bottom and pull up ingredients for smooth, lump-free mixing. Fingertip Bowl Control shifts the bowl, even while beaters are turning, to insure thoroughly mixed ingredients without using a spatula. Mixguide gives you 10 selected speeds, magnified for flash reading. The mixer easily slides off stand without releasing, for portable use. Comes with a full 5-year guarantee! White enamel finish. 1 and 3 qt. white pyrex bowls included. AC-DC

84-0223 B3350	Hamilton Beach Food Mixer.	**$47 95**
84-0157 B298	Juicer Attachment	**4.00**

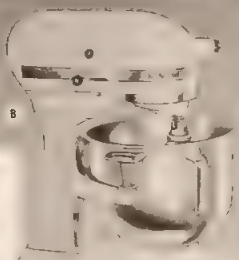
Ⓝ **NEW WESTINGHOUSE CONVERTIBLE "MIX-R-MATE"** . . . a table mixer, portable, and drink blender—all in one economical unit! Use as a portable that travels from range to counter, rests on its heel, can be hung on the wall. Use stand and turntable—you have a powerful regular mixer that frees your hands for other tasks. Attach drink blender and you have a home soda fountain that turns out malteds and milk shakes. Thumb control starts full power at any setting, stops instantly. High-low-medium speeds for every task from gentle blending to mixing heavy batters. Pop-out ejector releases beaters for cleaning. Contour-shaped 2¼-qt. glass bowl resists heat, rotates for even, thorough results. With graduated 12-oz. tumbler, stand, turntable, 2 beaters, blender attachment, 6-ft. cord. UL approved. AC

84-0090 B1901	New Westinghouse Convertible Mixer. .	**$27.95**

KitchenAid

The Finest Made

A



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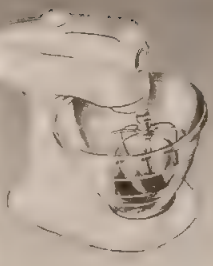

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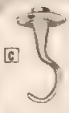


C

DOUGH HOOK

KITCHEN-AID MIXERS . . .
Food Preparers for the Home

KITCHEN-AID HOME MIXERS—manufactured by HOBART, the world's oldest and largest maker of commercial kitchen and baking equipment—lead the field in value. They offer so much more for your dollar—in years of plus-powered, trouble-free operation; in the vast range of their time and money saving services; and in the consistent time-table perfection in results. Kitchen-Aid mixers do much more than just "mixing" and "stirring." With Hobart's famous exclusive "Planetary Action" the revolving, concentric head action that "scrapes as it beats as it cleans"—they mix, whip, blend, stir, fold, knead or beat with the same professional true-to-recipe results demanded by chefs and bakers the world over. Your choice of three models

(A) MODEL K4-S—From as little as one egg white to bread dough or fruit cake, this model does a matchless job with unsurpassed ease. 10 forward speeds. Equipped with 4-qt. heavily tinned stationary steel mixing bowl; 1 wire loop whip; and 1 combination flat beater-pastry knife. White enamel finish. Ship. wt. 29 lbs.
117-K4B Index 1-8203; 3-7839 **$124.50**

(B) MODEL K5-A—Especially made for large or metropolitan families, the K5-A is the deluxe model of the home mixer field, performing the heaviest jobs with the greatest of ease and simplicity. 10 controlled positive speeds. Equipped with 5-qt. heavily tinned steel mixing bowl with handles, held stationary by 2 self-locking pins; 1 wire whip; and 1 combination flat beater-pastry knife Ship. wt. 35 lbs.
117-K5A Index 1-9191; 3-8784 **$139 50**

(C) DOUGH HOOKS for models above. Performs the hard work of kneading dough for rolls, cakes, bread, etc.
117-K4BDH Index 1-179 **$2.75**
117-K5ADH Index 1-308 **$4.75**

(D) MODEL 3-C—Ideal for the average family the Kitchen Aid economy Model 3-C has an easy-to-read mixing guide on top. Equipped with 3-qt. stationary Pyrex bowl, and 1 all-purpose wire beater. Ship. wt. 22 lbs.
117-3C Index 1-4579, 3-4376 **$69.50**

THESE ACCESSORIES WILL FIT ALL THREE MODELS

E Juice Extractor F Knife Sharpener

G Vegetable Slicer H Food Chopper

(E) FRUIT JUICE EXTRACTOR—Strains seeds, fibre, pulp. Ship. wt. 3 lbs.
117-JE Index 1-373 **$5.75**

(F) KNIFE SHARPENER—Sharpens any knife in your kitchen. Front cone sharpens scissors. Ship. wt. 1 lb.
117-KS Index 1-321 **$4.95**

(G) ROTOR VEGETABLE SLICER — Shreds, slices in minutes. Ship. wt 3 lbs.
117-VR Index 1-841 **$12.95**

(H) FOOD CHOPPERS—Transforms unused portions of food into new dishes. Ship. wt, 3 lbs.
117-FC Index 1-841 **$12.95**

J

KITCHEN-AID COFFEE MILLS GRINDS 16 TYPES OF COFFEE

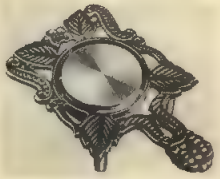
You'll never know good coffee until you've owned and used a Kitchen-Aid coffee mill . . . and discovered the very great difference between coffee freshly ground by Kitchen-Aid—and just plain ordinary "fresh" coffee. It's the grinding just before the brewing that makes the big difference, and here's why: an entire pound of coffee contains less than half a cup of delicate oil (caffeol) that gives coffee its delicious flavor and aroma. This oil, like expensive perfume, quickly evaporates when exposed to air. So if you want to serve really fresh coffee, grind it yourself with a Kitchen-Aid coffee mill. Turn the regulator ring to choose any one of 16 different grinds of coffee. A flip of the switch grinds the coffee from the 1¼-lb. hopper into the graduated receiving glass
117-A9 Index 1-1817; 3-1733 **$27 95**

KITCHEN APPLIANCES

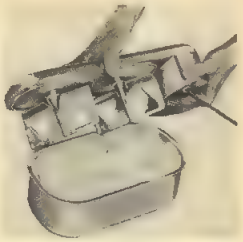
SILEX 4-QUART HANDYFREEZE ELECTRIC ICE CREAM FREEZER. "Old Oaken Bucket" trimmed with Copper and Wrought Iron. 115V, 60 cycles, AC only. Ship. wt. 18 lbs.
46E322-3X2009/2170.....RETAIL **$32.95**

WHITE ENAMELED 4-QUART FREEZER. Similar to Copper-trimmed model, but with White enamel wood tub and Blue trim. Ship. wt. 17 lbs.
46E24-3X1704/1840.....RETAIL **$27.95**

As above, 6-quart freezer.
46E126-3X2009/2170 .... RETAIL **$32.95**



ELEC-TRIVET. Practical food warmer with built-in heating element. Keeps casserole dishes, sauces, coffee, etc. at just the right temperature. **Will not affect linens or furniture finishes.** Eliminates messy and bothersome candles and heating fluids. Made of cast iron with Black Antique finish. Has Brass sunburst center disc, cool plastic handle. **Size: 5x7"**. Ship. wt. 2 lbs.
16E140-6X237/263 ... . RETAIL **$3.95**



ENTERPRISE HOME AID ICE CREAM FREEZER. Ice cream the easy way. Makes 1½ quarts in 35 to 40 minutes. Place freezer in refrigerator freezing compartment and plug flat cord into any wall socket. No ice or salt needed. Aluminum tray top and nylon fins. Waterproof shaded pole motor designed to operate at low temperatures. 110V, AC only. 9-foot cord. Ship. wt. 5 lbs.
49E123-3X1257/1330. ....RETAIL **$19.95**

AUTOMATIC TIMERS

PARAGON DEFROST-IT. • Fully automatic • Keeps food fresh longer • Easy to install • Saves electricity. No more hand defrosting of home refrigerators. Automatically defrosts any electric refrigerator every night. Easy to install—simply hang Defrost-it on wall, plug cord into outlet, and plug refrigerator cord into Defrost-it. Keeps refrigerator at peak of efficiency. Nightly defrosting keeps foods fresh longer, minimizes odors, prolongs refrigerator life. Size: 3½x2¼x5½". Ship. wt. 2 lbs.
48E52-6X585/650.....RETAIL **$9.95**

ALL PURPOSE INTERNATIONAL TIMER. Controls any appliance. Simple to set and operate. Resets itself each day. Manual skip switch. 24 hour "day or night" dial. Wide timing range, minimum "on" time 30 minutes—maximum 23 hours. Minimum "off" time 1 hour—maximum 23½ hours. Can be set for any intermediate point. **Hundreds of uses:** appliances, radios, lights, etc. 110-125V, 60 cycles, 1650 watts. Size: 5x4x2½". With 6-foot cord. UL approved. Ship. wt. 2 lbs.
48E170-6X719/797..... ..... . RETAIL **$11.95**

KITCHENAID *Planetary Action* FOOD MIXERS

MODEL 3-C. Ideal size for the average family. Exclusive Planetary Action reaches every part of the food and beats it uniformly, no matter how large or small the quantity. Simplified front-vision Speed Guide. **10 definite speeds with intermediate speeds. Equipment includes:** 3-quart clear vision heat-resisting, stationary pyrex bowl, all-purpose beater, convenient upfront mixing guide. Die-cast frame finished in durable White enamel. Size: overall height 13¾" base 7½x12⅛". ⅓ HP Universal motor with lifetime lubrication. 110-120V, AC-DC. Ship. wt. 24 lbs.
16E80-2X4376/4578.....RETAIL **$69.50**

MODEL K4-B. (not illustrated) 4-quart deluxe model. Has all the outstanding features of Model 3C. ⅓ HP Universal motor. Overall height 14". Base 8x14". **Equipment includes:** 3-quart heavily tinned steel stationary mixing bowl, wire loop whip, and one combination flat beater-pastry knife. Ship. wt. 31 lbs.
16E61-2X7838/8203.....RETAIL **$124.50**

MODEL K5-A. (not illustrated) Deluxe 5-quart model. Especially designed to serve the needs of the large family either on farm or in metropolitan home. Has all the features of other two models. Single-motion lever elevates bowl to mixing position. Overall height 17" base 11x12". **Equipment includes:** 5-quart tinned steel mixing bowl, wire loop whip, and combination flat beater-pastry knife. Ship. wt. 37 lbs.
16E62-2X8784/9191.....RETAIL **$139.50**

KITCHENAID ACCESSORIES

FOOD CHOPPER. An indispensable accessory. Fits mixers above. Chops meats, vegetables, nuts, and dates. With pestle. Ship. wt. 3 lbs.
16E67-841.....RETAIL **$12.95**

ROTOR VEGETABLE SLICER. Shreds or slices vegetables and fruits for a variety of uses. Salads made in a matter of minutes. Ship. wt. 3 lbs.
16E68-841..... . .RETAIL **$12.95**

GERBER

FERRIS WHEEL

Made of polyethylene.

J41-7-FW-21 NL134X 2.00 ea.
Pkd. 6 ea.

ROLY POLY

Made of plastic. Six removable rings.

J41-6-R-7 ST134S 2.00 ea.
Pkd. 12 ea.

KNOCKDOWN CARNIVAL GAME

Ten polyethylene milk bottles, 4" high, and three foam styrene balls. Soft, safe. Can be used for indoor play.

J41-10-815 NA134T 2.00 ea.
Pkd. 12 ea.

PLASTIC ART TOY

ASSORTMENT

Figure Sets Assortment consists of:
1 each of the following
101 - K. Carson Stagecoach Set
102 - K. Carson Covered Wagon
103 - K. Carson Posse Set
104 - Blue Cavalry Cannon Detail
105 - Blue Cavalry Patrol Detail
106 - Indian Braves Set

A88-62-107 SW400A 6.00 ea.
Pkd. 1 Asst. Asst.

Figure Sets Assortment consists of:
3 each of the following $2.00 sets.

108 - K. Carson Western Set
109 - Blue Cavalry Set

A88-63-110 NJ800S 12.00 ea.
Pkd. 1 Asst. Asst.

Figure Sets Assortment consists of:
2 each of the following $2.00 sets.

111 - K. Carson Western Set
112 - Blue Cavalry Encampment

A88-64-113 EQ800K 12.00 ea.
Pkd. 1 Asst. Asst.

BLUE CAVALRY SET

Blue Cavalry Set w/carry'n play box.

A88-65-114 CS134P 2.00 ea.
Pkd. 6 ea.

KIT CARSON WESTERN SET

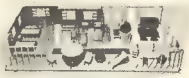
Kit Carson Western Set w/carry'n play box.

A88-66-115 HM200S 3.00 ea.
Pkd. 4 ea.

WESTERN FRONTIER

Western Frontier w/carry'n play box.

A88-67-116 OL267T 4.00 ea.
Pkd. 3 ea.



FURNITURE ASSORTMENT

Consists of 1 each of the following sets:

Kitchen and Dining Room
Living Room and Bathroom
Bedroom and Nursery

A88-68-127 CL400A 6.00 ea.
Pkd. 1 Asst. Asst.

NEW FOR '58

HAT BOX AND SUITCASE

Airline Stewardess hat box and suitcase.

A88-69-510 AR335B 5.00 ea.
Pkd. 1 ea.

ZADEK FELDSTEIN

BELL CRIB TOY

Plastic bells and beads, elastic strung for carriage, crib or playpen. Bright pastel colors. Each in transparent acetate case.

No. 2597-1712 . . . . . Each $0.48
Six in a Carton

TALKIE TELEPHONE TOY

Vinyl telephone • Ribboned with squeek voice pleasantly scented • Hol-tite suction cup base assorted pastel colors. Each in poly bag with colorful tab top.

**

No. 2596-746 . . . . . Each $0.98
Seventy-two in a Carton

HUMPTY DUMPTY

Musical clown bank. Each set individually packaged in colorful window front gift box.

No. 2594-720 . . . . . Each $1.98
Twenty-four in a carton

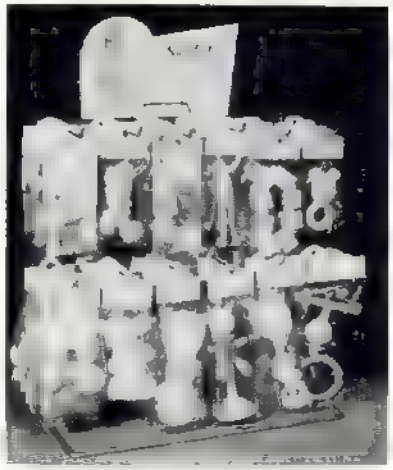
SOFTEE TEETHING NECKLACE

Made of soft vinyl, pleasantly scented play-blocks. Pastel colors. Each necklace in an acetate gift display case.

**

No. 2595-714 . . . . . Each $0.98
Seventy-two in a carton

ASSORTMENT INFANT TOY RACK



Each item individually packed in poly envelope with colorful tab top

No.	Item	Pieces	Retail
5310	Klikum Keys	6	59¢ ea
5612	Telephone & Dumbell	6	25¢ ea
5660	Alpha Betsy	6	69¢ ea
5316	Clothes Pin Rattle	6	25¢ ea
5740	Vinyl Blocks Teething Ring	6	69¢ ea
5748	Honey Bear Teether	6	29¢ ea
5308	Klikum Balls	6	59¢ ea
5212	Vinyl Squeeze Toy	6	29¢ ea
3214	Vinyl Boxing Gloves	6	59¢ ea
5666	Suction Rattle	6	59¢ ea
5518	Teddy Bear Rattle	6	29¢ ea
5738	Baby's Exerciser	6	69¢ ea

No. 2598-5000 . . . . . Each Assort. $37.05
One Assort. in a Carton

KNICKERBOCKER PLASTIC

MUSICAL CLOWN ROLY POLY—LARGE

This 11½" tall beautifully painted clown rocks and rolls to a lilting tune from musical unit inside. Made of hi-impact plastic with hand painted face and costume. Turning socket head practically guarantees against breakage. The Roly Poly returns to an upright position for more fun and music!

**

No. 357-108 . . . . . Each $2.29
Twelve in a Carton

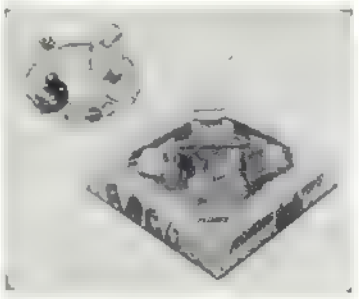
KNICKERBOCKER PLASTIC

MUSICAL CLOWN ROLY POLY—MEDIUM

This 8" multi-colored clown merrily rocks and rolls to the sound of tinkling chimes from musical units enclosed. The turning socket head is an outstanding feature in Knickerbocker Roly Polys and practically guarantees it against breakage. Made of high-impact plastic with handpainted features.

**

No. 356-104 . . . . . Each $1.29
Twenty-four in a Carton



WATER MERRY-GO-ROUND AND ABCD LETTERS

Three ducks and a baby doll rest on a floating life saver. Four inches in diameter, this bath toy and rattle is half clear and half opaque, and is packaged with scientifically designed ABCD infant rattles, teething and floating toy letters with colorful balls inside. The 1½" letters are also faced with clear plastic and are backed with red, yellow, pink or blue which teach color recognition.

No. 365-218 . . . . . Each $1.49
Twenty-four in a Carton

M & S

WASHABLE CORDUROY BLOCK SET

Foam Rubber Filled

3 piece block set—2¼" square.

No. 2456-121 . . . . . Each $1.00
Twelve in a Carton

KNICKERBOCKER'S

SCHEDULED TO BE
Nationally Advertised
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LIFE • PARENTS
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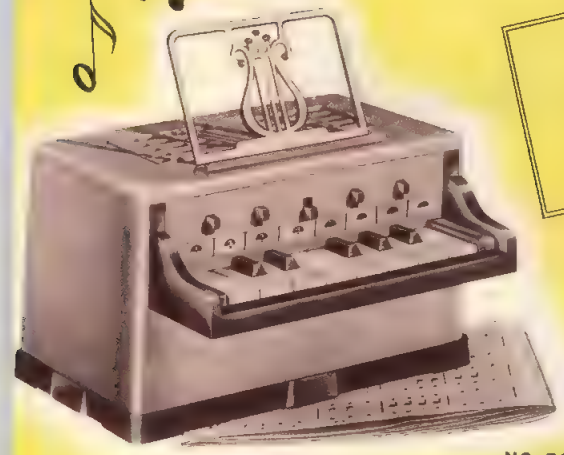


ELECTRONIC
Bell Organ

NO. 585 • BATTERY OPERATED •
CELESTE BELL TONES
INDIVIDUALLY FULL-COLOR PACKAGED
WITH MUSIC STAND & MUSIC BOOK

SUGGESTED RETAIL $12.95

ELECTRIC
Vibraphone

NO. 584
BATTERY OPERATED!
Precision-Tuned
ALLOY TONE BARS
PACKAGED IN COLORFUL
DISPLAY BOX
WITH 16-SOLO MUSIC BOOK

SUGGESTED RETAIL $9.95

KNICKERBOCKER
FACTORY: NORTH HOLLYWOOD, CALIF.
SHOWROOMS: 1107 BROADWAY, NEW YORK CITY

Teaches Music by Note Color-Number or Letter

"America's Newest Most Popular Musical Toys"

KNICKERBOCKER'S

BATTERY OPERATED MAGIC Ballroom

No. 170

SCHEDULED TO BE
Nationally Advertised
ON TV
LIFE • PARENTS
AND OTHER MAGAZINES

THEY DANCE!
THEY WHIRL!
THEY TWIRL!

A STORY-BOOK COUPLE DANCE AGAINST A MIRROR BACKDROP AND GLIDE ACROSS A MAGIC BALLROOM FLOOR.

$6.95
Suggested Retail

TAP
The Magic Castinet
TO ANY TUNE OR MUSICAL STRAIN.
WATCH THE PERFORMANCE!

KNICKERBOCKER
FACTORY, NORTH HOLLYWOOD CALIF.
SHOWROOMS: 1107 BROADWAY, NEW YORK CITY

CORRUGATED PACKAGING
GIVES MAXIMUM PROTECTION

America's Finest Dinnerware — Knowles

EXCITING NEW INTEREST FOR YOUR TABLE - BEAUTIFUL, DESIGN - WISE SEMI - PORCELAIN. JUST A SMALL INVESTMENT BUYS A LOVELY SET.

KNOWLES . . .
first in quality

WILD OATS . . . A pattern of dramatic interest. Softly colored shades of red, yellow, green and brown bring gaiety and warmth of a summer day to your table. Functional Accent shapes in white lend themselves to easy service and care—lovely and graceful to handle.

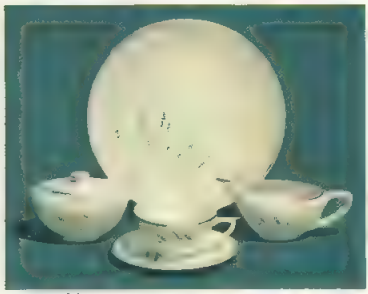
138-22D1300	32-Pc Set—Service for 6 . . .	Retail	19.50
138-23D2197	53 Pc Set—Service for 8	Retail	32.95
138-24D3997	93 Pc Set—Service for 12 . . .	Retail	59.95

FESTIVAL . . . full stalks of ripening grain in sun-struck yellow, yellow-brown and shadow gray, interspersed by slender leaves in zodiac arrangement, with a spatter effect tying the whole together. Modern, yet ageless in beauty as Nature herself on the new "Forecast" shape.

138-28D1663	32-Pc Set—Service for 6	Retail	24.95
138-29D2663	53 Pc Set—Service for 8	Retail	39.95
138-30D4663	93-Pc. Set—Service for 12	Retail	69.95

WHEAT . . . There is unusual beauty, enduring elegance in the slender spears of wheat aglean with 22K gold—silhouetted against the striking gold edged "Accent" shape. An exquisite design with the rare combination of traditional formality and modern simplicity.

138-10D1197	32-Pc Set—Service for 6 . . .	Retail	17.95
138-11D1997	53-Pc Set Service for 8 .	Retail	29.95
138-12D3664	93 Pc Set—Service for 12 . . .	Retail	54.95



FANTASY . . . No ordinary pattern this . . . guests and family alike will love this truly delightful dinnerware. Unusual simplicity of design and delicacy of color on lustrous white rimless shapes ("Accent") emphasized by the gleam of platinum on edges.

138-13D1300	32-Pc Set—Service for 6 .	Retail	19.50
138-14D2197	53-Pc Set—Service for 8	Retail	32.95
138-15D3997	93-Pc Set—Service for 12	Retail	59.95

32-PIECE SET—SERVICE FOR 6
Shipping weight 22 lbs.

6 Dinner Plates	6 Fruit Dishes
6 Cups	1 Medium Size Platter
6 Saucers	1 Vegetable Dish (Open)
6 Bread and Butter Plates	

53-PIECE SET—SERVICE FOR 8
Shipping weight 35 lbs

8 Dinner Plates	1 Creamer
8 Cups	1 Cov'd Sugar (2 pcs.)
8 Saucers	1 Medium Size Platter
8 Fruit Dishes	1 Vegetable Dish (Open)
8 Soup Dishes	
8 Bread-Butter Plates	

93-PIECE SET—SERVICE FOR 12
Shipping weight 65 lbs

12 Dinner Plates	12 Salad-Dessert Plates	1 Pickle Dish (Use as Stand for Sauce Boat)
12 Cups	1 Creamer	
12 Saucers	1 Cov'd Sugar (2 pcs.)	
12 Fruit Dishes	1 Medium Size Platter	1 Sauce Boat (Use Pickle Dish as Stand)
12 Soup Dishes	1 Large Size Platter	
12 Bread Butter Plates	2 Vegetable Dishes (Open)	

IMPORTANT NOTICE All Compositions include Full Size Dinner Plates. Shipped F.O.B. Newell, West Virginia . . . Allow 2 Weeks for Delivery

Knowles · America's Finest Dinnerware

DURABLE WARE OF SPIRIT AND BEAUTY FOR THE DINNERWARE YOU'VE ALWAYS WANTED. CHOOSE KNOWLES DECORATOR-WISE SEMI-PORCELAIN.

KNOWLES . . .
first in quality

SUBURBIA . . . in which occurs a lovely meeting of the rural and urban on the new "Forecast" shape—yellow-green meadow flowers with graceful light-and-shadow leaves, in a formal arrangement enhanced by slender trellises, all against a cream white background

138-25D1330	32-Pc	Set—Service for 8	Retail 19.95
138-26D2330	53-Pc	Set—Service for 8	Retail 34.95
138-27D3997	93-Pc	Set—Service for 12	Retail 59.95

EBONETTE . . . A new look in table decoration. Ebonette is for the modern minded with its square-round "Criterion" shape, its abstract design, its striking black and white color combination—handpainted under the glaze. For added interest most hollow pieces are solid black

138-19D1397	32-Pc	Set—Service for 6	Retail 20.95
138-20D2433	53-Pc	Set—Service for 8	Retail 36.50
138-21D4330	93-Pc	Set—Service for 12	Retail 64.95

PARK LANE . . . Lovely as its name, Park Lane is the timeless sort of pattern you will treasure for years to come. Enchanting, stylized floral sprays in soft rose gray and brown encircle the rim edged in platinum. A perfect gift for the bride

138-16D1397	32-Pc	Set—Service for 6	Retail 20.95
138-17D2433	53-Pc	Set—Service for 8	Retail 36.50
138-18D4330	93-Pc	Set—Service for 12	Retail 64.95

GRAPEVINE . . . Glorious silver-green leaves on twining stem of rich brown, curl gracefully 'round the rim of the classic "Accent" shape . . . gives startlingly vibrant effect against the frosty white ground. Equally at home with period or modern decor

138-4D1330	32-Pc.	Set—Service for 6	Retail 19.95
138-5D2130	53-Pc.	Set—Service for 8	Retail 31.95
138-6D3800	93-Pc.	Set—Service for 12	Retail 57.00

32-PIECE SET—SERVICE FOR 6
Shipping weight 22 lbs.

6 Dinner Plates	6 Fruit Dishes
6 Cups	1 Medium Size Platter
6 Saucers	1 Vegetable Dish (Open)
6 Bread and Butter Plates	

53-PIECE SET—SERVICE FOR 8
Shipping weight 35 lbs.

8 Dinner Plates	1 Creamer
8 Cups	1 Covered Sugar (2 pcs.)
8 Saucers	1 Medium Size Platter
8 Fruit Dishes	1 Vegetable Dish (Open)
8 Soup Dishes	
8 Bread-Butter Plates	

93-PIECE SET—SERVICE FOR 12
Shipping weight 65 lbs.

12 Dinner Plates	12 Salad-Dessert Plates	1 Pickle Dish (Use as Stand for Sauce Boat)
12 Cups	1 Creamer	
12 Saucers	1 Covered Sugar (2 pcs.)	
12 Fruit Dishes	1 Medium Size Platter	1 Sauce Boat (Use Pickle Dish as Stand)
12 Soup Dishes	1 Large-Size Platter	
12 Bread Butter Plates	2 Vegetable Dishes (Open)	

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Shipped F.O.B. Newell, West Virginia. Allow 2 Weeks for Delivery

Lightweight!

Does tough bucking jobs . . .

Fells trees

For trimming, limbing

Easy overhead trimming

Equipped with effortless recoil starter; instant "on-off" safety toggle switch.

TRAMS Lightweight Direct Drive Chain Saws

Lightweight, easy to operate—Trams chain saws are efficient, precision-built "one-man" saws that zip through toughest cutting jobs in no time! Ideal for general use, for farmers, estate and resort owners . . . designed for high speed pulp cutting, saws deliver full 3½ HP to cutting chains. Easy to handle when pruning, felling, bucking and limbing trees or cutting fence posts. Aviation diaphragm-type carburetors permit cutting in any position or angle. Safe to operate, all saws are equipped with flame and sparkproof mufflers that direct exhaust away from operator. 4-pint capacity fuel tank has spill proof automatic vented cap. Famous Oregon Chipper Chain with hard chromed teeth . . . specify ⅜" or ¼" pitch. Shipped direct from factory in Illinois

52-6756	**D13900**	14" Chain Saw, 3½ HP 2-cycle engine, 28 lbs. . .	**$184.95**
52-6764	**D14300**	16" Chain Saw, 3½ HP 2-cycle engine, 30 lbs. . . .	**189.95**
52-6772	**D14950**	19" Chain Saw, 3½ HP 2-cycle engine, 32 lbs. . . .	**198.95**
52-6780	**D15750**	22" Chain Saw, 3½ HP 2-cycle engine, 34 lbs. . . .	**209.95**

Saws with 5½ HP Heavy Duty 2-cycle engines . . . built for big timber jobs—for commercial operation. Aviation diaphragm-type carburetors. Specify ⅜" or ¼" pitch hard chromed Oregon Chipper Chain. Shipped from Ill.

52-6798	**D18800**	24" Chain Saw, 5½ HP 2-cycle engine, 35 lbs. . . .	**$249.50**
52-6806	**D19500**	30" Chain Saw, 5½ HP 2-cycle engine, 37 lbs. . . .	**259.50**

Nationally Advertised LANCASTER Saws

The "Big Six" Chain Saws. Big 6 HP West Bend 2-cycle engine delivers sustained power for heavy, tough timber cutting jobs. Reliable all-position diaphragm carburetor permits operation at any angle, in any position. Equipped with fully automatic clutch and pistol grip throttle handle, special hi-temper armored nose guide bar and positive chain tightener. Recoil starter. From Pa.

32-6962	**D24500**	24" Saw. 33 lbs. .	**$349.95**
32-6970	**D25200**	30" Saw. 35 lbs . . .	**359.95**
32-6988	**D25900**	36" Saw. 37 lbs.	**369.00**

"Nifty" Chain Saws. Lightweight . . . ideal for suburbanites, part time farmers. Well balanced, easy to handle . . . cut within a few inches of the ground for felling and brush cutting jobs. Float-type carburetor mounted at 45° angle enables operator to use saw at full speed in normal positions. 3 HP 2-cycle engine with recoil starter . . . ½" pitch chromed hardened chain. From Pa.

32-6814	**D10450**	14" Saw 26 lbs . . .	**$149.50**
32-6822	**D11650**	16" Saw 28 lbs	**169.50**
32-6830	**D12350**	19" Saw. 30 lbs.	**176.50**

"Log Jiffy" Saws . . . with direct drive. Ideal for the professional wood cutter . . . for farmers, contractors, tree surgeons. Compact, lightweight and easy to handle, these efficient saws are built to last. Equipped with powerful 3 HP engines, automatic recoil starters, fuel-pump diaphragm carburetors, flame arresting mufflers. High speed ½" pitch chrome hardened chains. From Pa.

32-6939	**D13400**	16" Saw. 30 lbs .	**$192.00**
32-6947	**D13950**	19" Saw. 32 lbs . . .	**199.50**
32-6954	**D14850**	24" Saw. 34 lbs.	**212.50**

Handles every garden job with ease and speed!

A year 'round helper for home owners who want a beautiful lawn and garden without back breaking labor. With the self-propelled Terro-Tiller power unit, you choose the attachments you need for finest lawn care and productive, beautiful gardens. Change attachments in minutes without tools . . . just flip lock lever down, put belt on power take-off and you're ready to go. Husky power unit cuts down hours of work to minutes of fun— you just get behind it and steer. Powerful 2¾ HP Briggs & Stratton 4-cycle engine with recoil starter is air-cooled and equipped with governor driven throttle control. Adjustable tubular steel handle with fingertip controlled clutch can be raised or lowered easily.

Rotary mower | Edger-trimmer | Reel-type mower

Terro-Tiller Power Unit . . . it's rugged!

GEORGE Terro-Tiller

Power Unit and 5 Attachments

Built-in 10" semi-pneumatic transport wheels with pre-oiled friction-free bearings move easily over level or hilly ground. You need never lift the unit!

52-4173 D6750 Power Unit. Wt. 57 lbs. . . . **$90.00**

52-4181 D4450 21" Mower. Wt. 75 lbs. . . . **89.50**

52-4199 D4450 15" Rotary Tiller (ball bearing gear box). Wt. 40 lbs. **$89.50**

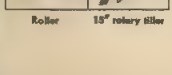
52-4207 D4450 18" Roller. Wt. 90 lbs . . **89.50**

***Reel-Type Mower*—**power drive reel, ball bearing equipped. 10" wheels, 21" cut. Wt. 50 lbs.

52-4215 D5225 Reel-Type Mower **$69.50**

Double-Duty 6" Edger-Trimmer. Self renewing blade, safety depth adjustment. Wt. 35 lbs.

52-4223 D4450 Edger-Trimmer **$59.50**



Roller | 18" rotary tiller

Terro-Tiller and attachments shipped from Ill.

the Imperial
MANTA
New
MAHOGANY
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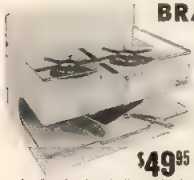
New
LAPSTRAKES
by
Dunphy
Now ready for '58 are 2 new Lapstrake models that combine every ounce of quality and performance that 104 years of experience can build into them. They outperform anything we've ever seen. The "Whitecapper" at 16' the "Surf Rider" 15'
Dunphy's 1958 line of Mahogany Molded Plywoods is also full of new, exciting surprises. Write for literature. Dealers Write for franchise information
DUNPHY BOAT CORP.
556 Broad St., Oshkosh, Wis.
the
WHITECAPPER

SEEN FROM THE CROW'S-NEST

Stow-easy sea case

Ideal boat luggage—good-looking, roomy, light folds flat and stows like a dream. Clothboard stiffeners (which fold flat when bag is collapsed) holds sides rigid for easy packing and protect clothes from crushing. Size, 21" x 12" x 12". Blue/Green plaid sailcloth..... $12.95*
Navy blue nylon (not shown). $14.50*
*Plus 10% Fed. Tax

Mail orders filled promptly.
Send for 68-page catalog of unique boating accessories.
THE CROW'S-NEST, 475 Fifth Ave., N. Y. 17, N. Y.



BRAND NEW
Designed for
THE FIRST MATE

This is the FIRST and FINEST in a bottled gas range which provides complete broiling facilities with surface cooking. Exclusive new broiler features

$49.95

"BROILRAY"

stainless steel double reflectors. The cleanest most efficient method of broiling.

★ White Porcelain ★ Chrome Guard
★ Broiler Pan and Rack
★ Size 20½ x 14½
Also Available in Stainless Steel.

Dealer Inquiries Invited

DON SMITH MARINE HARDWARE
3406 West Lake Road — Erie, Pennsylvania

going below and carried away the hatch fittings. The gods of Ireland are not smiling today.

22 15 O'Connor at helm. We must be crazy

July 7

11 30 O'Connor trips, binnacle light heavily damaged O'Connor drops cig. down parka, does funny face dance.

July 8

O'Connor left cigarette fuming on shelf in head We're slowly being destroyed.

July 9

12:05 Truscott hits 22 mph for record speed thus far—course 225°, wind 14, speed 12-16, hot.

14:10 Fortier joins the 22 club! Swingin' wind—above details—see first freighter.

18 00 Scotch hour—O'Connor puts eight foot hanging salami in bilges of ice box—ice all gone—going to be rough from here in warm beer—we'll make it somehow—wind lighter, 11 knots NE, speed aver. 9, course 260°.

20·00 Great dinner as always—lamb chops, fresh vegetables, rice, frozen strawberries and cake! Wind NE 8-10 knots, aver. speed 9

July 10

01·00 Change watch, wind light and puffy, 6-8 knots, course 260°, distance 215, fix 2100 7/9/57, 27°40' N-140°10' W All time Pacific Daylight Time.

03.00 Large cumulus sky, almost full moon, balmy—very light air, 5-8, course 270°, discussing possibility of a jibe to south tomorrow—get weather forecast 09:00. Speed 6-9.

09 30 Prepare to jibe port tack, wind very light 5-7, speed 5, course 220°.

10:30 Complete jibe, course 220°, speed 5-7, light NE 5-7 knots.

14:00 Wind continues 8-9 knot speed 6-8 mph. Unfavorable swell this tack—course 230°.

17:00 Conditions same—course 220° Running fix on sun 27°10' N x 142°52' W. Exhaust fitting broken on generator—result fuming pit midship compartment stb'd. Murphy entering—may never return.

21:00 Still light airs, course 215°, speed 7, light cumulus, no seas—notice repair in spinnaker, open 4"—steak and onions tonight.

22·30 Wind ENE, 8-9 knots, aver speed 8, course 215°. Got Vega, Venus, Antares, Polaris sights at 22:00 (P.D.T.).

24 00 Wind freshening in puffs, 8-11 knots, looks good for morning. ETA Sunday morning—hot bullion for next watch—speed 9, course 220° + 202 miles in light air!

July 11

05·00 Seas flat and calm, wind almost due E, 6-8 knots, course 215°, speed 7.

08.00 Wind hauling E, course 220°, speed 7, very hot and clear, a few cirrus and high cumulus, barometer rising 30.15

14 00 Wind light, 5 knots, course 215°, very hot and clear weather

16:00 Make jury fish line from nail and lava lava—no fish yet. Conditions same—no sun, sights today 2 sextants, excellent course 210°.

20·00 Scotch hour—wind more N and stronger 7-9 knots, gusts—speed 7—bath time, salt water and Boat Soap (excellent detergent) for all hands—course 210°.

24 00 Overcast, wind fresher, 10 knots, ENE, course 210°, speed 8

July 12

01:30 Light squalls, wind E, course 205°, speed 9, misty rain.

03:00 Light and variable N to E, course 190°-235°, average 208°, speed 7—clearing

03 20 Wind SE and fresh, 10 knots, speed 10, course aver. 230°.

04:45 Lighter again—course 220°, speed 7—barometer up .05.

05:00 Wind 10 knots, NE, aver. course 212°, aver. speed 8½.

09:30 Wind 12, course 215°, aver. speed 12, barometer down

WILSON PRO LEAGUE SPECIAL. This official size and weight football is an outstanding buy that all value conscious football enthusiasts will be quick to recognize. Made of genuine cowhide with long lasting double lining. It has strong white lacing and a rubber valve bladder. Tan color with two white stripes.
191/F1430M470 Retail each **$5.95**

WILSON OTTO GRAHAM MODEL. Full grain cowhide, double lined for extra life long. Recommended for the younger player who wants a quality leather football at a popular price. Tan with two white stripes. Official size and weight. White leather lacing and rubber valve bladder. Balanced for greater accuracy in ball handling.
191/F1134M660 Retail each **$8.50**

WILSON COMET. Quality rubber built for rugged service on cement, cinder or turf. Molded rubber bladder.
191/B1610M1175 Retail ea. **$15.75**

WILSON "TV". Deluxe molded leather basketball. Nylon wound carcass for durability and liveliness. Grip-Tite process for better ball handling.
191/B1080M1445 Retail ea. **$19.25**

WILSON "W". The perfect practice ball . . . best buy in its price class! Tuf-Kover pebbled grain material. Official size and weight. Rubber valve bladder.
191/B1550M470 Retail each **$5.95**

WILSON CREST. Excellent performer —stands up under cinder, cement or turf. Official size and weight.
191/B1620M660 Retail each **$8.95**

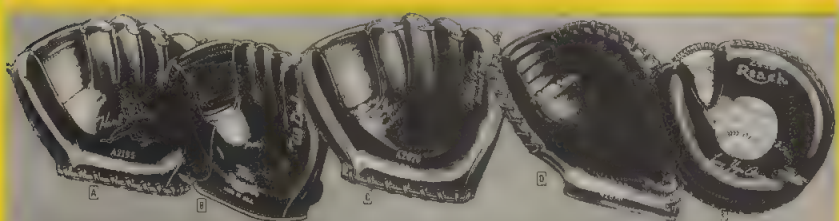
DEPENDABLE EQUIPMENT FOR HEALTHFUL ATHLETICS

WILSON DELUXE YOUTH'S MODEL BOXING GLOVES. Designed for boys up to 15 years of age. Glove is made of good quality wine colored sheepskin. Padded wrist and stuffed palm prevent open hand punching hurting youngsters. Gold laces and binding.
191/H1180M830 Retail Price set of four **$10.65**

WILSON YOUTH'S MODEL BOXING GLOVES. For boys up to 10 years of age. Features sturdy vinyl with reinforced knit backing, padded wrist and stuffed palm grip. Gold laces and binding.
191/H1182M613 Retail Price set of four **$7.95**

WILSON BASKETBALL GOAL. Give the youngsters something to shoot for . . . an all steel regulation goal. Features wire due formed "No-Tie" net holder 5/8" round steel ring. Goal is enameled orange for protection against the weather and visibility. Official 18" size. Complete with net. Easily set-up.
191/B1180M895 . . . . . Retail Price pair **$12.50**

BOWLING SHOES . . . soft, pliable, high-quality glove leather with folded edges, Goodyear stitched Littleway construction. Right shoe has white rubber sole . . . left shoe has durable Yellotan sole. Fabric lined throughout. Leather counter pocket, steel shank. State if for Right or Left hand bowler when ordering. Specify size. F.o.b. N.Y.
MEN'S bowling shoes. Whole & half sizes 6 to 12
588/8012K696 Smoke, wt. 2¼ lbs. Retail **$10.95**
588/8015K696 Black, wt. 2¼ lbs. Retail **$10.95**
WOMEN'S bowling shoes. Whole & half size 4 to 9
588/8070K665 Red, wt. 2¼ lbs. . Retail **$9.95**
588/8072K665 Smoke, wt. 2¼ lbs. . Retail **$9.95**



A WILSON HANK SAUER MODEL. Good quality cowhide. Greased. Grip Tite pocket. Welted streamlined fingers. Leather lined contour fitted felt padding and hand formed heel. Fully oiled.
191/A2195M825 Retail Price each **$10.95**

B REACH AL DARK MODEL FIELDER'S GLOVE. Carefully made from good quality full oil tan glove leather greased pocket. Fully leather lined. Welted fingers. Rolled leather binding. Laced heel, crotch, fingertips, palm. Solid web crotch.
589/2035M860 Retail Price each **$12.98**

C WILSON BILLY PIERCE MODEL. Large size glove of quality leather with one-piece palm and thumb construction. Grip tite pocket; full cowhide lining. Leather finger top lacing and crotch, rolled leather binding and wool felt pad with formed heel.
191/A2070M1295 Ship. wt. 2 lbs. Ret ea. **$16.95**

D WILSON GUS TRIANDOS TRAPPER MITT. A real value leader! Good grade, glove cowhide with leather lined palm, felt padding, greased pocket. Snap action design for maximum flexibility. Oiled.
191/A2830M825 Ship. wt. 2 lbs. Retail **$10.95**

E LARRY "YOGI" BERRA CATCHER'S MITT. Laced hinge model, made from Tan Mitt leather with offset palm. Reinforcing edge band at heel. New back design with thumb and separate finger loops. Adjustable shearling lined wrist strap.
589/2443-IM1120 . . . . . Retail each **$16.95**
REACH OFFICIAL AMERICAN LEAGUE BASEBALL. Used in All Star and World Series games, too! Features famous Cushioned Cork Center . . . wound with the finest wool and cotton yarn. Select, top grade horsehide covering, double stitched by hand.
589/OBM234 . . . . . Retail Price each **$3.25**

LEDOUX Fine Quality Woodwinds

Made by the Carl Fischer Musical Instrument Co.

Made in Europe to our exacting specifications, under our own trade name, by the world-renowned Carl Fischer Musical Instrument Co. Inc. of New York, France, Switzerland and Italy. Ledoux instruments stand supreme for flawless tone quality, perfect intonation, easy-facile action . . . for maximum flexibihty and responsiveness.

Clarinet bodies are fine, seasoned Grenadilla wood or Ebonite. Keys are drop forged nickel silver with a lightness, speed and flexibility hard to match. Simple automatic octave mechanism. Clarinets and flutes are fully guaranteed against defects due to faulty material or workmanship for twenty years from date of purchase. From N.Y.

(E) **ARTIST MODEL LEDOUX CLARINET.** The Ledoux Artist Model is among the world's finest! Made in Europe by skilled workmen whose families have been clarinet craftsmen for generations . . . the Ledoux Artist is fashioned of finest Grenadilla wood and has an exceptionally liquid tonal quality and perfect intonation. In Boehm system, 17 keys, 6 rings . . . B flat, A or E flat. Comes complete with accessories. In deluxe, leather bound Gladstone case with plush lining, zippered waterproof cover. Specify key desired . . . B flat, A or E flat.
76-1262 D10950 Clarinet with case and cover. **$205.00**

(F) **LEDOUX STANDARD MODEL CLARINET** . . . a superlative instrument at a moderate price. Made of finest Grenadilla wood seasoned and dried for years, then oil-treated for durability. Keys are nickel silver, hammered by hand and hardened for maximum strength. Intonation, tonal quality, flexibility and responsiveness make playing this clarinet a pleasure. Boehm system, key of B flat; 17 keys, 6 rings. Comes with accessories in plush lined, durably covered, simulated leather case with partitions dividing clarinet in 3 parts.
76-1270 D8950 Ledoux Standard Clarinet with case. **$165.00**

(G) **LEDOUX NATIONAL CLARINET.** Although priced for the student, the quality of this instrument is so fine that it is used extensively by professionals. Made of finest, seasoned solid Grenadilla wood. Has lock key posts and middle G sharp screw adjustments (usually found only in the highest priced instruments). In Boehm system . . . key of B flat; with 17 keys, 6 rings. Yields exceptionally fine tonal quality and full intonation. Instrument comes in a plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
76-1288 D7250 Ledoux National Clarinet with case. **$135.00**

(H) **LEDOUX STANDARD EBONITE CLARINET** . . . the world's finest in this price range! Has the fine tonal quality and perfect intonation usually found only in highest priced instruments. Made of ebonite (hard rubber) . . . it is not affected by temperature changes; won't crack. Entire upper joint is lined with nickel silver to eliminate breakage. Boehm system, key of B flat; with 17 keys, 6 rings (keys are nickel silver). Comes with accessories; in plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
76-1296 D6950 Ledoux Standard Ebonite Clarinet with case. **$129.50**

(K) **LEDOUX FLUTE.** Made to our precise specifications by one of Europe's oldest and most renowned flute makers . . . this fine instrument is exceptionally accurate in pitch and intonation. It possesses the fullest, richest beauty of tone . . . the perfect action and split-second response that is appreciated so much by all professional artists. Made of drawn nickel silver throughout . . . silver plated and hand burnished, with nickel silver forged keys and hand tempered springs. Boehm system, key of C only, with closed G sharp. The Ledoux flute comes in a handsome plush lined case, durably covered with Keratol
76-1304 D6750 Ledoux Flute with case. **$125.00**

(L) **MASTER MODEL LEDOUX FLUTE** . . . a precision instrument, built to highest professional standards! Performs with ease . . . produces tones of flawless quality, expressed in full, round response with supreme intonation. Low tones which usually require skillful professional flavoring, flow out pure, clear, beautiful! The Master Model Flute is elegantly silver plated, with keys of the popular French style, fitted to perfection. Posts are mounted on bridge work. In key of C only, with closed G sharp. Instrument comes in a deluxe carrying case, lined with silk plush; zippered, waterproof cover also included.
76-1087 D9950 Ledoux Master Flute with case and cover. . . **$182.50**

BONTEMPI Accordions

Italian-made to our specifications by the famous Carl Fischer Musical Instrument Co. . . . Bontempi accordions have rich, full tonal qualities. Lightweight, made of seasoned woods, covered in plastic . . . with brass tubing bass mechanism, and hand-fitted, hand-filed reeds of Swedish steel. Guaranteed against defects in material or workmanship for 20 years! With silk plush-lined case. Shipped from N.Y.

Colors: Solid Black, Black Pearl, Red Pearl or White Pearl.

E **PROFESSIONAL MODEL.** Piano accordion of the stars! Gives every type of tonal color combination. Has 41 treble keys, 120 basses, 4 sets of treble reeds, 5 sets of bass reeds, 11 treble switches, 5 bass switches, 1 master treble switch. Hand tuned reeds. Wt. 22 lbs

76-1684 D32500 Specify color. With custom-quality case. . . **$600.00**

F **SEMI-PROFESSIONAL ACCORDION.** An instrument of outstanding quality! 41 treble keys, 120 basses, 3 sets of treble reeds, 4 sets of bass reeds, 4 treble switches, and 1 bass switch. Specify color (above).

76-1692 D19950 With Gladstone deluxe case. Wt. 18 lbs. . . **$375.00**

G **MULTI-SHIFT ACCORDION.** Has 41 treble keys, 120 basses, 2 sets of reeds in treble, 4 sets of bass reeds, 3 treble switches, bass shift. Choice of 2 sizes. Small (14 lbs.) or Medium (15½ lbs.).

76-1338 D15950 Specify color (above) and size. With case **$300.00**

H **DELUXE ACCORDION.** Outstanding workmanship! 41 treble keys, 120 basses, 2 sets of treble reeds, 4 sets bass reeds. 1 (2-lever) automatic treble switch. 2 sizes: Medium (15½) or Small (14 lbs.).

76-1320 D13950 Specify color (above) and size. With case **$250.00**

K **BEGINNERS' or CHILDREN'S ACCORDION** . . . by Bontempi. Excellent tone, airtight volume. 25 treble keys, 12 basses, 2 sets treble reeds, 4 sets bass reeds. Warp-proof walnut fingerboard. Wt. 8 lbs.

76-1346 D5450 Specify color (above). With case. **$95.00**

ACME Saxophones

Built by world renowned instrument makers . . . Acme saxophones are noted for their rich quality of tone and ease of response. Every one is guaranteed for 20 years from the date of purchase against any possible defect due to faulty material or workmanship. And every one comes with all the accessories you need (except the case).

L **ACME MASTER SAXOPHONES** . . . by York. These fine instruments give perfect intonation and easily-produced full tones. Improved fingering system makes it simpler to execute tricky passages. Tone-hold rings are flared from body, bow and bell to eliminate leaky or loose sockets. New resonator pads for better, more resonant tone, even volume through scale range. Case-hardened keys, new single-action octave key, improved wide flaring bell. Highly polished brass is Perma-lacquered to stay shiny. Each instrument carefully regulated before leaving factory. Complete with accessories. From Michigan

76-1163 D16950 Master Alto Saxophone, E flat. **$285.00**
76-1171 D18950 Master Tenor Saxophone, B flat. **325.00**

M **ACME ARTIST SAXOPHONES.** Made in Europe by Carl Fischer . . they're the world's best saxophone value. Although reasonable in price, Acme Artist saxophones are made with the same fine craftsmanship and painstaking care as the most expensive instruments. Modern forged and cast keys of extreme hardness give you smooth, responsive action. Intonation, tonal quality and volume—all are top-ranking. And now these saxophones have the new combination articulated G sharp, B and B flat keys. Instruments are elaborately engraved, brilliantly polished, and finished with thin Perma-lacquer. All accessories (except case) are included. From N.Y.

76-1205 D13950 Artist Alto Saxophone, E flat. **$225.00**
76-1213 D17950 Artist Tenor Saxophone, B flat **275.00**

GLADSTONE SAXOPHONE CASES . . . fit all makes. Lightweight but durable . . . cases have Keratol cover, plush lining. Post handle; lock and key. Fitted compartment holds all accessories. From N.Y. or Mich.

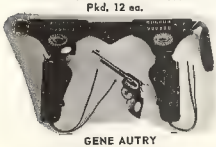
76-1221 D1995 Case for Alto Saxophone. **$37.50**
76-1239 D2295 Case for Tenor Saxophone. **42.50**

LESLIE-HENRY

DOUBLE HOLSTER SET

Black and white genuine leather set with six bullets and two Wild Bill Hickok repeater pistols. Complete with suede vest, spurs, badge, leather cuffs and decorated conchas.

J99-71-CS2/454 CD400L 6.00 ea.
Pkd. 12 ea.



GENE AUTRY DOUBLE HOLSTER

Gene Autry Double Holster w/80 guns. Brown with turquoise stones. Maverick embossed. Amber gun handles.

J99-83-2687 YT400W 6.00 ea.
Pkd. 12 ea.

WILD BILL HICKOK DOUBLE HOLSTER

Wild Bill Hickok Double Holster w/ 44 guns - Tan, brown, and white with amber stones.

J99-84-2780 AR467N 7.00 ea.
Pkd. 12 ea.

DOUBLE HOLSTER SET

Light and dark brown with amber stones - 44 guns.

J99-86-2980 HU600M 9.00 ea.
Pkd. 12 ea.

WILD BILL HICKOK DOUBLE HOLSTER

Wild Bill Hickok Double Holster Set in black leather w/turquoise stones w/ 44 guns.

J99-85-2885 MJ535W 8.00 ea.
Pkd. 12 ea.

TEXAS RANGER WESTERN OUTFIT

Texas Ranger Western Outfit with double holster in tan grain leather-leather fob medallion - Repeating cap rifle in wood grain plastic 2 cuffs - 2 spurs.

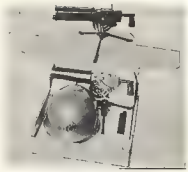
J99-87-CSR2475 MH467T 7.00 ea.
P kd. 12 ea.

MAVERICK SINGLE HOLSTER SET

Maverick Light Tan Single Holster Set.

J99-88-380 GY200X 3.00 ea.
Pkd. 12 ea.

MACO



U. S. MACHINE GUNNER

Plastic reproduction of an authentic U. S. A. type 1917A1 Water Cooled Machine Gun on a tripod and helmet.

943-1-470 CL267H 4.00 ea.
Pkd. 12 ea.

JUNIOR PEACE FORCE

Includes Paratrooper Carbine, Helmet, Mess Kit and Canteen.

943-2-580 VB467N 7.00 ea.
Pkd. 6 ea.

NEW FOR '58

ACK-ACK GUN

943-3-676 BU667P 10.00 ea.
Pkd. 1 ea.

6-IN-1 INVADER SET

943-5-1000 DE535W 8.00 ea.
Pkd. 6 ea.

6-IN-1 INVADER SET

943-4-333 AR267T 4.00 ea.
Pkd. 12 ea.

NICHOLS INDUSTRIES

Pricing Schedule

997-12-22	Stallion	Pkd. 48 ea.	BB67E	1.00 ea.
997-8-31	Silver Colt	Pkd. 72 ea.	AC67C	1.00 ea.
997-6-32	Six Shooter	Pkd. 24 ea.	CB100P	1.50 ea.
997-3-38	Six Shooter Stallion	Pkd. 24 ea.	NC134A	2.00 ea.
997-20-38-70C	Stallion 38 w/dynamite in clip	Pkd. 24 ea.	MO200E	3.00 ea.
997-11-38C	Stallion Cartridges for both 32's and 38's 6 bullets in each clip - clip fits on belt	Pkd. 72 clips	AS27F	.40 ea.
997-16-41	Stallion	Pkd. 12 ea.	DA200S	3.00 ea.
997-1-45	Stallion 45 Mark II	Pkd. 12 ea.	CS267L	4.00 ea.
997-7-45A	Stallion Caps for 45's (5 dz. in bx.) 38's - 32's - 22's, and 70's - 41's 70C	Pkd. 1 bx.	BO200A	3.00 bx.
997-19-45-70C	Stallion 45 w/dynamite in clip	Pkd. 12 ea.	AC335S	5.00 ea.
997-9-45C	Stallion Cartridges	Pkd. 36 clips	SS40L	.60 ea.
997-17-59	Pony	Pkd. 72 ea.	SC40P	.60 ea.
997-13-69	Colt Special	Pkd. 72 ea.	NM46A	.69 ea.
997-14-70C	Dyna Mite in clip	Pkd. 72 ea.	PO675	1.00 ea.
997-18-79	Colt Special	Pkd. 72 ea.	CV54E	.81 ea.

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"RESTLESS GUN"

4-in-1 Convertible Rifle Gun with 50 Shot Repeater Cap Firing Action and Cap Storage Compartment.

It's a RIFLE!
It's a 50 Shot Repeater PISTOL!
It's a CARBINE!
It's an authentic
LONG-BARREL PISTOL!

Length of rifle - 30"
Length of long-barrel pistol - 18½"
Length of carbine - 21"
Length of pistol-10½"

429-56-150 ED200K 3.00 ea.
Pkd. 6 ea.

MULTIPLE PRODUCTS

MILITARY SET

Includes: Jeep, cannons, rocket launcher, Command Post, large asst. of soldiers, accessories and equipment.

945-6-1111 AL200P 3.00 ea.
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U. S. ARMY MISSILE CORPS

Consists of: Command Post and Field Hospital, Cannon, Rocket Launchers, Jeep, Machine Gun, Barbed Wire and Soldiers.

945-8-1301 TR335F 5.00 ea.
Pkd. 4 ea.

GUNSMOKE SET

Matt Dillon "Gunsmoke" Set consists of: Marshall's Office, Dodge Bank, Cowboys and Indians, Buckboard.

945-7-1117 KH200P 3.00 ea.
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Consists of: Block House, Indians, Frontiersmen, Covered Wagon, Riders, Horses, Realistic Teepee, Cannon Emplacement, Scaling Ladders.

945-9-1303 RL335F 5.00 ea.
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WYATT EARP SINGLE HOLSTER SET

Wyatt Earp genuine leather single holster set. Tan.

429-49-827 CR200L 3.00 ea.
Pkd. 1 ea.

RESTLESS GUN DOUBLE HOLSTER

Genuine leather, 2 inch adjustable belt. Black.

429-51-G2834 FB467U 7.00 ea.
Pkd. 6 ea.

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WILD BILL HICKOCK and JINGLES
GENE AUTRY
YOUNG BUFFALO BILL
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SUPER SMOKE RIFLES

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GUNS of the WEST OUTFITS

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AIR RIFLES • BB SHOT
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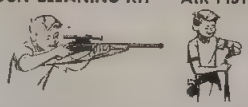

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COMMENDED by PARENTS' MAGAZINE

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RONSON Windproof Imperial "Whirlwinds"

"IMPERIAL WHIRLWIND" . . . enamel finished. 2-in-1 pocket lighter with famous Ronson press-and-release action . . . a big favorite with men or women. Windshield slides up for outdoor lighting, retracts inside lighter for indoors. Smartly styled in polished chrome plate with handsome tortoise enamel finish. Big fuel capacity; swivel base. 2" tall.
17-1108 A657 Imperial Whirlwind . **$10.95**

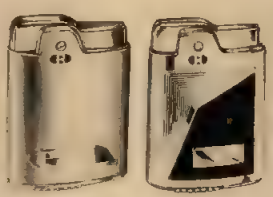
"IMPERIAL WHIRLWIND". A favorite with outdoor sportsmen . . . a faithful friend indoors as well! When outside, slide windproof shield up to shelter flame—when inside, retract shield inside lighter. Engraved design on chromium plate, smart blue enamel stripe . . . beautiful as it is dutiful. Swivel base for easy refills. A marvelous gift! 2" high.
17-1116 A630 Whirlwind Lighter . . . **$10.50**

"IMPERIAL WHIRLWIND" . . . breeze or blast can't daunt its flame. Lights up instantly in any weather with no hand shielding! Indoors . . . the windproof shield retracts inside lighter. A real asset in appearance, too, in satin finished chrome plate with attractive engraved design. Swivel base makes refilling easy. Big fuel capacity. 2" high.
17-1397 A570 Whirlwind Lighter **$9.50**

RONSON "Capri"

RONSON "CAPRI" . . . trimly tapered to her taste. This dependable lighter becomes an attractive accessory in both beautiful versions: Satin-finished chrome plate with charming engraved design, or in Wedgwood Blue enamel with white raised cherub motif. With swivel bases for quick refueling. 1¼x2" high.
17-1207 A310 Chrome **$8.50**
17-1389 A630 Wedgwood Blue . . **10.50**

RONSON "Essex"



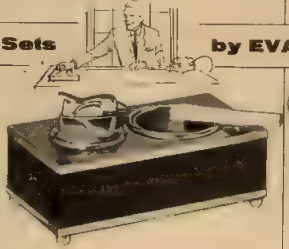
RONSON "ESSEX" . . . contour shaped to fit your hand, charmingly turned out in two smart styles. Choice of engraved design on contrasting bright and satin finished chrome —or chrome with tortoise enamel finish. Easy to refuel—turn swivel base. Floating action fitment can't crush wick. 1¾" high.
17-1348 A510 Chrome **$8.50**
17-1074 A597 Tortoise Enamel **9.95**

RONSON "Sport"

"SPORT" RONSON . . . slimly styled to carry compactly in pocket or purse, built for full-time duty! In Turquoise "textured" enamel with embossed golden star design, or satin-finished chrome with engraved design. And, of course, famous Ronson "Press . . . it's lit—release . . . it's out" action. 2¾" high.
17-1298 A390 Chrome **$6.50**
17-1082 A357 Turquoise Enamel **5.95**

Lighter Sets by EVANS

CIGARETTE AUTO SET . . . by Evans. Decorative and useful in finest white bone-china—a compliment to your good taste. 3-piece set is hand-decorated with quaint antique autos in full color. Gold-trimmed mechanism is golden jeweler's bronze. Lighter 2x4"; two ashtrays, each 4" in diameter.
17-1553 A750 Set. **$12.50**
17-1561 A600 Lighter only. . . **9.95**



EXECUTIVE LIGHTER SET . . . by Evans. Distinctively handsome combination lighter and ashtray engineered for real efficiency. Finished in golden jeweler's bronze with luxurious black morocco leather trim, it stands on 4 golden metal ball feet. Both lighter and ashtray are removable for easy fueling and cleaning. 2 cigarette rests. 5⅝x3⅛x3".
17-1637 A600 Executive Set. . . . . **.$9.95**

EVANS LIGHTER SET . . . classic elegance to reflect the grace of your home, designed to add charm to any decor! Made of fine china with white and gold detail, the lovely urn-shaped lighter has a companion ashtray with golden metal cigarette rest. Lighter, 5" tall; ashtray, 5½" diam. Specify Pink or Black.
17-1538 A900 Set. **$14.95**
17-1546 A600 Lighter Only **9.95**

Fine KAYWOODIE Pipes

World's finest pipes since 1851 . . . favorites for over a century for cool, sweet smoking! Fashioned from rare imported briars in a wide range of shapes, grains and styles to suit your taste . . . our selection includes everything from the original Standard to the newest Airograte.

FLAME GRAIN . . . made of only the choicest imported briar, distinguished for its magnificent grain. The density and close grain assure a sweet, cool smoke. Drinkless fitment in stem screens irritants, condenses tobacco tars, prevents clogging.
17-4144 A670 Billiard Shape.. **$10.00**
17-4151 A670 Apple Shape.. **10.00**

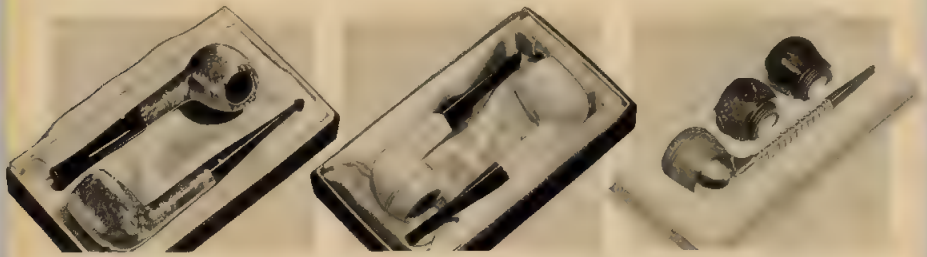
WHITE BRIAR . . . designed for the sophisticated smoker. Bowl is fashioned of rare, imported prime briar with a hard white finish. Keeps its lustrous appearance too . . . dirt and stains wipe off with a damp cloth. Contrasting black stem and bit.
17-4037 A333 Bulldog Shape.. **$5.00**
17-4183 A333 Billiard Shape **5.00**

SUPER GRAIN KAYWOODIE PIPE. The bowl is of fine grained, closely inter-woven specimen briar . . . smokes exceptionally sweet. Skillfully made to last long . . . designed with that correct, comfortable feel that has made a favorite of Kaywoodie since 1851!
17-4011 A400 Bulldog Shape. **$6.00**
17-4169 A400 Apple Shape. **6.00**

THE CARBURETOR . . . a real treat in smoking! This pipe breathes at the bottom for a perfect blend of air and smoke that improves the flavor and aroma . . . cools the smoke and keeps pipe bowl dry. Try this patterned briar for truly mild smoking pleasure.
17-4045 A510 Billiard Shape . . **$7.50**
17-4193 A510 Apple Shape . . **7.50**

MEERSCHAUM INLAID . . . combines the world's best meerschaum in smoking pleasure! Imported briar (for sweetness) with Turkish meerschaum (for absorption that purifies smoke). Makes a handsome gift for particular pipesmokers. Apple and bulldog shapes.
17-4029 A850 Apple Shape. **$12.50**
17-4177 A850 Bulldog Shape. **12.50**

STANDARD PLUM KAYWOODIE . . . the original dry, sweet-smoking pipe that made Kaywoodie the famous name it is today. Smooth, plum finished briar in 2 shapes . . . both proportioned for comfortable handling. Reliable Synchro-Stem never gets stuck.
17-4052 A333 Apple Shape. **$5.00**
17-4201 A333 Billiard Shape. **5.00**



KAYWOODIE COMPANION SETS. Sets of 2 fine pipes . . . for the wise smoker who rests his briars between each pipeful. Choose his favorite (both described above) . . . the Super-Grain Briar set (shown) or the Carburetor set (not shown) One Apple and one Billiard shape in each set. In jewel-case.
17-4060 A800 Super-Grain Set. . . . **$12.00**
17-4078 A1020 Carburetor Set. **15.00**

SET of TWO WHITE BRIARS . . . fastidiously designed for the "man about town or country". Well fashioned bowls of prime imported briar with a hard white finish that keeps its lustre always; dirt wipes off with damp cloth. Contrasting black bits add a bold touch. Set of two one Billiard and one Bulldog shape in jewel-case box.
17-4086 A670 White Briars Set. **$10.00**

NEW AIROGRATE YELLO-BOLE. Kaywoodie designs a really different pipe for sweeter, drier, cooler smokes! Imported briar bowls lined with real honey—smoke sweet instantly, need no breaking in. Removable metal grate reduces tars, moisture for dry smoking. Air-vented chamber draws fresh air; aluminum fins, shank dissipate heat. 2 extra bowls.
17-4094 A333 Gift boxed. **$5.00**

KIDDYKOOK PLAY 'LECTRIC TABLE STOVE SET. Each burner lights to heat safe for small cake dinner Includes tea kettle cozy sugar bowl creamer or saucepan casserole frypan 4 saucers cookies and spoons 4 cups saucers and plates made of polystyrene in assorted plaids Wt 7 lbs
292/388SM331 Retail set **$5.00**
292/388SM316 Lots 6 or more Retail set **5.00**

BAKING CONTEST SET. Whip up delicious cakes pies cookies and other pastries enter baking contest Set contains sugar flour mix milk spoon cake and pie pans cookie cutters utensils sifter paper cups recipes and contest rules Utensils of sturdy metal & plastic Wt 5 lbs
293/P75M330 Retail set **$5.00**
293/P75M314 Lots 6 or more Retail set **5.00**

"LITTLE LADY" ELECTRIC RANGE. Bake real cakes cookies pies etc Insulated oven retains higher constant heat Wide steel grease enamel broil pan and white trim Safety tester Operates on AC UL type Oven rack 7 practical utensils cook book cord set in 15x13¾x7½" Wt 11½ lbs
294/342M695 Retail each **$10.00**
294/342M662 Lots 6 or more Retail each **10.00**

PORTABLE MIXER . . . mixes cakes, puddings and other goodies Just like Mommie's mixer Modern design stands on end Blade ejects for easy cleaning. Completely safe Operates on 2 flashlight batteries Can be used anywhere indoors or out Plastic spoons, cups. My T Fine Pudding incl. Wt. 1¾ lbs
297/685PM265 Retail set **$4.00**
297/685PM240 Lots 6 or more Retail set **4.00**

CIRCUS BOY ICE CREAM BAR . . . makes real ice cream sherbert, frozen custard or ices in just 15 seconds. Simply put ice cubes and table salt in freezing cylinder Pour in any commercial pudding mixture or chocolate syrup and add milk or water Immersable for cleaning. 9x6x5½" Wt. 1 lb
297/100M265 Retail each **$4.00**
297/100M240 Lots 6 or more Retail each **4.00**

BETTYWARE POTS, PANS AND UTENSILS. Perfect replicas of mother's cookware for a little girl's play time cooking 8 piece set includes 2 pans, 2 pots with lids and coppertone bottoms, coppertone tea kettle with lid, 4-piece utensil set with wall rack Complete with metal play stove. Wt. 4½ lbs
296/3024M331 Retail set **$5.00**
296/3024M316 Lots 6 or more Retail set **5.00**

PRETTY MISS BEAUTY BONNET. Enchantment a bonnet Full of beauty for lovely ladies Forget me-not cologne Blue Bell cotton Pink Cloud talcum make believe Lipstick in gold case mirror and sachet heart Polyethylene bottles capped with pink rosettes Use bonnet as tote bag or doll's hat Wt 1½ lbs
295/587M210 Retail set **$3.25**
295/587M197 Lots 6 or more Retail set **3.25**

MICRO-VAC VACUUM CLEANER. Now help mother with this look alike electric sweeper Operates just like the real thing sucks up dirty items easily Rotating brush picks up dirt, lint, debris, cut Sponge rubber guards dust bag Powered by 2 flashlight batteries not included Bright red all metal 2 lbs
290/983M346 Retail each **$6.00**
290/983M328 Lots 6 or more Retail each **6.00**

COCA-COLA DISPENSER It really works Holds a standard size Coke bottle from which the refreshing contents pour when handle is pulled down Four small plastic Coca-Cola glasses include Bright red plastic dispenser with White letters To dispense 6x9x10" Glasses 2¼" high Weight 2¾ lbs
291/1290M249 Retail set **$3.50**
291/1290M245 Lots 6 or more Retail set **3.50**

WAGNER JR. VAC AID. A small sweeper that really works. It's a practical toy for the little housekeeper—looks like mother's and even works like mother's. Has two moving combs that keep brush clean. 100% non bristle that quickly whisks up the dirt. Dust pans open for easy emptying. Side cover and ends. One piece chassis rubber wheels. Full cushion bumper—to prevent marring. One-piece steel handle. Sturdy construction. Finished in Blue Spruce with Gold tone trim. Ship. wt. 3 lbs.
5N38-335 .....RETAIL **$5.00**

LARGE SIZE WASHER. ...h dish-pan drainer. Actually washes and spin dries just like mother's washing machine. Made of gleaming pink enameled pressed steel. Has sturdy legs with rubber bumpers on bottom. Sturdy metal top is smartly notched. Turning handle rotates feature metal drive shaft to which agitator paddle is attached. Red rubber hose carries off used water. Centrifugal drying basket is quickly attached to the drive shaft. Rotating at high speed spins water out of the wet clothes. Ship wt. 4 lbs.
5N37-195.... RETAIL **$3.00**

COCA COLA DISPENSER. Holds standard bottle from which the refreshing contents pour when handle is pulled down just like it is done at the soda counters. Four 5" plastic glasses are supplied. Bottles are easily inserted and removed. Dispenser is made of hi-impact plastic brightly colored Red and White. Ship. wt. 3 lbs. Size 6x6x10"
5N39-245 .... RETAIL **$3.50**

JUNIOR SIZED KITCHEN APPLIANCES

Right size toys are designed to hold the weight of an adult, yet are made of lightweight sturdy 200 lb. test fibre-board. All items packed K.D.—easy to assemble. Made by the best methods using quality material.

RIGHT SIZE CUPBOARD. 3 shelves for dishes, drawer for silverware, oversized storage compartment. Table top can be used to work on. Red and Blue design. Size: 40x19½x11¼" Ship. wt. 5 lbs.
5N40-337.....RETAIL **$5.00**

RIGHT SIZE RANGE. Has play knobs that control the four burners and oven. Pull-out drawer, clock timer, oven shelf and look-in plastic oven window. Size 26½x16x11" Ship. wt. 5 lbs.
5N41-270. ....RETAIL **$4.00**

RIGHT SIZE REFRIGERATOR. 2-door with shelves on door. Separate freezer compartment and pull plastic handle which opens door. Size: 38x18x11" Ship. wt. 8 lbs.
5N42-337.....RETAIL **$5.00**

Electric Iron and Board Set. Walnut-stained top White baked enamel finish board with reinforced steel construction. Red enamel ed legs fold flat. **Board is 28x8" and stands 32" high.** Chrome plated electric iron. A practical toy for ironing doll's clothes. Heat evenly distributed by efficient fully insulated Nickel-Chrome heating element. Will not burn. Heavy cast aluminum sole plate. Attached cord set. Overall length 6". Ship. wt. 7 lbs. Packed 1 set in carton.
5N36-345 ..... RETAIL **$5.50**

ELECTRIC RANGE. Large size 12 ½x17¾x7" Really bakes. Fiberglass insulation for even heat or better baking. Perfect for cookies, cakes etc. Durable steel construction. Electrically welded White baked enamel. Colored play switches, new grip handles. Large oven with window and rack. Four quick-heat burners. Oven has separate heating element mounted beneath oven—safety tested. Big burner plates with four aluminum finish burners. Six utensils and cookbook, and electric cord included. Ship. wt. 9 lbs.
5N33-535 .....RETAIL **$8.50**

LARGE PLAY STOVE. Heavy built—lifetime construction. Size. 12¼x11x7" Perfectly proportioned. An outstanding non-electric stove that is smart and modern. Strong, welded steel construction will take the knocks and bumps. Equipped with six utensils, two movable play switches, large oven with window door. Lustrous coral, baked enamel finish with beautiful White back panel. Colored play switches and large handles. Ship. wt. 7 lbs.
5N34-274.....RETAIL **$4.50**

SUPER ELECTRIC RANGE. Large size 15x13¾x7½" Two separate double top burners. Fan type Heat-ro, oven, holds baking temperatures, thermostat automatically turns oven off and on to maintain perfect temperature; two on and off switches—one for burners and one for oven—safety tested elements for oven and each burner plate, beautifully finished coral baked enamel with White top, coral molding trim, aluminized burners, handles and switch plates. Ideal for baking prepared mixes and ready mixes. Plate glass insulated oven door, oven rack and broiler rack. Two qts. of fluid in oil stove. Complete with set of 10 practical utensils and cookbook of tested recipes. Ship. wt. 13 lbs.
5N35 995.....RETAIL **$15.95**

DOLL HOUSES and ACCESSORIES

AMSCO DOLL-E-KICHAIR. Sturdy ¾" semi-tubular steel frame. Embossed tufted-effect back. Upholstered slip cover. All metal step plate. Rubber tray bumpers. Non-skid feet protect floors. Sea Blue baked enamel finish with Yellow trim. Size: 29" high, 16" deep, 12¾" wide. Ship. wt. 5 lbs.

5N28-336.....RETAIL **$5.00**

AMSCO DELUXE DOLL-E-CRIB. All steel full panel headboard and footboard. Rugged full tubular all-steel construction. Adjustable dropside—moves up and down. Built-in Link lock steel bedspring. Free-rolling swivel casters. Bright plated hardware. Washable mattress of Marlane Duron plastic in Nursery Pink. Sea Blue baked lustranamel finish with decorations. Size: 21¾" high, 25½" long, 15½" wide. Ship. wt. 15 lbs.

5N27-565 . . . . . RETAIL **$10.00**

AMSCO DOLL-E-FEED 'N' PLAY TABLE. Rugged all-steel construction. Large 16x15" feeding table top. Colorful play beads—really spin. Sturdy ¾" full-tubular legs. Free wheeling swivel casters. Sea Blue baked enamel finish with pastel Yellow trim. Colorful nursery time decorations. Size: 19" high, 16" wide, 15" deep. Ship. wt. 6 lbs.

5N28-385.....RETAIL **$6.00**

LITTLE MISS HOMEMAKER RANCH HOUSE. Size: 31x10x10" (set up). Completely furnished kitchen, dinette, living room, bath, bedroom and patio—2-section removable roof—with easy to assemble instructions. Authentic in every detail—even a television that changes stations. Strong lightweight roof. Entire house mounted on scratch proof polyethylene buttons. Ship. wt. 7 lbs.

3N30-335 . . . . . RETAIL **$5.00**

SPLIT LEVEL DOLL HOUSE. Size: 34x16x13" (set up). For the modern miss. A complete, modern home for "Little Miss Homemaker." Has 6 rooms, kitchen, dinette, living room, bathroom, bedroom and patio. All rooms completely furnished. Separate removable roofs on each half. Detailed house has rugs printed on floors. Flowers, shrubs, and doors that open and shut. Strong and lightweight. Hi-impact plastic used throughout. Mounted on scratch proof polyethylene buttons. Ship. wt. 6 lbs.

5N29-455.....RETAIL **$7.00**

4 PIECE DOLL BEDDING SET. Doll comforter and mattress set. Comforter and pillow covered with soft shimmering rayon taffeta; Pink on one side, Blue on the other, richly quilted. Washable plastic reversible mattress in solid color Baby Pink and Baby Blue. All filled with 100% new cotton. Approximate dimensions: Comforter 22x16"; Pillow 8x10". Mattress 13x23". Pillow 7x9". Ship. wt. 5 lbs.

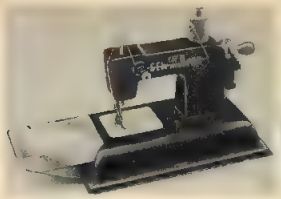
4N23-230 . . . . . RETAIL **$3.95**

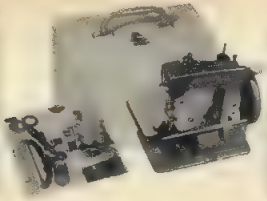
AMSCO DELUXE DOLL-E-BATH. All steel frame with Sea Blue baked enamel finish. All steel accessory tray. Heat sealed leakproof tub of Pink Marbleized Durron plastic. Adjustable dressing table top with safety strap. Pink plastic apron and splashguard with pockets. Drain hose with "off and on" clamp. Easy rolling wheels. Doll-E-Bottle (including bottle, cap and nipple.) Washcloth and soap, bottle-brush and Q-tips. Size: 28" high, 18" deep, 22" wide. Ship. wt. 6 lbs.

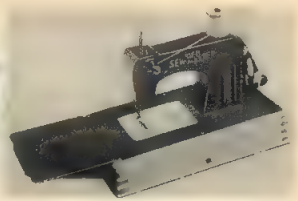
5N31-395 . . . . . RETAIL **$5.00**

AMSCO DOLL-E-LAYETTE. Blue "overnight basket with two Pink metal handles and full color hinged lid. Chix diaper, hair brush, two unbreakable bottles with caps and nipples, feeding dish, feeding spoon, package of Q-tips, funnel, measuring spoon, bottlebrush and bib. Size: 13¼" wide, 10" deep, 5½" high. Ship. wt. 3 lbs.

5N32-195.....RETAIL **$3.00**







DOMESTIC AIDS FOR LITTLE MISSES

STANDARD KAYANEE SEWING MACHINE. This sewing machine will delight any little girl. Has all of the following features: precision built sturdy steel construction in bright metallic colors, sews strong chain stitch, easy to operate, standard needle No. 12 x 1, comes threaded—ready to use, metal clamp for holding machine to table. Size, 10½x4½x6". Fully guaranteed. Ship. wt. 2 lbs.

5N43-335 .....RETAIL **$5.00**

Battery Powered Sewing Machine. Machine operates on two flash light batteries or can be hand operated. Finger-guard chain stitch. Heavy base requires no clamps. Full accessory kit including tape measure, scissors, needles, assorted spools of thread, thimble, needle threader. Baked enamel finish. Heavy quality carrying case with plastic handle and chrome snap lock. **Size:** 7¼x3½x5". Ship. wt. 4 lbs.

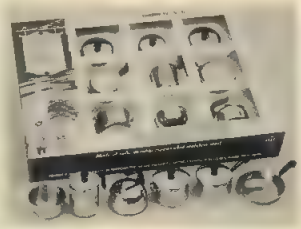
5N45-975 ... ... RETAIL **$15.00**

DELUXE KAYANEE SEWING MACHINE. Sews, operates any child can easily sew with this deluxe machine. Standard needle No. 11 x 1. Precision built sturdy steel construction in bright metallic colors. Threaded and ready to use. Sews strong chain stitch. Metal clamp for holding machine to table. Complete with simplified instructions. Fully guaranteed. Size: 12x4¾x6¾". Ship wt. 4 lbs.

5N44-570 ....RETAIL **$9.00**

MY-T-FINE INSTANT MIXER KIT. No cords, plugs, or shocks. The perfect play-work kit for mother's helpers. An educational toy that a little girl will use for years. Can be used anywhere—in or out of the house. Prepare desserts without heating or cooking. Included are: authentically designed battery operated mixer—completely safe and harmless, 4 cups, 4 spoons, box of My-T-Fine instant pudding. Ship wt. 2 lbs.

5N48-275.....RETAIL **$4.00**



REVERE WARE AMERICAN HERITAGE SET. Just like the real Revere Ware these sparkling copper clad stainless steel toys are perfect reproductions. Can actually be used to cook miniature size meals. Set includes 2" covered sauce pan, 4¼" skillet scouring powder, covered sauce pot, whistling tea kettle, coffee pot with cover, mixing bowl, and cooking guide. Sets are packed in sturdy cartons with "play stove" printed on bottom. Ship. wt. 4 lbs.

5N47-655..... .....RETAIL **$10.00**

REVERE WARE KITCHEN PRINCESS SET. Will put a gleam in any little princess's eye. Just like the real Revere Ware these sparkling copper clad stainless steel toys are perfect reproductions. Can actually be used to prepare miniature meals. Set includes 3¾" open skillet 1¾" deep sauce pan, sauce pot with cover chef's hat apron cooking guide and scouring powder. Packed in sturdy carton with "play stove" printed on bottom. Ship wt. 3 lbs.

5N48-326 ....RETAIL **$5.00**

29-Piece Cabinet Tea Set. Unusual and attractive design in toy tea sets. New rose pattern with attractive blue border on metal dishes and banded 2-tone Blue and White cups and saucers. Metal-tone silver-like tableware completes the realism desired by every little hostess. **Set contains:** 4 saucers, 4 plates, 4 cups, sugar and creamer, teapot 4 forks, 4 knives and 4 spoons. A lithographed metal cabinet is included for easy storage of complete set. Ship. wt. 4 lbs.

5N49-255 .....RETAIL **$4.00**

39-Piece "Poppy" Tea Set. Well designed in Red and White with Poppy flower design. Set contains: 6 cups, 6 saucers, 6 plates, 6 knives, 6 forks, 6 teaspoons, 1 sugar bowl with cover, 1 teapot with cover. All items of unbreakable plastic. Ship wt. 4 lbs.

5N50-255.....RETAIL **$4.00**

Famous Name Brands Jumbo Baking Mix Set. Contents make 18 Junior size treats including a genuine pizza pie. **Set consists of:** 3 assorted pans, 2 tins, cookie sheet, pancake griddle and flipper, rolling pin, decorator with 3 nozzles, mixing bowl and spoon, 5 cookie cutters, egg beater, 2 measuring spoons, teapot and cover, 2 teapots, 2 saucers, 2 teaspoons, and recipe book. Set also contains 32 packaged foods from Swans-down white cake mix to pizza pie mix to butterscotch pudding mix with a complete variety of others. Ship wt. 10 lbs.

5N51-480 ... ... RETAIL **$10.00**

Little Fisherman 12' (foreground), Malibu 14' and Caribbean 19' from Lone Star

LONE STAR FLEET OF 25 MODELS

► There are 25 different models in fiberglass and aluminum outboard boats in the 1958 Lone Star line, broken down to 10 aluminum and one fiberglass fishing-utilities, four aluminum and three fiberglass runabouts, one aluminum and two fiberglass cruisettes and three aluminum and one fiberglass cabin cruisers. Lone Star also markets five trailer models, a range that covers the entire boat fleet

By the use of its two construction materials, Lone Star is placing emphasis on carefree boating with a minimum of maintenance coupled with increased safety and ease of handling. For the latter, it is introducing "Tension-Free Steering" and special transom mounts adapted to cruiser, sport, ski-tow and fishing models. The hulls have Styrofoam-filled flotation chambers, while aluminum boats have multi-rib construction and the fiberglass ones aluminum reinforcement

Two models have been given new look "Spray-Sweep Fin Styling," the 16' Nassau and 14' Malibu These boats have an interior "automotive" seating plan for maximum stretch room for passengers. New 12' Little Fisherman and 14' Big Fisherman aluminum models have been added for 1958

The 23' aluminum Cruise Liner and 19' fiberglass Caribbean are two of the top Lone Star models for luxurious interior styling, with careful attention given to cabin ventilation. Lone Star offers a wide choice of colors.

LONE STAR BOAT CO., Box 698, Grand Prairie, Texas.

Lone Star's Fiberglass 15' Skylark and Meteor (right)

FLYING SCOT IN PRODUCTION

► A 19' planing sloop for family use and racing, Gordon (Sandy) Douglass' new Flying Scot, is now in production, with a number of boats already built, after being announced last year Her construction is fiberglass-reinforced plastic, with hard bilges, 6'9" beam and a ballasted 100 lb centerboard.

The hull is molded in one piece with the pre-molded centerboard trunk, and the deck and seats, molded as a unit, are bonded to the hull with resin and stainless steel bolts Buoyancy chambers are under the side decks behind the seats. The hull weighs 650 lbs. for easy trailing

Her rig is extremely simple, with single shrouds and a jibstay on Zephyr aluminum spars. The mast is stepped in a special built-in tabernacle and can be set up in a one-man operation.

Flying Scot is a 19' fiberglass planing sloop

Douglass points out that the boat can be easily handled by two, or even single-handed, and yet can carry 10 people in her cockpit and can be adapted to limited camp-cruising He stresses her stability and safety for family use and also reports that she has proved to be a good performer, capable of high planing speeds.

GORDON DOUGLASS BOAT CO., 1316 Mentor Ave., Mentor, Ohio.

Interior of Little Mariner 21' day cruiser

GENERAL MOTORBOAT SEA FLYERS

► Three new outboard runabouts to be known as Sea Flyers have been added to the General Motorboat line Designed for speeds up to 40 m.p.h., the Sea Flyers will come in standard, ski boat and delux models. All three are 14'5" overall with a 5'5" beam and a freeboard of 26" forward and 18" aft Structural members are white oak The hull is of 5/16 in. marine mahogany plywood

The Little Mariner Fishawk and Day Cruiser have been redesigned The Fishawk sports a longer cabin with sleeping accommodations for two. The new Day Cruiser has a 32" deep cockpit for added safety. Both feature increased headroom and a transom for 20" motor mounting. Dimensions of the two models are length 20'5", beam 7'3".

GENERAL MOTORBOAT CO., Mayo, Maryland.

General Motorboat's 14'5" Sea Flyer

There are 56 Concordia yawls now in commission

CONCORDIAS IN MANY PORTS

► There are now 58 Concordia auxiliary yawls in commission, with eight more under construction at the Abeking and Rasmussen yard in Germany for the Concordia Co. of South Dartmouth, Mass. There are four Concordias in California, four on the Chesapeake and one on the Great Lakes, in addition to many in New England waters.

The Concordia, 39'10" × 28'6" × 10' × 5'8" with 650 sq. ft. of sail, has had a remarkable race record in many areas, including firsts in Bermuda and Halifax Races. Several have been built to a modified design 41' overall, including *Harrier*, winner of the 1957 Annapolis-Newport Race and four out of five starts on the New York YC cruise. The boats sleep four or five comfortably and are built to top specifications.

The Concordia Co. also operates a yacht yard at South Dartmouth and offers the wooden Beetle Cat racing sailboat. This 12' × 6' × 2'6" gaff-rigged boat, with 100 sq. ft. of sail, cedar planked, is used in many clubs as a training boat and junior and senior racer. Racing is sponsored by local clubs and the New England Beetle Cat Boat Assn.

CONCORDIA CO., INC., South Wharf, South Dartmouth, Mass.

The Whitecapper, Dunphy's new 16' lapstrake boat

DUNPHY ADDS LAPSTRAKE HULLS

► Two new lapstrake hulls have been added to the Dunphy Boat Corp's comprehensive line of molded plywood outboard boats. They are the 16' Whitecapper, with 6'6" beam, and the 14½' Surf Rider. They are planked with marine plywood over oak frames, and both have 20" transoms. Their "Magic Carpet" seat suspension is said by this 104-year-old boatbuilding firm to be a great advance in riding comfort for outboard boat riders.

The molded plywood line includes a 16' Manta hull, of seven-ply mahogany, with 5'8" beam, with 34" depth. The delux Manta model has a mahogany frame windshield, and has ample space aft for deckchairs, picnic equipment, or sleeping bags. Another new Dunphy is the Ski Rider, 11'2" o.a., 5'3" beam, and certified for up to 50 hp.

The Black Bass is one of Dunphy's many molded plywood hulls

All the many Dunphy molded hulls are of seven-ply mahogany, each ply running from gunwale to gunwale. The "Magic Carpet" seat suspension, standard in the Whitecapper, Imperial and Delux Manta, and Imperial Robalo, is accomplished by rubber cords held within an extrusion of salt-water resistant aluminum, an exclusive Dunphy feature.

DUNPHY BOAT CORP., Oshkosh, Wis.

Sumnercraft 23' Adventurer has 2 bunks, galley and head

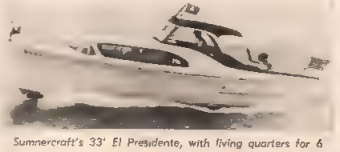
SUMNER COMPOGLAS-BUILT BOATS

► Sumner Boat Co. lists seven models, 33' to 23' long, in its 1958 fleet. The Sumnercraft are all built by this company's exclusive Compoglass method, which consists of a wooden base hull heavily covered inside and out with fiberglass-reinforced plastic. All Sumnercraft this year have Styrofoam flotation compartments, and the larger ones have two watertight bulkheads.

Largest Sumnercraft is the El Presidente cruiser, 33' o.a. by 11'2" beam by 2'8" draft, with twin 130-hp. Nordberg engines for speeds up to 25 m.p.h. Accommodations include berths for six, insulated cabin top, 6'4" headroom, stainless steel and formica galley, cockpit-loaded icebox and other details. She is priced at $19,500.

In hulls 28' × 9'4" × 2'5" are the Express Crusader II and the Commando II. With different layouts, both cruisers have living quarters for four. The Crusader II costs $7,490. The Sumnercraft 26' cruiser, with 95-hp. Nordberg, also sleeps four, and has full headroom, galley, enclosed toilet, and a $6,900 price tag. In 23' length are the Cabin Cruiser, Hardtop, Navy Top and Adventurer, each of which has two berths with a variety of other cruising facilities.

SUMNER BOAT CO., INC., Amityville, L.I., N.Y.



Sumnercraft's 33' El Presidente, with living quarters for 6

WILSON STRIKING BAG

8 paneled bag of selected grade wine colored sheepskin, heavy double twill lined with latex treated edges. Full size bladder. Ship. wt 2 lbs.

70R79-695.....RETAIL **$9.25**

WILSON STRIKING PLATFORM

Strongly built to take rugged pounding. Securely bolted select hardwood frame. Patented steel rebound ring. Chain type swivel included. Ship wt 8 lbs

70R74-780.....RETAIL **$10.45**

WILSON BOXING GLOVES

For Boys up to 15 years. Thickly padded to absorb and cushion blows and punches. With padded wrist, stuffed palm grip, gold laces and gold binding. Made of good quality Wine color sheepskin. Set of 4, ship. wt 4 lbs

70R77-705.....RETAIL, PER SET OF 4 **$10.85**

As above: For boys up to 10 yrs. old. Feature sturdy vinyl with reinforced knit backing, padded wrist, stuffed palm grip, gold laces and gold binding. Set of 4. Ship. wt. 3 lbs.

70R78-520.....RETAIL, PER SET OF 4 **$8.00**

WILSON FOOTBALL HELMET

One piece, molded solid color Tan to plastic shell with contrasting stripe. Lined with Light Tan Naugahyde. Six-point Navy type web suspension. Protective bar across nose-mouth area. Sizes: Medium—6¾ to 6⅞" and Large—7 to 7⅛". **Specify size.** Ship. wt. 2 lbs.

70R75-490.....RETAIL **$7.95**

All Around Sports

WILSON CREST BASKETBALL

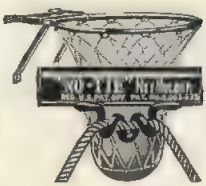
American player model. 3-ply construction, fabric lined. Rubber covered, waterproof. Gives true rebounds and bounces. Regulation size and weight. Ship. wt. 3 lbs

70R38-555.....RETAIL **$8.95**

WILSON COMET BASKETBALL

Wilson's "Indestructo" true-bounce ball for fast-action games and rugged use. 4-ply fabric lining, covered with tough rubber. Waterproof construction for indoor or outdoor play. Official size and weight. Ship. wt. 3 lbs.

70R39-995.....RETAIL **$15.75**



BASKETBALL GOAL. Regulation size steel goal ring with die-formed "No-Tie" net holder. Net strings slide in holder—slippage prevents breaking. Orange enamel finish. Easy installation. Ship. wt. 5 lbs.

70R40-404.....RETAIL **$6.25**

WILSON SHOULDER PADS

Durable youth's model. Corrugated body fibers. Web cantilever and newly designed spaulets give young players maximum protection. Sturdy leather hinges connect spaulets and shoulder caps. Completely padded with ⅝" rubber and lined with jeans cloth. Adjustable elastic web body straps and front and back laces assure a comfortable fit at all times. Ship. wt. 3 lbs.

70R76-520.....RETAIL **$7.95**

RAY JABLONSKI AUTOGRAPH MODEL

New for '57—cut in a new large size pattern from good grade, tan glove cowhide. Grip-Tite grease-set pocket and one-piece fold over web combine to form a deep well. Streamlined back fingers, five loop, leather-faced crotch and finger tips. Flat style binding. Contour felt padding and hand formed heel. Leather lined and fully oiled.

22R3-640.....RETAIL **$10.00**

LOU BOUDREAU MODEL

When price is the object, but quality is desired, this new four-fingered model solves the problem. Constructed of good grain cowhide with Grip-Tite grease-set pocket. Designed with streamlined thumb and little finger. Button-style wrist strap, barrel-type web. Leather-lined, fully oiled.

22R7 400.....RETAIL **$6.00**

ALAN AMECHE FOOTBALL

Made of top-selection, full grain pebbled cowhide. Treated with Wilson's Grip-Tite Process for maximum in feel and gripping tenacity in any weather. Lock-stitch construction, triple lining, rawhide lacing, rubber valve bladder, Tan with 2 White stripes. Ship. wt. 3 lbs.

70R46-785.....RETAIL **$12.00**

Pro-League Special Football (not shown). A real buy. Official size and weight ruggedly built for long, hard service. Made of pebbled cowhide with durable double lining, has strong plastic lacing and a rubber valve bladder. Tan with 2 White stripes. Ship. wt. 3 lbs.

70R47 400.....RETAIL **$6.00**

In Power

Ludership Means Leadership

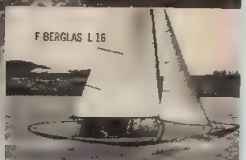
IN GENERAL — Fifty years of meticulous attention to detail, observance of highest quality standards, and demonstrated ability to produce designs well in advance of their times have established for Luders a reputation high in the ranks of American yacht design and building. Now, with a background of 1,000 hulls, our complete facilities and know-how are available to you in any phase of yachting.

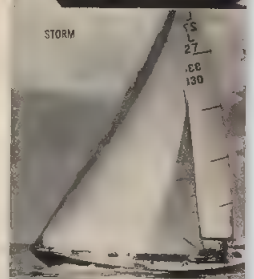
IN WOOD — Progressing from conventional carvel construction, Luders pioneered and perfected molded plywood construction with its many demonstrated advantages of strength, low upkeep, etc.

IN STEEL—Luders has produced a wide variety of vessels not only for yachtsmen but for the U. S. Army and Navy, as well as commercial vessels up to 200 feet.

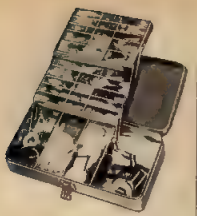
IN FIBERGLAS — After much research and experimentation, we have finally perfected a new, superior stress skin construction called "Sealdfoam." With it we can produce vessels of greater strength and rigidity, up to 60 feet.

In Sail

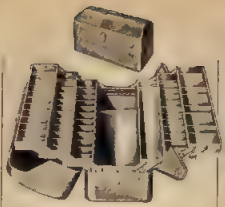




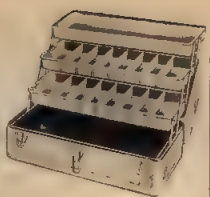
LUDERS MARINE CONSTRUCTION CO.
STAMFORD CONNECTICUT



"My Spin'n'Buddy" Tackle Box . . . Sturdy aluminum with new pebble grain finish that will never wear off! 2 easy-to-operate cantilever trays, 30 bait compartments. Reel well, three partitioned compartments in bottom for bulkier tackle
80-5028 B455 14x3⅛x7¾" . . **$7.50**



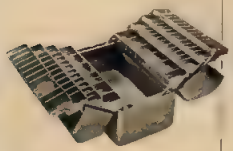
"My Buddy" Tackle master . . . willingly holds all your gear in 6 partitioned trays. Put reels and bulky tackle in roomy bottom. Chrome hardware, keyed lock. All aluminum box has rustproof enameled finish. Measures. 20x8⅜x10¾"
80-7249 B1530 Retail. **$25.50**



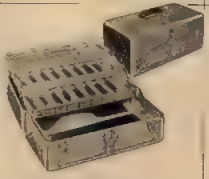
"My Buddy" Tackle Box. Big and roomy! Has 3 full size cantilever trays, (2 partitioned) to hold plenty of plugs, flies, etc. Bottom section is deep enough for reels, lines, bulkier tackle. Sturdy steel with red baked-on wrinkle enamel finish. With lock
80-5002 B630 Size 17x7⅛x8¾". **$9.95**

Everything for the Fisherman

on this and the following pages



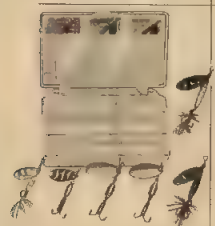
Simonsen Aluminum Tackle Box . . . answers a fisherman's every need! Seamless 1-pc. aluminum body is rustproof, waterproof. Has 8 cork-lined trays with adjustable dividers, ample space for all equipment. Continuous piano hinge. 18x10⅜x13"
80-2397 B2130 Retail . **$35.50**



"My Buddy" Aluminum Tackle Box. Natural embossed pebble grain finish on sturdy gauge, seamless aluminum . . . never wears off! 3 full-size trays; 2 with partitions. Top designed to accommodate salt water lures. Deep roomy bottom. 17x7¼x8¾"
80-2405 B870 Retail. **$14.50**

Deluxe Angler's Kit. A multi-purpose gift! Brass-lined knife with cutting, scaling blades; angler's clip (line snapper, disgorger, awl, screwdriver, bottle opener), plastic box with nylon smelled hook. Top grain cowhide case snaps on belt.
38-7175 A360 Angler's Kit. . . . **$6.00**

Airguide Fishing Barometer. Tells when they're biting! Indicates fishing conditions and trends. Maroon plastic case, chrome trim. Handsome lithographed aluminum dials. Compact, sturdy, lightweight. 3¾" diam., 1⅛" depth. Durable case.
38-7167 A480 Barometer. **$7.50**

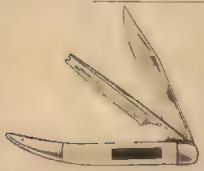


Garcia Spinner Lure Kit . . . includes 6 favorite Garcia lures! 3 Abu Reflex and 3 French Spinner Veltic. Enjoy results from these proven fish takers! Each held in separate compartment. All in pocket sized plastic tackle box. Perfect gift for a spinning enthusiast!
38-7936 A225 Garcia Kit. **$3.75**

Ewing Combination Kit . . . a joy to a sportsman! Includes pocket-size Spin box, 5⅜x3⅝x1" for 12 lures; cork lined, self-locking, waterproof. Also round Fly Box, 4¾x1¾", with 6 sections. Lures not included.
38-7902 A210 Combination. . **$3.50**
38-7910 A119 Spin Box only . **1.98**

Luhr Jensen's "Spin-Pack". 12 of the world's finest spinning lures in a waterproof bronze plastic case that slips into your coat pocket or tackle box. Each lure in its own groove. Felt bottom, foam rubber cushion in lid. Self-locking. Size: 5⅜x3⅝x1¾"
38-7522 A597 Spin-Pack. **$9.95**

Heddon "Super Sonic" Kit . . . actually helps you catch fish by sound! Contains 3 "Super Sonic" lures that attract fish by sound. Use for bait casting or trolling at any speed. 3 popular, colored lures neatly fitted in Styron jeweler's box.
38-7944 A243 Heddon Kit . . **$4.05**



Schrade-Walden Knife. This fisherman's pal has a million uses! Acts as hook sharpener, straightener, disgorger . . . as a ruler, scaler, bottle cap lifter. It's rustproof. Knife is 5" long. Has extra sharp blade, magnetic tip. An essential in every tackle box.
38-7993 A297 Knife **$4.95**

Saf-T-Grip. Clever new device handles your catch securely, no matter what size. Lets you remove bait and plugs in a jiffy; eliminates gill cuts, fin pricks. Rustproof aluminum and stainless steel grip makes fishing fun, even for the ladies'
38-7480 A120 Saf-T-Grip. **$2.00**

Shakespeare "Wexford" Casting Line . . . 4490CA. Almost invisible in water. Braided Nylon Coreless Line. Won't waterlog. Use in fresh or salt water. 2 connected 50 yard spools
38-7337 A168 15 lb. test. . . . **$2.80**
38-7365 A188 20 lb. test. . . . **3.10**
38-7373 A203 25 lb. test. **3.40**

Shakespeare "Tynex" Spinning Line . . No. 5500 monofilament, made of super-soft, limp, Dupont nylon; processed to reduce stretching. 4 connected 100 yd. spools in handy plastic box.
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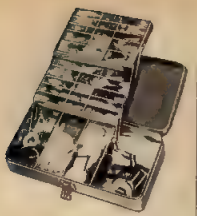
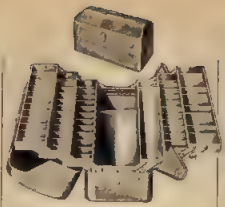
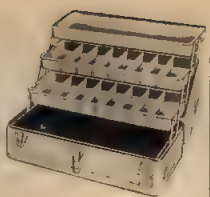


"My Spin'n'Buddy" Tackle Box . . . Sturdy aluminum with new pebble grain finish that will never wear off! 2 easy-to-operate cantilever trays, 30 bait compartments. Reel well, three partitioned compartments in bottom for bulkier tackle
80-5028 B455 14x3⅛x7¾" . . **$7.50**



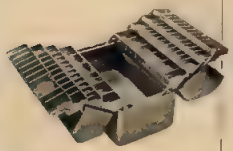
"My Buddy" Tackle master . . . willingly holds all your gear in 6 partitioned trays. Put reels and bulky tackle in roomy bottom. Chrome hardware, keyed lock. All aluminum box has rustproof enameled finish. Measures. 20x8⅜x10¾"
80-7249 B1530 Retail. **$25.50**



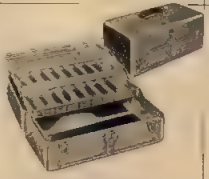
"My Buddy" Tackle Box. Big and roomy! Has 3 full size cantilever trays, (2 partitioned) to hold plenty of plugs, flies, etc. Bottom section is deep enough for reels, lines, bulkier tackle. Sturdy steel with red baked-on wrinkle enamel finish. With lock
80-5002 B630 Size 17x7⅛x8¾". **$9.95**

Everything for the Fisherman

on this and the following pages



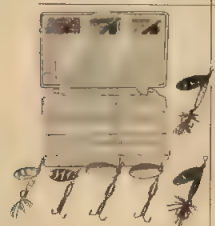
Simonsen Aluminum Tackle Box . . . answers a fisherman's every need! Seamless 1-pc. aluminum body is rustproof, waterproof. Has 8 cork-lined trays with adjustable dividers, ample space for all equipment. Continuous piano hinge. 18x10⅜x13"
80-2397 B2130 Retail . **$35.50**



"My Buddy" Aluminum Tackle Box. Natural embossed pebble grain finish on sturdy gauge, seamless aluminum . . . never wears off! 3 full-size trays; 2 with partitions. Top designed to accommodate salt water lures. Deep roomy bottom. 17x7¼x8¾"
80-2405 B870 Retail. **$14.50**

Deluxe Angler's Kit. A multi-purpose gift! Brass-lined knife with cutting, scaling blades; angler's clip (line snapper, disgorger, awl, screwdriver, bottle opener), plastic box with nylon smelled hook. Top grain cowhide case snaps on belt.
38-7175 A360 Angler's Kit. . . . **$6.00**

Airguide Fishing Barometer. Tells when they're biting! Indicates fishing conditions and trends. Maroon plastic case, chrome trim. Handsome lithographed aluminum dials. Compact, sturdy, lightweight. 3¾" diam., 1⅛" depth. Durable case.
38-7167 A480 Barometer. **$7.50**



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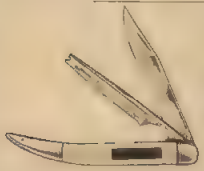

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38-7266 A259 8- 9½ lb. test. **4.80**
38-7274 A340 10-11½ lb. test. **5.60**

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world's first
ready to fly
BIPLANE
ready to fly into
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SMALL ENOUGH TO FLY ALMOST ANYWHERE—Li'l Stinker is the most exciting ready-to-fly power model ever built! Designed expressly for Thimble-Drome's fabulous PEE WEE .020—world's smallest model engine—Li'l Stinker catches everyone's eye with its jewel-like perfection, marvelous realism. from wing struts to landing gear skirts. And its superb Thimble-Drome easy starting and *fly-ability* will make power model enthusiasts out of every customer!

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A FASCINATING SPORT! AN EXCITING HOBBY!

Statistics show that the age group that has been most active and *enthusiastic* about power models encompasses a 22 million segment of the American public! What does this mean in terms of potential sales—potential profits?

Here is a multi million dollar market that is moving right up alongside electric trains and plastic hobby kits as STAPLES! And right along with it is the additional continuing sales potential of fuel and accessories . . . another million dollar market!

Getting your share of this great profit potential with THIMBLE-DROME requires *no* specialized training of sales personnel—*no* service headaches.

Easy starting, dependable performing THIMBLE-DROME power models and engines—largest selling power model line—are your "open sesame" to year around big ticket sales and profits! Grow with this growing market by calling your Jobber today!

PLUSH & STUFFED TOYS

M & S DOLL CO.

Foam Filled Terry Assortment
Fluffy terry cloth toys with lightweight foam filling. Cuddly soft, colorful, machine washable. From 8 to 10 inch size. Assortment of 12; 2 each of items shown.

No.	List Each	Asst.
M77-240	$1.00	07Y20

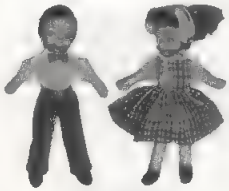
Packed 1 asst. N.L.S. - 4 lbs.

"Butch"
A teen-ager favorite, the bendable companion doll. 33 inches tall. Wires in body permit Butch the Football Player to be bent to hold any pose. Attractive colors.

No.	List Each	L.P.L.	P.L.
M77-3952	$2.98	02X00	01X80

Packed 12 each, 30 lbs.

M & S DOLL CO.



Daisy and Danny
16 inch cuddly soft dolls that can be played with in a variety of positions. Washable vinyl faces, nicely finished costumes, yarn hair.

List Each $2.98

No.		L.P.L.	P.L.
M77-3101	Daisy	02X00	01X80
M77-3151	Danny	02X00	01X80

Packed 24 each, 25 lbs.

RUSHTON

35 Inch Cuddle Bear
Made of very long lofty plush in colors of gold, brown, white or beige. Orlon and cotton stuffed. Ribbon bow. In polyethylene bag.

No.	List Each	L.P.L.	P.L.
M77-364	$9.98	06Y67	06Y00

Packed 4 each, 14 lbs.

18 Inch "Poor Pouty Pete"
Sad faced sitting hound, made of very long pile white plush with black ears. Has a "voice." Cotton stuffed. Expressive tear-filled eyes. vinyl face. Individual box.

No.	List Each	L.P.L.	P.L.
M77-387	$4.98	03X34	03X00

Packed 6 each, 10 lbs.

RUSHTON

15 Inch "Fifi" Poodle
Chic rhinestone collar and leash. Made of long curly and short lustrous plush, giving the effect of a Dutch clip. Pom-pom on ears and tail, black glass eyes, long black lashes, ribbon bow. Cotton stuffed. Individually boxed.

No.	List Each	L.P.L.	P.L.
M77-632	$5.98	04X00	03X60

Packed 6 each, 12 lbs.

15 Inch "Zippy" Chimp
Faithful reproduction of the comical T-V chimp. Black shaggy rayon plush, cotton stuffed. Red and white felt hat, tee shirt, red overalls. Cute vinyl face and hands. In a box.

No.	List Each	L.P.L.	P.L.
M77-624	$6.98	04X67	04X20

Packed 6 each, 12 lbs.

PLUSH & STUFFED TOYS

RUSHTON

20 Inch "Spareribs"

Soft floppy hour' dog, cotton and orlon stuffed. Made of bright lustrous rayon plush. Voice in ear. Comical vinyl face, hand painted. In a box.

No.	List Each	L.P.L.	P.L.
M78-511	$4.98	03X34	03X00

Packed 6 each, 12 lbs.

20 Inch Cuddle Bear

Puff cheek bear, made of two-tone delustered plush. Cotton stuffed. Has a "growler." Handpainted vinyl nose. Wide satin bow. In a box.

No.	List Each	L.P.L.	P.L.
M78-780	$4.98	03X34	03X00

Packed 6 each, 12 lbs.

15 Inch "Lazy Jack" Donkey

Sitting donkey of grey and white delustered plush. Cotton stuffed. Sewed in black eyes and eyelashes. Red felt lined ears, red bridle with gold spots and bells. Each in a box.

No.	List Each	L.P.L.	P.L.
M78-518	$3.98	02X67	02X40

Packed 6 each, 9 lbs.

RUSHTON

15 Inch Cuddle Bear

Soft stuffed puff cheek bear of very long-pile lofty rayon plush. Two-tone pastel colors. Sewed in eyes, pom-pom nose, red felt tongue. Cotton and orlon stuffed. Wide satin bow. Each in a box.

No.	List Each	L.P.L.	P.L.
M78-375	$2.98	02X00	01X80

Packed 6 each, 8 lbs.

RUSHTON

11 Inch Standing Poodle

Adorable French poodle in a combination of long curly and short pile lustrous plush, giving the effect of a real Dutch clip. Cotton stuffed. Black glass eyes, long flirty lashes, flowers and ribbon bows. In a box.

No.	List Each	L.P.L.	P.L.
M78-456	$2.98	02X00	01X80

Packed 6 each, 8 lbs.

RUSHTON

Plush Animal Assortment

6 cuddly animals; 2 each of Sitting Hound, Whiffy Whiskers and Tipsy Tiger. Hound is made of delustered plush, the others of bright rayon plush. Stuffed with cotton and wearing wide satin bows. Each in a box.

No.	List Each	Packed	Asst.
M78-5835	$2.98	1 asst. N.L.S. — 8 lbs.	10Z80

Hand Puppet Assortment

12 clever puppets to delight and entertain children. 4 each of Captain Kangaroo. 2 each of clown, spaceman, monkey and comical doggy.

No.	List Each	Asst.
M78-P12	$1.00	07Y20

Packed 1 asst. N.L.S. - 6 lbs.

Carl Alpers, on the left, who has three M&W Piston equipped John Deere tractors on his 480 acres, didn't doubt for a minute that Maynard Schleeter knew what he was talking about.

"...but they changed their tune when I proved it by Dynamometer test!"

It *is* hard to believe that a 16-year old tractor with a smaller engine could possibly develop as much horsepower as a new and bigger Farmall. And Maynard Schleeter who farms 600 acres of deep dark dirt just north of Colfax, Illinois, took quite a bit of good natured kidding about it until he proved he was right by actual Hydra-Gauge Dynamometer test.

But let him tell you about it in his own words:

"Five years ago I put M&W Add-POW'R Pistons in my 1941 M tractor. They jumped the horsepower from 39 to 51, which was a good 10 more than it had when brand new.

"This spring, with more land to farm, I bought a new Farmall 450, and it's quite a tractor. But, about the same time, I had a set of M&W's new Turbo-Dome Pistons put in the old M. And here's where I had to take my friends in for a Dynamometer test to convince them that the old M was actually developing 3 more horsepower than my new tractor. And the new one has a much bigger engine.

"But that wasn't the end of it. While they were running the test, they put one of M&W's new air filters on the old M and it gave it a boost of another 2 horsepower!

"So, starting with a 16-year old tractor that developed about 40 horsepower when new, I've now got a real work-horse with more horsepower than my new one right off the production line."

And Mr. Schleeter adds that in stiff plowing this fall, his M plowed lick for lick with the 450 and did it on 4 to 5 gallons less fuel a day. The reason for this fuel economy is, of course, that his M has less piston displacement—a 4-inch bore compared to 4½-inches.

Increased piston size, alone, *isn't* the answer to increased horsepower, but M&W's exclusive Turbo-Dome design *is*. They squeeze every ounce of power from every drop of fuel like no other piston in new tractors or old.

M&W Turbo-Dome Pistons will increase the horsepower and operating efficiency of *your* tractor—*regardless of make or model*. See your M&W Tractor Products dealer for M&W Turbo-Dome Pistons specifically engineered for your tractor. Make a "before" and "after" Dynamometer test. You *can* have 1960 tractor performance from your tractor TODAY!

M&W TRACTOR PRODUCTS

412 GREEN STREET • ANCHOR, ILLINOIS

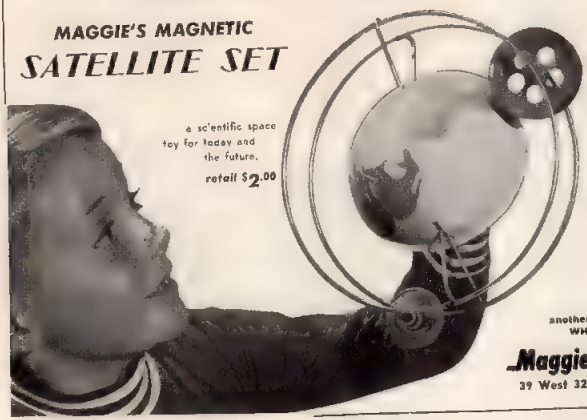
TURBO-DOME PISTONS • ADD-POW'R PISTON RINGS • LIVE POW'R PTO • LIVE HYDRAULIC SYSTEMS • ADD-POW'R "DRY-TYPE" AIR FILTER
9-SPEED TRANSMISSIONS • 12-VOLT IGNITION SYSTEMS • INSTANT RESPONSE GOVERNORS • HI-LIFT ROCKER ARMS
HYDRA-GAUGE DYNAMOMETER • SAFETY-LOCK THROTTLES • ROOT SAVERS • NO-CLOG WHEEL CLEANERS

THE MAKERS OF 1957's HOTTEST TOY . . .

present "SPUTNIK"

WHEE-LO

MAGGIE'S MAGNETIC
SATELLITE SET



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ROOMS 837-839

SHIPPING NOW!

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PLUSH TOYS and NOVELTIES—98c to $9.98 retail

PERMANENT DISPLAY

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Special Toy Fair Display in . . .

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West Coast
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Mountain States
Paul Lines
3920 Garland St
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New York
M. E. Mechner
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MILTON BRADLEY

NAME THAT TUNE

For ages 10 to adult. Televison's most popular game can now be enjoyed right in the home, with genial George De-Witt as master of ceremonies on the long-playing, non-breakable Columbia record in each game. Record has excerpts from over 160 of the world's favorite melodies. "Name That Tune" is "music bingo" and as many as 10 can play

171-78-4716 R200AU 3.00 ea.
Pkd. 12 ea.

$1 GAME ASSORTMENT

Six different games. A diversified, colorful, fast-selling assortment. Includes No. 4310-2, Annie Oakley; No. 4310-6, Sergeant Preston; No. 4310-7, Bobbsey Twins; No. 4310-8, Happy Little Train; No. 4310-9, Woody Woodpecker; and No. 4310-10, Tag Game. Two each of six games.

171-86-4310 R800AE 12.00 Asst.
Pkd. 1 Asst.

MAGIC MARY PAPER DOLL ASSORTMENT

Four different dolls with smart new wardrobes in a popular assortment for children 3 to 8. Hidden magnet holds dress in place. Each doll is 10" tall, with 15 dresses and metal stand Six each of four dolls.

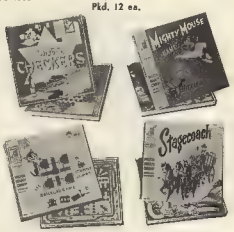
171-2-4010 R67AR 1.00 ea.
Pkd. 24 ea.

MILTON BRADLEY

RACK-O

At the club, in the home or at the beach Rack-O creates the atmosphere of Monte Carlo — fast, exciting, spine-tingling. The worlds newest and fastest growing card game races along as numbered cards complete or break sequences, begun by each of two to four players. Cards are inserted in slotted racks as they fall. For ages 10 to adult.

171-73-4615 R134AP 2.00 ea.
Pkd. 12 ea.



4-STYLE GAME ASSORTMENT

Includes Chinese Checkers, Mighty Mouse, Stagecoach and India. Four popular games combined in a reasonably priced assortment. Includes games for children of all ages, all with high quality playing pieces and attractively packaged. Nine each of four games.

171-84-4013 R1440AB 21.60 Asst.
Pkd. 1 Asst.

BINGO — 50 CARDS

For ages 6 to adult, in colorful, eye-catching packages. This more complete assortment contains 50 cards, embossed wooden calling numbers in shaker box and wooden markers in window display box, tally sheet and directions.

171-91-4002 R67WK 1.00 ea.
Pkd. 12 ea.

MILTON BRADLEY

Entertains the children while you travel. No loose pieces, all parts are securely attached to the playing board. Keeps youngsters quiet as they obey travel rules or match passing objects. Ages 5 to 12.

171-93-4825 R67RC 1.00 ea.
Pkd. 12 ea.

LITTLE PAINTER SET

A perfect item for youngsters aged 4 to 12. Contains 20 hard cakes of assorted colors, three half-ounce jars of poster paint, six crayons, metal mixing pan, brush and illustrated booklet on painting

171-94-4410 R67JP 1.00 ea.
Pkd. 12 ea.

MAKE YOUR OWN RAG DOLL

All little girls 6 to 12 years of age love to make and play with rag dolls Set contains washable cotton cloth, brightly colored yarn, stencil pattern, stuffing, buttons for eyes and directions.

171-96-4618 R67JS 1.00 ea.
Pkd. 12 ea.

MILTON BRADLEY

DISPLAY GAME ASSORTMENT

8 doz. games to an assortment, prepriced at 39 cents each. Contains one dozen each of Anne Oakley Puzzles, Set. Preston Color Set, Things To Do, Checkers, Bingo, Animal Fun, Spinneroo and Fish Pond

171-77-4730 R2560AV 37.44 Asst.
Pkd. 1 Asst.

CRAYON DISPLAY ASSORTMENT

Attractive display carton containing 120 boxes of Crayrite Crayons, including 4 dozen boxes of No. 8008 (8 crayons), 3 dozen boxes of No. 8016 (16 crayons), 2 dozen boxes of No. 8024 (24 crayons), and one dozen boxes of No. 8048 (48 crayons)

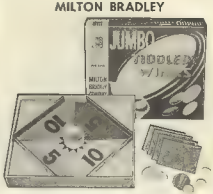
171-95-8000 R2160WH 32.40 Asst.
Pkd. 1 Asst.

SEWING CARDS

Here are 12 big, easy-to-handle sewing cards featuring little animals on each Pictures are in color and the cards, measuring 6" x 8½", are punched and die-cut. Eighteen 36" lengths of yarn, in different colors, with plastic tips.

171-97-4518 R67CL 1.00 ea.
Pkd. 12 ea.

MILTON BRADLEY



JUMBO TIDDLEDY WINKS

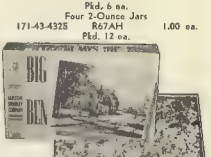
For ages 6 to adult. A deluxe edition of this perennial favorite contains four different colored giant winks, 16 colored large winks, four pieces of felt and scoring target with glass cup. For one to four players.

171-65-4027 R67AC 1.00 ea.
Pkd. 24 ea.

REDSKIN FINGER PAINT

America's largest selling finger paint. Each set includes paint, finger paint paper and spatulas, with full instructions Ages 3 to adult

Eight 4-Ounce Jars
171-45-4323 R200AF 3.00 ea.
Pkd. 6 ea.
Eight 2-Ounce Jars
171 80-4324 R134AG 2.00 ea.
Pkd. 6 ea.
Four 2-Ounce Jars
171-43-4325 R67AH 1.00 ea.
Pkd. 12 ea.



BIG BEN PUZZLE

Available in 12 different puzzles of 1,000 interlocking pieces each. Fun for ages 12 to adult, they are in brilliant color. Completed size measures 26" x 20½", and packed in sturdy 13" x 8" box

171-42-4962 R67BG 1.00 ea.
Pkd. 12 ea.

Here Is Your . . .

FOAMEE *1958 Toy Fair Check List*

- ☐ Bring enough money this year.
- ☐ Don't buy any more carloads of balloons at parties.
- ☐ Stop up to see **POLY ANN** in McAlpin **SUITE 973.** Cute number.
- ☐ Prepare answers for wife if I'm gone too long.
- ☐ Take larger shopping bag for "souvenirs."
- ☐ Check **FOAMEE's** new **EDUCATIONAL BLOCKS.**
- ☐ Put identification in shoes in case I get lost . . . or something.
- ☐ Knock when I come to a closed door. Remember last year.
- ☐ See the entire line of **FOAMEE** animals, dolls blocks and novelties. Have to make sure the trip pays off.

SEE *FOAMEE* IN SUITE 973 AT THE SHERATON-McALPIN, OR AT THE SHOWROOM, SUITE 1263, 200 FIFTH AVENUE

FOAMEE MFG. CO., 200 FIFTH AVE., NEW YORK, N.Y.

MAH JONGG

See us at the TOY FAIR Rm. 1045 HOTEL McALPIN

NEW: 3 TONE HAND ENGRAVED MAH JONGG SETS

Catalin Sets, in Ivory, Green, Rose color tiles. Sets are complete in accordance with latest rules.

NEW: JUNIOR MAH JONGG SETS
DOMINOES, DICE, CHESS, CHECKERS
AT LOWEST PRICES IN THE COUNTRY

NEW: EVERLAST PLASTIC DOMINOES
Available in ivory, red, green and black colors.
Ask for latest catalogues.

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49 West 27th Street, New York 1, N. Y. MU 6-8268

HIGH-HEEL DOLL CLOTHES and ACCESSORIES

Featuring Glamour-style Shoes, Jewelry, Gloves, etc. for all High-Heel Dolls

Highly-Styled Clothes for the 11" High-Heel Dolls. Immediate delivery

COMPLETE LINE OF ACCESSORIES FOR DOLLS OF ALL SIZES.

Individually packaged. Try our $75.00 starter assortment with free rack.

Send for catalogs featuring the complete Doll Accessories and Doll Togs lines.

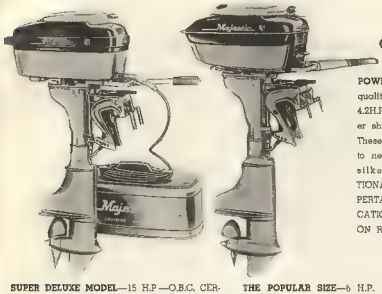
TRY OUR $53.00 ASSORTMENT OF 12 STYLES WITH FREE RACK FOR THE 11" HIGH-HEEL DOLLS.

25 additional styles available. Complete line for 8" to 23" Dolls including all sizes of High-Heel Dolls. Individually packaged and pre-priced.

PREMIER DOLL ACCESSORIES CO.

PREMIER DOLL TOGS, INC.

→ *New Address* ←
168 7th Street, Brooklyn 15, N. Y.



MAJESTIC

OUTBOARD MOTORS

POWER BILT for years of service. Precision quality at low cost. All models except the 4.2H.P. are equipped with the new QSC power shift, quieter, smoother and convenient. These models may be shifted from forward to neutral or reverse with silken smoothness. ADDITIONAL INFORMATION PERTAINING TO SPECIFICATIONS SUBMITTED UPON REQUEST

SUPER DELUXE MODEL—15 H.P.—O.B.C. CERTIFIED—Adequate for water skiing. Alternate firing twin. Approximate speed up to 30 M.P.H. Automatic co-skipper steering. This new Majestic is the newest, lightest and most modern 15 H.P. outboard motor in the industry today. A motor you will be proud to own. Shpg. wgt. 75 lbs

H4500A-26626 .....**Retail $355.00**

THE POPULAR SIZE—6 H.P. Alternate firing twin Gear shift. Weighs only 45 lbs.

H4498A-17475 .....**Retail $233.00**

FISHERMAN'S SPECIAL—4 2 H.P. Single firing. No shift. Weighs only 42 lbs.

H4497A-13425—(Not Illustrated)...Retail $178.00

COMMANDO 2½ H.P. OUTBOARD MOTOR is the biggest little bargain in America. The only small motor with full reverse steering. Light weight and powerful. Powered by a specially designed air-cooled motor. Speed of 11 to 8 miles per hour. Precision built for long and satisfactory service. 2½ Gal. tank will give 2½ hrs. of running time. Weighs only 32½ lbs.

H4495A-6450 .....**Retail $89.50**

(D) PHIL-RITE GAS CAN. The new safeway pump-can for safe refueling. Push-button control. Works on time-tested principle of compression forcing fuel through a hose. Triple action safety valve insures safe operation. Five gallon capacity Shpg wgt. 9 lbs.

H4503A-625 .....**Retail $6.95**

(E) OUTBOARD MOTOR CART. Superior Model Sturdy 8 x 1.75 semi-pneumatic tires with cable bearings. Strong tubular construction with gas can carrier. Blue Metallic finish. Shpg. wgt. 24 lbs.

H4540A-1010 .....**Retail $16.50**

(F) ALUMINUM BOAT LADDER—3 step strong 1" aluminum tubing. 2" extra wide steps of all aluminum with nonskid material Swivel hooks covered with long lasting vinyl tubing. Shpg wgt 6 lbs.

H4494A-995 .....**Retail $15.95**

(G) MY BUDDY TACKLEMASTER. Seamless aluminum hip roof 5 trays, Baked on metallic enamel finish. 100% waterproof. 6 partitioned, cantilever aluminum trays. The trays accommodate spinners and plugs. 36 compartments in all. 20" long. Shpg. wgt. 7 lbs.

H4514A-1460 .....**Retail $24.95**

(H) MY BUDDY TACKLE BOX. Seamless, one piece drawn steel construction. 100% waterproof Baked on gray wrinkle enamel finish. Trays swing into position automatically as box is opened or closed Top tray has 8 compartments, bottom tray has large and 3 small. 19" x 7½" x 7". Weight 7 lbs. Shpg wgt. 9 lbs.

H4517A-480 .....**Retail $6.95**

(I) MY BUDDY 517—THE NOBILITY OF TACKLE BOXES. Roomy, rigid and durable. Leak-proof. One piece steel construction, Rayon flock covered trays to protect tackle. One of the better "My Buddy" selections. Shpg. wgt. 9 lbs.

H4515A-965 .....**Retail $10.95**

(K) MY BUDDY "HANDLE LOCK" TACKLE BOX. Handle conveniently locks the box Impossible to spill tackle. Four trays that swing into position as box is opened. Sturdily built. 100% waterproof Baked on brown wrinkle enamel finish Size 17" long, 7⅝" deep and 8½" wide. Shpg. wgt. 10 lbs.

H4513A-755 .....**Retail $11.50**

(L) THE KENNEDY STOWAWAY. Fits under boat seat. The perfect box for storing casting, fly and spinning gear. Available in 20" steel and 20" aluminum.

H4501A-1100—Steel Shpg. wgt. 13 lbs. Retail $18.50

H4502A-1325—Aluminum Shpg. wgt. 8 lbs.

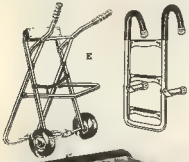
.....**Retail $21.95**

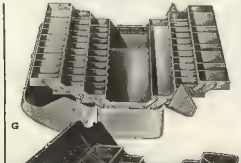
(M) PLAS-TAK TACKLE BOX. All fittings are rust-proof. Protects tackle against rust Drop it in water, it floats Will retain its beauty of metallized green for years 2 action trays, 14 compartments, 15¼" x 6¾" x 8½". Weight 4 lbs.

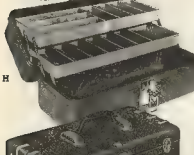
H4528A-500 .....**Retail $7.95**

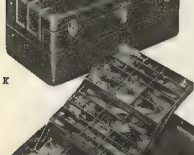
(N) MY SPINNING BUDDY TACKLE BOX—Made of sturdy quaqe pebble grained embossed aluminum with natural finish. Two centilever trays. Thirty bait compartments with reel well and space for extra tackle Size: 14" x 7¼" x 3¼" deep.

H4527A-455 .....**Retail $7.50**









ANOTHER GREAT FIRST FROM MARGON

MARGON takes pride in introducing *another* exciting innovation in dolls' eyes . . . beautiful *rolling* eyes for *vinyl* heads. Not only do these lustrous eyes move up and down . . . they roll from side to side to give your dolls that look of pure enchantment. These fascinating eyes will add a stimulating new selling dimension to your doll sales.

You Can Be Sure
When You Specify
MARGON Moving Dolls' Eyes

Margon
CORPORATION

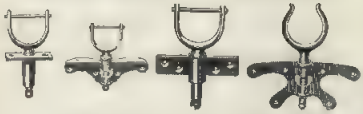
140 Thomas Street, Newark, N. J. Direct N. Y. Phone: WHitehall 3-2797.

Garden Tool Display Brackets

Made of Malleable Iron—Cadmium Plated or Black Japanned finish.

Will fit on barn door track or can be used with bracket as shown.

MALLEABLE IRON OARLOCKS AND SEAT BRACES



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Warren World's Best Selling DADO SAWING WASHERS

40 DIFFERENT CUTS WITH *REGULAR CIRCLE SAW*

WHY PAY MORE THAN $4.95

IN DEMAND—Nationally advertised • Demonstrations • Guaranteed Quality. Warren—the Swiss Leader! Cuts clean—no scoring—fits any regular circ'e saw.

MAKE MONEY—Popularly priced $4.95 — Competitive Sales Leader — Liberal Dealer Discount

SELF-SELLING—Free action display • Folders • Gauge board. Warren Washers—a pick-up self-seller

ORDER FROM YOUR WHOLESALER OR WRITE DIRECT

WARREN DADO SAWING WASHER CO.

Dept 107, Box 98, North End Station, Detroit, Mich.

'VILLAGE BLACKSMITH' ANVIL

The "junior size" anvil (8 lbs.) for the home workshop! Just what home craftsmen have been waiting for! Beautiful display carton shows 6 anvils, each a different brilliant color — very striking. Retails at only $3.98. Call, wire or write TODAY!

- HOME WORKSHOP — ideal for woodwork, metalwork, leatherwork, etc.
- BOOK ENDS — sell in pairs for a bit of early Americana in the home.
- DOOR STOP — useful as well as decorative.
- GIFT IDEA — the gift shopper's answer for the person who has everything.
- CONVERSATION PIECE — for desk, table, shelves.

Yetter MANUFACTURING CO., INC. COLCHESTER, ILLINOIS

COMPETITIVE TOOLS INCREASE SALES

THE MARION LINE

Low Prices With High Price Features—Steady Sellers

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For Scouts—Campers—General Utility

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Various Patterns & Sizes

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Standard Weights & Finishes

MAGNETIC TACK HAMMERS

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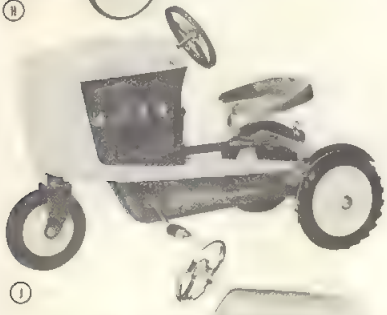
COMBINATION SLIP-JOINT PLIERS

MARION TOOL CORP.

MARION, IND.

(H)

(L)



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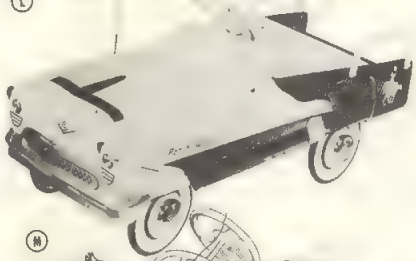
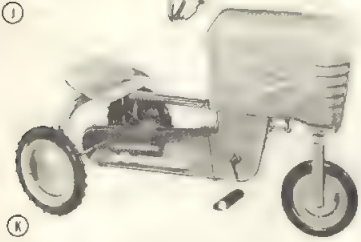
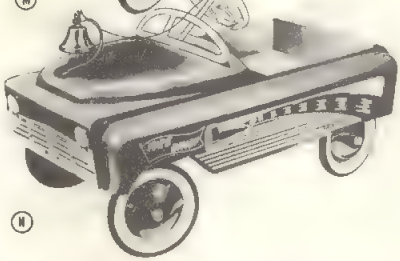


(M)



(K)



(N)

(H) MARK "V" SPORTS CAR AUTO

In fashion with the trend of the big sports car, the Mark "V" is of new lower design finished in flamboyant green, decorated with an ivory panel outlined in red and silver. The wheels are ivory striped in green offset with plated hub caps. Facsimile license stenciled on rear of body. Ball bearing rear axle supports, 8" disc wheels on nylon bearings, 5/8" rubber tires. All steel construction, overall length of 37 inches. Sharp car for young moderns.

37412 C1130 Mark "V". Shipping Wt. 28 Lbs..... $16.95

(J) POWERAMA NEW DESIGN TRACTOR - CHAIN DRIVE

Massive 37" long tractor with realistic embossed grill, motor block, simulated spark plugs and ignition system. Rear fenders and step plate are of one-piece heavy gauge steel. Large spring mounted adjustable seat, tow bar and hitch. Gear shift lever produces motor sounds when engaged. Ball bearing rear axle is driven by ball bearing adjustable chain drive completely enclosed for safety. 8" front and 10" rear wheels have ball bearings, 1.75"rubber tires.

37424 C1997 Red and white enamel. Ship. Wt. 40 Lbs....$29.95

(K) CHAMPION TRACTOR - ENCLOSED CHAIN DRIVE

Always a leading seller because it combines sturdy construction, top play value and moderate price. All steel with all ball bearing double disc steel wheels equipped with 1-1/4" tractor tread tires. Full size frame has an adjustable bucket style seat. Adjustable chain drive, fully enclosed for safety. Front wheel has an easy-steering universal joint. Color: Gleaming red enamel with crisp white decoration. Length 37".

37415 C1330 Champion Tractor. Ship. Wt. 27 Lbs.....$19.95

(L) FIRE DEPARTMENT LADDER TRUCK - CHAIN DRIVE

Realistic even down to the flashing red electric light on the hood! Easily operated chain drive with ball bearing pedal cranks. 8" disc wheels with nylon bearings, 5/8" rubber tires. All steel construction and a full 42" long. Red and white body has silver decoration, steering wheel is red, wheels are red with white stripes. Large plated hub caps. Red hand rails carry wooden ladders finished in natural varnish. Sensation of the neighborhood.

37413 C1995 Fire Truck. Shipping Wt. 35 Lbs..... $29.95

(M) RANCH WAGON AUTOMOBILE - ELECTRIC LIGHTS

Following the modern trend, this Ranch Wagon is of new lower design. All steel construction decorated in advanced two-tone color combination of light blue and black striped in silver, red and white with facsimile license. Equipment includes electric headlights (batteries not included), tubular steel hand rails, rear seat and plated aerial. Easily operated chain drive with ball bearing rear axle, 8" disc wheels, nylon bearings, rubber tires. Play value plus!

37425 C1930 42" long. Shipping Wt. 38 Lbs.....$28.95

(N) FIRE CHIEF CAR WITH BELL

This bright red fire chief auto with its realistic bell will surely delight the youngster fortunate enough to receive it. Ball bearing rubber pedals are adjustable to three positions. Rugged steel body is finished in red baked-on enamel with white lettering on side, white windshield and steering wheel. Bright plated bell, silver radiator grill. Disc wheels have 7½"x 3/4" semi-pneumatic tires with ribbed tread. White seat pad. Length 35".

37414 C1199 Fire Chief Car. Shipping Wt. 30 Lbs.....$17.95

TRUE ACTION TOYS FOR BOYS

LOUIS MARX'S ELECTRIC FREIGHTER

A 3-car train of real beauty . . . All created in exacting detail . . . A big thrill to see it bounding along the rails. Consists of locomotive with tender, lumber car, crane car and a caboose; with a heavy transformer. Shpg. wgt 7 lbs.

H1659P-1150 ..... **Retail $23.95**

DELUXE "CHAIN DRIVE" KIDILLAC

Really a deluxe model auto for any youngster! Speedy, easily operated chain drive will bell bearing pedal cranks. 8 in. wheels with nylon bearing. 1½ in. rubber tires. **Features electric head-lights and horn** (Battery not included). Plated aerial, rear view mirror and hub caps. **Even has removable spare wheel and tire on rear.** Body size 45 in. long, 20 in. width. Finished with Flamboyant green, decorated ivory, silver and red.

DH1912P-2370—Ship. wgt. 49 lbs. ..... **Retail $43.95**

TONKA FARM STAKE TRUCK

Ready to perform countless tasks on playroom and backyard farms. Stake panels can be removed for big hauling jobs and have safe, rounded edges. Bright good looks add to the appeal of the scale model realism. 13½" long, 5¾" high, 6" wide.

H1506P-255—Ship. wgt. 3 lbs. ..... **Retail $3.98**

SHOOT-A-MATIC TANK

Triple action, remote control, shooting tank in realistic battle array. Forward-reverse, steers left and right! Magazine loaded gun shoots pellets. Six cut-out enemy targets. Rugged plastic construction with metal base. Size: 8½" x 4¼" x 4½".

H1521P-510—Ship. wgt. 3 lbs. ..... **Retail $6.00**

GARTON "CHAIN DRIVE" SPEEDSTER

Youngster simply pulls handle back and forth for a fun-filled ride! 8-in. front, 12-in. rear wheels—1¼ in. semi-pneumatic tires. Steel construction, adjustable seat. Baked-on yellow enamel and black trim. Size: 33 in. long; 21 in. wide, 23 in. high. F.O.B. Ills.

DH1930P-1433—Ship wgt. 35 lbs. **Retail $21.50**

TONKA GASOLINE TRUCK

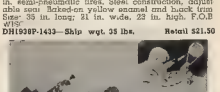
The perfect addition to round out any collection of Tonka Toys or a great unit to start one with. Big, heavy and brightly appealing in its realistic detail. A well known vehicle that fascinates children everywhere. 15" long, 5¾" high, 8" wide

H1519P-320—Ship. wgt. 4 lbs. ..... **Retail $4.98**

AMERICAN-LA FRANCE AERIAL LADDER

Big, solid, exactly like the real ladder truck. Die-cast aluminum ladder extends 42" above truck. Steerable "knee-action" front wheels. Revolving ladder base, extends on jacks, auxiliary ladders, bell. Red baked enamel finish. Length, 33".

H1931P-1265—Ship. wgt. 13 lbs. ..... **Retail $19.95**



"SKY-SWEEPER" TRUCK

High powered Kilta rocket launcher with built-in sight projector searchlight mounted on trailer. **Beam of light projects six different images on wall. . . . Twin rocket launcher fires missiles tipped by suction cups.** Rotates 360 degrees and elevates 90 degrees. Size: 24" long; 8½" wide, 8½" high

H1518P-535—Ship. wgt. 3 lbs. ..... **Retail $8.00**

REMCO "BIG MAX" CONVEYOR

Completely motorized, performs his duties entirely by remote-control. Direct him to bend over and pick up metal ingots (included) from the bins behind him with his electro-magnet arms—Light on head goes on . . . Have him turn and place ingots on conveyor belt. Overall size: 12" long; 12" deep; 8½" high. High impact plastic (Batteries not included)

H1507P-570—Ship. wgt. 4 lbs. . . **Retail $8.98**

FORD COUNTRY SEDAN

Deluxe 1957 model. Remote control plus 'Power Steering". Two-tone color. Two miniature electric motors for driving and steering, just like the big cars. 8 in. long. Made of high impact acetate.

H1515P-380—Ship. wgt. 2 lbs. ..... **Retail $6.00**

ELECTRIC MAGNETIC CRANE

Goes forward and reverse. Remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket. Cab and boom are manually adjustable. Magnetic attachment lifts ferrous metals. Crane is powered with 2 electric motors by battery control case switch. 7¾ x 4¼ x 17".

H1500P-650—
Ship. wgt. 4 lbs. ..... **Retail $10.00**

ELECTRONIC RADARSCOPE

A real operating radar station. Spot planes in sky. Rotate radar antenna. Sound alarm. Send messages in code. Identify 18 friend or foe planes. Many exciting and educational games in Radar CD center. Will fascinate children ages 8 to 14. Sturdy lustrous black cabinet. Size: 19½ in. Wide; 14½ in. High; 8½ in. Deep.

H1845P-835—
Ship. wgt. 4 lbs. ..... **Retail $8.95**

"MR ATOM" THE WALKING ROBOT

The atom-ic man is here! with moving legs, and arms, and mouth as he walks, he talks Robot language, and his mouth opens and shuts. His eyes flash and the dome lights up! Solid riveted steel construction with an unbreakable plastic body and head. Height 21 inches.

H1660P-450—Ship. wgt. 4 lbs. ..... **Retail $8.98**

Toys Designed to Develop Natural Engineering Skill

REMCO RADIOCRAFT KITS

HERE IS THE FUN OF BUILDING AND LISTENING TO YOUR OWN RADIO

EASY TO ASSEMBLE

TRANSISTOR RADIO KIT

Newest electronic wonder. This transistor powered set makes radio tubes obsolete. Beautiful pre-assembled plastic cabinet—sensitive station tuner—regulation head phone—battery—diode detector and transistor amplifier. Easy to assemble.

M1506P-445—Ship. wgt. 3 lbs.....Retail $7.00

TRANSISTOR RADIO AND BROADCAST SYSTEM

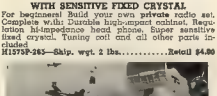
A professional radio set. This powerful radio set features the new electronic wonder . . . the TRANSISTOR. Pick up favorite radio programs on sensitive head set. Have fun announcing your own broadcast at home. Complete with: Big 18" handsome plastic cabinet . . . 4" Alnico loudspeaker . . . Powerful broadcast microphone . . . head set . . . 3 batteries . . . Selective station tuner . . . diode detector . . . and all other parts

M1574P-840—Ship. wgt. 4 lbs.....Retail $10.00

CRYSTAL RADIO SET WITH SENSITIVE FIXED CRYSTAL

For beginners! Build your own **private** radio set. Complete with: Durable high-impact cabinet. Regulation hi-impedance head phone. Super sensitive fixed crystal. Tuning coil and all other parts included

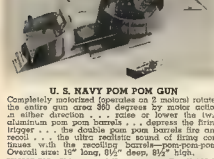
M1575P-265—Ship. wgt. 2 lbs.....Retail $4.00



U. S. NAVY POM POM GUN

Completely motorized (operates on 2 motors) rotates the entire gun area 360 degrees by motor action in either direction . . . raise or lower the twin aluminum pom pom barrels . . . depress the firing trigger . . . the double pom pom barrels fire and recoil . . . the ultra realistic sound of firing continues with the recoiling barrels—pom-pom-pom. Overall size: 12" long, 8½" deep, 8½" high.

M1636P-725—Ship. wgt. 4 lbs.....Retail $12.98



RADAR ROCKET CANNON

Giant electronic cannon launches flying rocket plane. Moving airplane targets appear on TV screen. Radar warning antenna rotates automatically, picks up beep signals. Electronic communication center with regulation microphone, head set . . . remote aircraft spotter to talk with radar operator. Telegraph key for code.

M1542P-516—Ship. wgt. 3 lbs.....Retail $7.95

"MT" SPORTS CAR KIT

Truly authentic scale model of the famous British *MG*, exact to the smallest detail. Ideal for any boy with an engineering bent, a perfect father-and-son project, or a natural for hobbyists and sports car enthusiasts. More than 50 precision-fitted parts; die-cast metal body, heavy steel chassis, steerable front wheels, non-pneumatic rubber tires, semi-elliptical rear springs. Length, 15". Red baked enamel finish.

M1563P-835—Ship. wgt. 7 lbs.....Retail $10.75

FIREMID "99"

Authentic modern automobile dashboard allows the child to . . . insert and switch on the ignition key . . . turn on and operate the windshield wiper . . . steer to the right or left . . . directional signals blink . . . roof vent blows . . . glove compartment for road map. Overall size: 19¼" long; 6¾" deep; 6¾" high (Batteries not included)

M1693P-510—Ship. wgt. 3 lbs.....Retail $7.98

ELECTRONIC SHOOTING RANGE

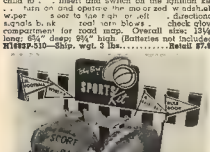
Uses the electric eye principle. Battery powered electric motor-driven revolving target. Lithe metal with futuristic plastic gun. "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill. Size: 22¾" x 9" x 11¾". (Battery not included)

M1686P-510—Ship. wgt. 4½ lbs.....Retail $7.95

BOMBER AND AIRCRAFT CARRIER KIT

Quick and easy to construct . . . 258 plastic parts for assembling authentic models! B-17 Bomber has 19" wing span; 14¼" long. Includes cockpit, crew, movable controls, turret and guns, retractable landing gears. Full swivel stand. 20¼" "Wasp" Carrier has 32 planes, hangar deck, decals, removable elevator platforms.

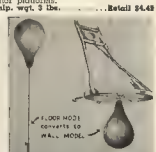
M1568P-285—Ship. wgt. 2 lbs.....Retail $4.48



"ALL AMERICAN" SPORTS KIT

PRACTICE MAKES PERFECT—fun for young enthusiasts. Made just for the age when sports become all-important! 5 to 8 years. USE indoors or out. Basketball 10"—has strong pebble-grained rubber cover. Football 10"—also covered with strong pebble-grain rubber cover. Plastic referee's whistle.

M1513P-500—Ship. wgt. 4 lbs.....Retail $3.95



"TU-WAY" PUNCHING SET

Teach the youngsters how to "dish it out" too! Lots of fun—excellent for coordination. A really sturdy punching bag that converts from floor to wall model by removing a few screws. Flexible steel rod adjusts from 36" to 47"—grows with the child. Pebble grained bag (14"), tough valve bladder. With instruction.

M1562P-465—Ship. wgt. 5 lbs.....Retail $7.95

ALUMINUM MODEL TOYS

TWO TONE FLYWHEELS

No. 842-22M Chrysler Imperial Each $1.95
No. 846-11E Edsel Pacer Each 1.95

CHEVROLET NOMAD STATION WAGON

No. 847-335 ..... Each $1.98
Twelve in a Carton

CONVERTIBLE FLYWHEELS

No. 844-222	Ford Thunderbird	Each $1.95
No. 834-333	Ford	Each 1.95
No. 836-444	Buick Century	Each 1.95
No. 840-666	Pontiac	Each 1.95
No. 838-777	Chevrolet	Each 1.95
No. 845-888	Edsel	Each 1.95
No. 843-999	Chrysler	Each 1.95

TWO TONE FLYWHEELS w/INTERIORS

No. 835-44B	Buick Roadmaster	Each $1.95
No. 833-55F	Ford Fairlane	Each 1.95
No. 841-88C	Continental Mark III	Each 1.95
No. 837-99C	Chevrolet Impala	Each 1.95
No. 839-00P	Pontiac Catalina	Each 1.95

All Above—Twelve in a Carton

REMOTE CONTROL SCALE MODEL CARS

Start-Stop-Reverse . . . with Finger-Tip Control
Custom Line

In 4 body styles . . . faithfully reproduced two-tone exteriors. Turns around in small circle when reversed

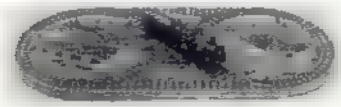
Models Available.

Stock No.	Description	
No. 848-600	Ford Fairlane	Each $2.98
No. 851-603	Buick Roadmaster	
No. 849-610	Chevrolet Impala	
No. 850-611	Pontiac Bonneville	

All above—Six in a Carton

MARX

SHUTTLIN' CHOO-CHOO TRAIN



Base measures 20½"x 9½", 3" high.
All steel construction, with landscape design
Has a crossover track layout, with an inside oval
A realistic, busy freight depot, where a mechanical Locomotive shuttles the freight car back and forth
Has a strong, long-running, clock-spring motor, with key attached
Automatic switches.

No. 2017-1921 ..... Each $1.98
Twelve in a Carton

BORGFELDT

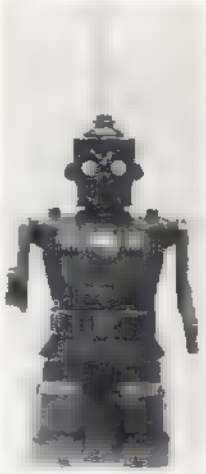
TOBOGGAN

Made in Germany; measures 21 ¾" in length and 11" in width and 8½" in height when assembled Roller coaster type item with two cars Each car can be wound separately and they travel on a metal figure "8" track, which comes in three layers. The cars climb on their own power and continue moving for about a full minute Each set is knocked down in an attractive lithographed box

No. 2497-6129 ..... Each $3.98
Thirty-six in a Carton

MARX

ELECTRIC ROBOT



Measures 15" high, 6" wide. Electrically controlled robot driven by a miniature electric motor and operated by 2 standard flashlight batteries. Robot walks forwards, backwards and to the left and right. Two control knobs operate the arms. Includes lighted eyes, adjustable aerial, buzzer and tools. Entire unit made of high impact plastic

No. 2016-4449 ..... Each $5.98
Three in a carton

GENERAL MOLDS

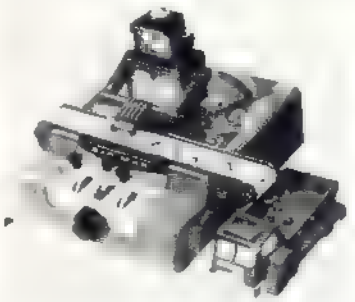
LIGHTNING BRAINY BUG

Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light. Size: 9½ x 14 x 5.

No. 2261-160 Each $5.98
Twelve in a carton

REMCO

"BIG MAX" ELECTRONIC CONVEYOR



Completely motorized, Big Max performs his duties entirely by remote-control

From the operating panel: Turn Big Max 360 degrees in any direction . . . Direct him to bend over and pick up metal ingots (included) from the bins behind him with his electro-magnetic arms. . . Light on head goes on when electro-magnet is operating . . . Have him turn and place ingots on conveyer belt. . . . Operate motorized conveyer forward or reverse so that it will dump ingots into beautifully styled truck included)

Beautifully done in high impact plastic Overall dimensions 12" long, 12" deep 8¾" high. Operates on 4 "D" flashlight batteries (not included)

No. 1550-401 ..... Each $8.98
Three in a carton

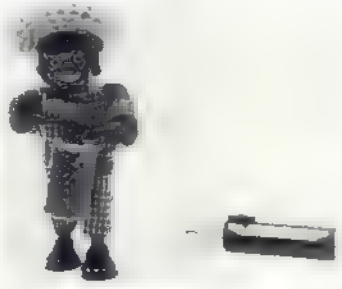
BORGFELDT

DRINKING MONKEY

Mechanical Windup Monkey covered with brown plush. Tilts bottle and raises glass to drink. Measures 6" high

No. 2512-200 Each $0.98
Seventy-two in a Carton

CALYPSO JOE
Lighted Eyes
Battery Operated—Remote Control
12" high



Realistic walking action. Beats Bongo Drum in Calypso rhythm time Colorful West Indian costume Natural like hair. Colorful straw hat

No. 2060-1466 ..... Each $2.98
Twelve in a Carton

MARX

DOG PLAYING ORGAN
Battery Operated

Measures 7½" long, 5½" wide 6" high. Dog has realistic arm and head movements, and plays tune on organ

No. 2540-2430 .. Each $2.98

Twelve in a Carton

HUNGRY CAT WITH FISH BOWL
Battery Operated

8½" long, 5¼" wide, 9½" high

Kitten puts his paw into the Fish Bowl and Meows—simultaneously Fish swim madly around the Bowl Kitten has realistic Meow. Tail moves

No. 2542-2519 Each $4.98

Twelve in a Carton

MECHANICAL MINNIE MOUSE IN ROCKING CHAIR

Measures 6½" high, 8½" wide 5¼" long. Long Running Rocking Action with Knitting Action by Minnie

No. 2537-1848 Each $1.00

Twelve in a Carton

ROARING LION
Battery Operated Remote Control

8⅛" long, 3" wide, 8" high

Realistic detail Plush construction. Lighted eyes. Powerful realistic growl. Walks along in realistic Lion fashion. Mouth opens and closes when it growls

No. 2534-1914 . . . . . Each $2.98

Twelve in a Carton

BATTERY OPERATED REMOTE CONTROL WALKING, BARKING DOG.
Measures: 7" long, 4" wide, 6½" high

Walks across the floor, wagging its tail Also in a standing position, "barks" loudly, shaking its head up and down

Made of metal construction, with plush covering. Wearing a red hat and a ribbon of green and white around the neck. Long hanging ears come in a "rust-gold" color

Also features a gold and brown weave design basket with two handles. Basket holds two standard size batteries with a lever at side which controls puppy

Pushing lever forward makes puppy bark eyes light up and wag its tail—while pressing back on lever allows puppy to walk, wag tail and eyes light up

Basket must be held in hand in order for the puppy to operate When basket is placed on floor action stops

No. 2543-1693 Each $2.98

Twelve in a Carton

PARK

TRAK-O MYSTERY SATELLITE

Emits audible "Beep Beep" signal as it rolls Has battery operated electronic brain that brings it out of corners, around obstacles, etc Uses standard "C" batteries (not included) Made of Butyrate plastic Has non-wearing, long life nylon gears

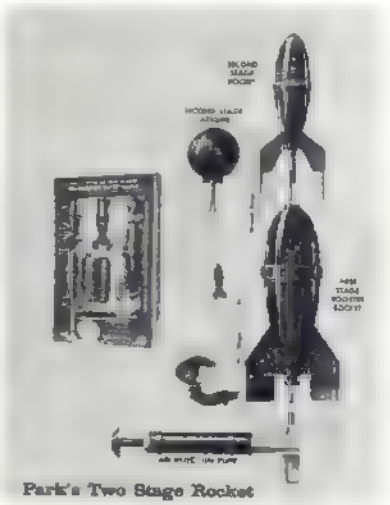
*

No. 1891-506 . . . . . Each $4.98

Six in a Carton

PARK

TWO STAGE ROCKET



Park's Two Stage Rocket

First stage rocket soars up to 500 feet then second stage rocket is released and blasts off to even greater heights

Set contains booster first stage rocket one second stage rocket, one second stage satellite, a fuel supply tank and an air injection pump. Made of Butyrate plastic, practically indestructible Simplified operation that permits any child to use it. Safe, uses water as fuel

**

No. 1892-507 . . . . . Each $2.98

Twelve in a Carton

SCIENTIFIC PRODUCTS

ALPHA–1 BALLISTIC MISSILE AND REMOTE LAUNCHER

Completely safe. Designed by Missile Engineers Ready for many flights. All auxiliary equipment included. Designed to travel over 150 feet Adjustable launching direction

**

No. 1307-105 Each $4.98

Twelve in a Carton

MARX

RIDE-ER FIRE TRUCK WITH SIREN AND BLINKING LIGHTS

Measures: 31½" long, 7¼" wide, 15½" deep
Massive, heavy gauge Truck with complete equipment
Steel seat is mounted in body of truck
Steering wheel in front of seat operated front wheels. Truck is equipped with two 19¾ locking steel ladders which can be extended from the base of the body. Equipped with rubber tires
A swivel mounted searchlight is mounted on top of cab. Powered by two standard flashlight batteries (not included). And a siren is mounted in body of the truck
Finished in bright fire engine Red.

No. 2050-83198 Each $9.98
One in a carton

DUMP TRUCK

Measures 12" long, 4½" wide, 4½" high.
All-steel construction, new, cab-over-engine design
The cab and chassis are lithographed in colorful design, and the spacious dump body is also lithographed with "SAND" and "GRAVEL" on either side of the body.
Equipped with metal lithographed wheels.

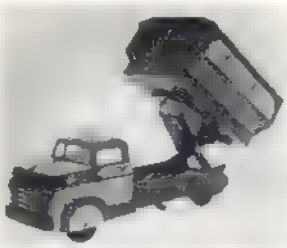
No. 2024-684 ..... Each $1.00
Twelve in a Carton

U.S. MAIL VAN TRUCK

Measures 13" long, 4¼" wide, 6" high
Rugged, all-steel construction, lithographed in the new motif of the United States Mail Trucks, in attractive red, white and blue design
Tail gate in rear of truck opens
Equipped with free-rolling rubberized wheels

No. 2025-791 .....Each $1.59
Six in a carton

HIGH LIFT SCISSORS DUMP TRUCK



Measures 12¼" long, 6" wide, 5¾" high. Equipped with dumping lever with the high lift scissors type dumping arrangement. Door chute at rear for dumping loads.

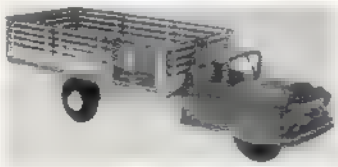
No. 2027-723 Each $1.98
Six in a carton

COCA COLA BEVERAGE TRUCK

Measures 12⅝" long, 4¼" wide, 5½" high
Truck is equipped with shelves in body just as real delivery trucks, all steel construction. Basic bright yellow finish with all the necessary embellishments and trademarks
Six miniature Coca Cola cases with 24 miniature empty bottles are furnished
Truck is equipped with free rolling, real looking, rubberized wheels.

No. 2028-829 Each $1.98
Six in a carton

COCA COLA STAKE TRUCK



Measures 19½" long, 6¼" wide, 5½" high.
A newly styled Stake Truck, constructed of lithographed steel in Coca Cola design.
Truck Body opening measures 12¼" long, 6" wide, 2¾" deep
Equipped with large rubberized easy-rolling wheels.

No. 2030-1005 .Each $1.98
Six in a carton

DELIVERY TRUCK WITH CARTONS

Measures 16 2" long, 6" wide, 2 ," high
This is a newly designed truck of all steel, heavy construction
A set of empty cartons are included
Equipped with heavy duty rubber tires

No. 2029-899 ..... Each $1.98
Six in a carton

HAULER AND VAN TRAILER

Measures 21" long, 4" wide, 6" high
New cab-over-engine design. Cab and Trailer attractively lithographed
Body of heavy gauge steel, brightly colored, has open end gate
Equipped with six (6) rubber wheels

No. 2035-881 ..... Each $2.98
Six in a carton

AUTO TRANSPORT

Measures 23" long, [illegible]" wide, [illegible]" high
The double-decker trailer is constructed of heavy gauge steel in bright baked enamel finish. The trailer is detachable and hauls four cars—two on its top deck and two on its lower deck
A metal ramp hitches to the rear of the van

No. 2036-1019 .....Each $2.98
Six in a carton

DUMP TRUCK

Measures 19" long x 6½" wide x 7¼" high
All steel, rugged construction, new design
Full extension heavy gauge chassis.
Equipped with cab protector and automatic swinging tailgate that opens as the truck body is dumped. Has heavy wire lever dumping arrangement. Truck is equipped with four large heavy duty rubber tires

No. 2037-1081 Each $2.98
Four in a carton

HI-LIFT LOADER

No. 2044-1755 .. ..Each $2.98
Six in a carton

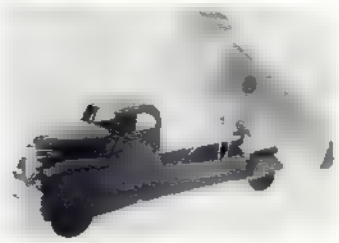
ROAD GRADER

Measures: 17" long, 5¼" wide, 5¼" high
Heavy gauge steel construction throughout and equipped with six huge rubberized wheels
Attractively finished in bright baked enamel colors, and with appropriate markings and decals
Front wheels are steered by operating the steering wheel at the driver's seat. Scraper may be lifted as well as turned
The motor block under the hood is made of plastic and exposed on sides.

No. 2038-1759 ..... Each $2.98
Six in a carton

MARX

HEAVY GAUGE DUMP TRUCK

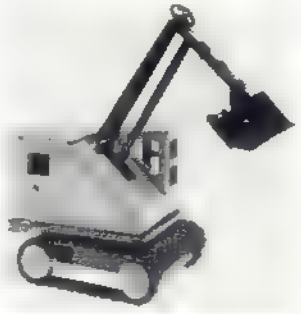


Measures 23" long, 9⅛" wide, 8¾" high
Mammoth, over-sized heavy gauge all steel construction Dump Truck.
Spacious body with overhead cab protector and automatic swinging tailgate. When body is dumped, the tailgate automatically opens.
Strong wire lift dump lever.
Truck equipped with large oversized heavy gauge rubber wheels.
Cab has shiny radiator, headlights, bumper and hood strip.
No. 2032-1083 ..... Each $2.98
One in a Carton

ARMY TRANSPORT TRUCK W/SOLDIERS

Measures 18¾" long, 6" wide, 9 ½" high overall.
All steel heavy gauge construction in overall regulation Army O.D. colors and insignia in full detail.
Tarpaulin cover is fitted to the truck by a heavy wire frame, which is easily removable.
The truck is equipped with six heavy duty rubber tires. The truck is supplied with ten 3-dimensional soldiers, average height 3"
No. 2042-3617 ..... Each $3.98
Three in a carton

DIESEL POWER SHOVEL



Measures 18" long, overall, 6¼" wide, 13¾" high. New and exclusive action. Equipped with automatic scooping operation and automatic bucket release action. All steel, heavy gauge construction throughout. Cab revolves on heavy duty chassis which is equipped with realistic rubber tractor treads.
No. 2044-1781 ..... Each $4.49
Three in a carton

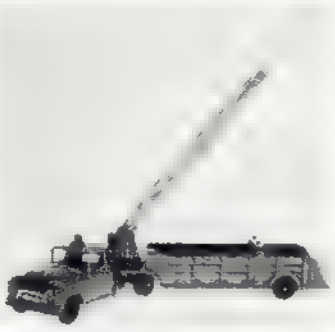
FIX-ALL SERVICE WRECKER

Measures 21" long overall, 6" wide, 8" high
All-steel truck, with cab-over-engine design. Air horns on top of cab.
Equipped with crane, which is operated by a die-cast winch with bead type chain and large, die-cast hook.
Boom and winch assembly may be snapped into the base of the body for extra play value.
A large tool box at the front end inside of the body contains a heavy duty screw type jack and a four way lug wrench with which the tires and wheels may be taken off and put back on.
The tires are made of rubber and are removable. Wheels are held in place by nickel plated acorn nuts.
A spare wheel on the boom may be removed and interchanged with the wheels on the truck.
No. 2039-2593 ..... Each $3.98
One in a Carton

WILLYS JEEP WITH TRAILER

Measures 22½" long, 6¾" high, 6" wide
Constructed of heavy gauge steel in baked enamel finish, the Jeep has a hood that raises and lowers. Metal Tumble Bars support the canvas cover roof. A total of five heavy duty tires includes a spare on the rear fender.
Utility Trailer has a tail gate. It is constructed of heavy gauge steel in baked enamel finish.
No. 2040-887 ..... Each $3.98
Six in a carton

HOOK AND LADDER FIRE TRUCK

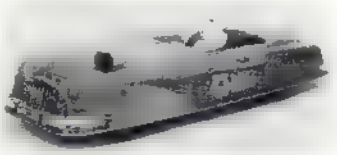


Measures 20½" long, 5¾" high, 1¾" wide
Constructed of lithographed steel it features a new cab with dummy headlights, bumper. On top of the cab a Flasher Light blinks on and off as the truck is in motion.
The oversize trailer carries a swivel ladder mounting. The two section ladder extends 32" and can be swung in any direction.
The Firemen are constructed of sturdy plastic.
No. 2041-3211 ..... Each $3.98
Three in a carton

FRICTION SPORTS CAR

Measures 20¼" long, 8⅛" wide, 5½"high. All Steel construction, brightly lithographed. Powered by new, horizontal type friction motor which emits purring motor-noise as it glides along on heavy-duty rubber tires.
No. 2031-2391 ..... Each $2.98
Three in a carton

DICK TRACY FRICTION SQUAD CAR W/FIGURE



Measures 20¼" long, 8½" wide. Lithographed steel construction with fully enclosed bottom. Equipped with three-dimensional Dick Tracy figure, high-powered friction motor, flashing light and siren.
No. 2048-2195 ..... Each $4.29
Three in a carton

HOWITZER CANNON

Measures 12" long, 5" wide. Barrel of cannon is 8" long.
Detailed and made of high impact plastic in mottled military color.
Breech loader type. Trigger has spring action which propels wooden shells, 8 of which are supplied. Shells measure 1⅝" long.
No. 2023-705 ..... Each $1.00
Twelve in a carton

MODEL MISSILES

ROCK-A-CHUTE

A complete missile system in an assembly kit with prefabricated parts. It consists of a missile air frame, a launcher, a supply of safety-proved rocket motors and a complete parachute recovery system. Designed to fly vertically only and attains a speed of 150-200 m.p.h. about 300 feet off the ground. After reaching the zenith of its flight, the parachute pops out and lowers the entire missile gently back to earth.
No. 2568-001 ..... Each $6.15
Twelve in a Carton

TYPE A REPLACEMENT MOTORS

No. 2569 A ..... Per Box of 3 $1.50
Twenty four Boxes in a Carton

NEW!

MATTEL MUSICAL TOY CENTER

buy it by the deal for extra profits!

Ring up a merry profit tune with this new musical center of Mattel Music-Maker Toys! It's a brand new musical center of Mattel's ever popular music toys . . and a *Free* colorful counter piece that displays the real merchandise. Assortment contains nine different items each a durable, quality toy that plays a delightful, catchy tune on the famous patented Mattel Music Box.

Look closely at the display pictured above . . . Now you can display 9 different Mattel Musical Toys in less than 24" x 12" of counter space! The toys sell on sight. Expect lots of impulse-action on this deal. It's ready for you now!

MATTEL, INC. TOYMAKERS

MATTEL INC., 5432 West 102nd Street
Los Angeles 45, California

#599 MATTEL MUSICAL TOY CENTER CONTAINS:

Musical Assortment		*Suggested Retail*
3 each #421	Cowboy Ge-Tar	$1.50 each
6 each #532	*Mousegetar, Jr.	1.80 each
3 each #575	*Popeye Ge-Tar	1.80 each
3 each #507	*Jack-In-The-Music-Box	2.00 each
3 each #576	*Popeye In The Music Box	3.00 each
3 each #501	Merry Music Box	1.20 each
3 each #579	*Monkey-Ola	3.00 each
3 each #580	*Tippee-Tim the Dancing Monkey	6.00 each
12 each #490	Music Maker Books (In Display)	1.20 each
	Total Retail Value	$80.70

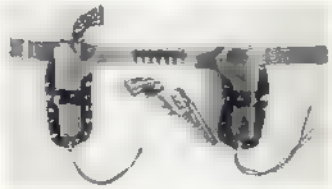
Standard Pack—1 each Weight: 33½ lbs.

†Advertised on national TV throughout the year
PLUS† Colorful counter display at no extra cost (accommodates one of each toy).

ALSO AVAILABLE IN OPEN STOCK

HUBLEY

DOUBLE HOLSTER SET



Russet and black double holster set with Marshall gun

**

No. 1046-6067 ..... Each $5.98

Six in a Carton

ESQUIRE

DOUBLE HOLSTER SET
Wyatt Earp

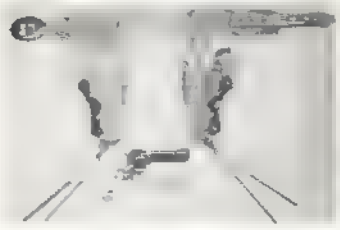
Natural color leather, contour belt, knee holster as featured in TV program, #45 gun and #42 gun

No. 399-2835 ..... Each $5.98

Six in a Carton

DAISY

DOUBLE HOLSTER SET



Only top grain leather throughout. New golden metal holster plates with turquoise "jewels" effect. The holsters slide on adjustable belt and each is fully adjustable for western "cross-draw." Light natural color leather. Holsters each: 13½" x 5½". Pistols: Two "Western" cap repeaters.

No. 1210-2532 ..... Each $5.98

Twelve in a carton

"FULL-HOUSE" COMBINATION

New combination set of double holsters, belt, canteen "holster," molded canteen, 2 Western pistols. Brown mahogany top grain leather suede leather fringes. Rich decorations. Combinations: double holster-belt set or belt-holster-canteen or belt-canteen only.

**

No. 1207-2562 ..... Each $7.95

Six in a Carton

MATTEL

FANNER 50 DOUBLE HOLSTER SET

Two bullet-loading pistols packed with authentic cut-away-neck fast-draw holster. Top grain cowhide leather, saddle stitched-and buckled. Adjustable belt (up to 34" waist) has 10 all-metal bullets to load in pistol. Comic book included in colorful package.

No. 692-559 Each $9.98

Six in a Carton

DAISY

DOUBLE HOLSTER SET WITH STALLION 38'S

Natural top grain leather belt, holsters with light brown sueded holster lowers, fringed. 24 bullets on fully adjustable belt. Rich decorations, studs, stars, Sheriff Badge. Holsters are adjustable, removable, reversable!

Holsters each 14" x 5½"

Pistols: 2 Stallion 38's, 10½" long

No. 1211-2560 Each $9.98

Six in a Carton

MATTEL

STAGECOACH SET

Winchester Saddle gun with 8 all-metal play bullets in Bullet Pak and Bullet Loading Fanner 50 Marshal Holster set with 18 all-metal play bullets. Winchester has lever-action, loads and ejects bullets. Fanner 50 loads bullets. Bullets fit both guns. Both guns fire 50 perforated roll caps. Adjustable (up to 34") fast-draw holster of top grain cowhide. Size: Winchester 33" long; Pistol: 10¾" long

**

No. 625-593 ..... Each $12.00

Six in a Carton

DAISY

FRONTIER SCOUTING KIT

Consists of new "1160" smoke rifle with 11" golden magnifying scope mounted plus genuine leather "3-Way" holster set plus handy snap-off canteen plus leather canteen "holster" plus cap pistol. Durable rifle shoots harmless smoke, noise. Scope demountable. Holster set usable as pistol single or pistol and canteen double or canteen single. With 1 repeating cap pistol

**

No. 1223-1965 Each $9.95

Six in a carton

TV-GUNS OF THE WEST SHOOTING OUTFIT

Repeating cap rifle is a take-down model, golden trigger, trigger guard, receiver, barrel; uses a full roll of standard caps! The top grade leather holster set has metallic golden finish on holster front and on contour belt, "raised" leather pattern on holster [illegible]

Breakdown caps: cartridge cap pistol

Rifle: 28½" Holster: 9" x 10½"

Pistol: Pinto 8" Canteen: 1" diameter

No. 1226-1962 Each $3.98

Six in a Carton

PARRIS

KADET TRAINERIFLE

Age Group 6-14 Years

The official Kadets of America rifle. Wood stock, blued metal parts. Metal butt plate for added [illegible] sticking swivel, operating bolt action, hiker trigger. Detachable [illegible] heavy duty 1" OD web sling. 28-page Kadet Handbook with full instructions on the manual of arms and military drill. Overall length 40¼"

*

No. 1922-K2A ..... Each $3.98

Twelve in a Carton

LEVER ACTION TRAINERIFLE

Age Group 3-7 Years

Cork-shooting air rifle with all-metal "telescopic" sight, detachable rubber bayonet. With OD web sling, bag of corks, and 28-page Kadet Handbook. Overall length 32¼". Wood stock with walnut finish, blued steel mechanism

*

No. 1323-TB2A Each $2.19

Twelve in a Carton

DAISY

DOUBLE BARREL POP GUN

Heavy gauge steel, 21" long. Rust proof gun-blu finish. Walnut finished stock. Break action, self loading, two triggers. Absolutely harmless.

No. 1218-950 .....Each $1.39

Twelve in a Carton

DOUBLE BARREL TRAINING SHOT GUN

Made of heavy gauge steel, 31" long. Rust proof, gun-blu finish. High-impact shock resistant, molded stock and forepiece. Stock has "secret" pocket. Break action, self loading, two triggers. Absolutely harmless.

No. 1217-950 .....Each $2.00

Twelve in a Carton

BIG SMOKE SUPER PLAY RIFLE

This brand new rifle has new improved Cocking Action! Realistic Muzzle Blast Chamber! All parts heavy steel except stock. Gun bangs, smokes! Harmless. Length 25½". A sturdy, durable gun. Each in colorful corrugated carton.

No. 1224-961 .....Each $2.98

Twelve in a Carton

DELUXE TRAINING RIFLE

Made of heavy gauge steel, 32" long. Rust proof, gun-blu finish. High impact, shock resistant, molded stock and forepiece. A sturdy "man-size" rifle, lever action, self loading. World's Loudest play gun. Each shot produces smoke (with an occasional drop of light oil in the muzzle). Absolutely harmless. Adjustable web shoulder strap.

No. 1216-960 .....Each $3.98

Twelve in a Carton

SUPER SCOPE PLAY RIFLE

A durable new 32" harmless smoke gun with golden magnifying scope mounted. Rifle shoots a loud noise, smokes. (Won't shoot BBs.) Easy cocking, golden lever; full-fashioned checkered stock. Bright plated trigger. Gold design on receiver. Scope has cross-hairs; snaps on or off for use as a magnifying telescope. 11" long.

No. 1222-1160 .....Each $4.98

Twelve in a carton

HONOR GUARD SMOKE RIFLE

Harmless smoke and noise. Rifle 32" long. Honor Guard" insignia of golden star clevrons in red and in blue decorates the full fashioned snow white checkered stock. Full size [illegible] With silver-bright carbine band, hammer, trigger cocking lever. Bronze-colored gun fittings. Adjustable sling in patriotic red, white and blue flag colors.

No. 1214-964 .....Each $4.98

Twelve in a Carton

MATTEL

WINCHESTER SADDLE GUN

Authentic, lever-action, repeating cap rifle. Loads and ejects 8 all-metal play bullets. Fires 50 perforated roll caps. Smoking action. Front and rear sights. Blue steel barrel, zinc die cast mechanism, wood grain stock and grip. Comes with 8 bullets in Bullet Pak. Size: 33" long.

No. 626-544 .....Each $5.00

Six in a Carton

NICHOLS

STALLION 300 SADDLE GUN

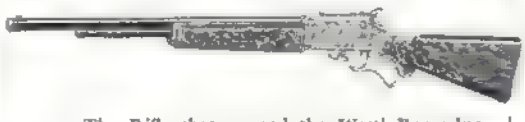
Cap cartridge loading, lever action. Beautiful metallic finish. Backed by service policy. Full size—28½" long.

No. 1087-300 .....Each $4.98

Twelve in a Carton

HUBLEY

SCOUT RIFLE



The Rifle that opened the West! Reproduction of the "Winchester 73." Shoots smoke, extra loud report.

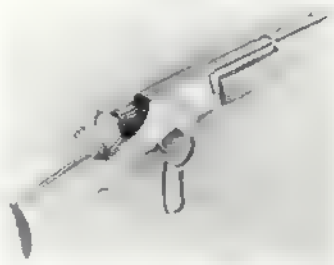
Features: Repeater, length 35¾ inches. Walnut color plastic butt and grip, highly embossed. Special shock resistant plastic. All working parts bright nickel finish. Elaborate chasing with front sight. Realistic lever action cocks hammer for each shot just like the "Winchester 73."

No. 1044-202 .....Each $3.98

Six in a carton

NICHOLS

SPIT-FIRE



Lever action, cap cartridge loading. Super bright finish. Only 8½ inches long.

No. 1088-100 .....Each $0.98

Seventy-two in a Carton

MATTEL

BURP GUN!

New, improved only fully automatic cap gun made. Safe! 1-50 shots at trigger touch. Noisy fire bursts and smoking barrel. Easy to load-fire. Use perforated roll caps only. All metal working parts; rust resistant plated grip. Size 13" x 6¼" x 2".

No. 615-536—(Sell Six) .....Each $3.00

Six in a carton

THUNDER BURP GUN

No Caps, No Batteries. It's the biggest noise in guns . . . a patented new sub machine gun with a vibrasonic sound chamber. Pull the trigger for a loud, chattering burst and the vibrating action of a real machine gun. Single shots or automatic fire. Safe. Easy to operate. Adjustable sharpshooter sight, air-cooled muzzle and permanent wire stock. Size: 22½" long x 6¼" high x 4¼" wide.

No. 618-545 .....Each $3.00

Six in a carton

FIRE-BOLT DOUBLE-ACTION GUN

New two-way gun. Pull back bolt—fire bursts of single shots. Realistic moving firebolt. Air-cooled, smoking barrel. Flip "selector" switch for smoking cap firing or loud chattering bursts and vibrating action of real machine gun. Rugged construction with bolt action all metal mechanism. Adjustable peep sight, wood-grain stock and grip. Use perforated roll caps only. Size: 27" long.

No. 628-582 .....Each $6.00

Six in a Carton

MATTHEWS

FIVE SMART "42's" FOR 1958

● **"42" *Fly Bridge* DOUBLE CABIN**
—the perfect home afloat for the whole family. Sleeps 6. On display at New York Boat Show.

PICTURED here are the five models of 42-footers marking our 68th year of fine boat building. There's a model for every purpose and a number of varied interior plans to suit most owners.

Choose the model you like best and write today for price list and free catalog. See the model on display at the New York and Miami Boat Shows.

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
DEALERS COAST-TO-COAST
In Miami Matthews Cruisers, Inc., 1825 Biscayne Blvd.

● **"42" *De Luxe* SEDAN**
—an old favorite of hundreds of owners. New interior plans sleep 6.

● **"42" *Convertible* SEDAN**
—our most popular model. Open deckhouse or closed for comfort. Sleeps 6 or 8. Miami Show.

● **"42" *Martinique* EXPRESS**
—fast and smartly styled for fishing or entertaining. Sleeps 5. Available with hard or soft top.

● **"42" *Sport* FISHERMAN**
—built for rugged off-shore fishing—the charter boatman's favorite. Sleeps 4 or 5.

"Wherever you cruise . . . you'll find a Matthews"

MATTHEWS

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"Wherever you cruise . . . you'll find a Matthews"

[A] **ORIGINAL "LASSIE" GIANT PLUSH TOY.** Curly brown plush trimmed with white; has recognizable all vinyl Lassie face, collar and tag. Life-like and thrilling to young TV fans. 28" long. Wt. 4 lbs.
382/1600LM475 . . . . . Retail **$6.75**
382/1600LM451 Lots 6 or more . . Retail **6.75**

[B] **STANDING ELEPHANT.** Full of fun, appealing upturned trunk and large, floppy elephant ears. Cotton stuffed all vinyl body in gay Harlequin print. Fully washable. 12" tall. Wt. 1 lb.
385/30/52HAM227 . . . . . Retail **$3.25**
385/30/52HAM216 Lots 6 or more Retail **3.25**

[C] **"SPOTTY" THE GIRAFFE.** Hand painted with careful detail in washable, non-toxic colors. Stands 18" high and has a natural reed voice. Made of pure latex rubber. Wt. 1½ lbs.
388/R-100M262 . . . . . Retail **$3.75**
388/R-100M249 Lots 6 or more Retail **3.75**

[D] **EMMET KELLY'S "WILLIE THE CLOWN".** Exactly like the famous circus and TV clown adored by millions, complete in detail down to the expression on his face! He's 22" high, has vinyl face and hands, *rooted hair!* Authentic duplication of the hobo clothes, too. Wt. 3 lbs.
470/715M490 . . . . . Retail **$7.00**
470/715M466 Lots 6 or more Retail **7.00**

[E] **"FLIPPY", The WONDER PUP.** Wind him up and watch him do 4 complete back flips! Cocks his head, flips in the air and lands on his feet, it's uncanny! High quality curly rayon plush, glass eyes, button nose, plastic collar. 11" long. 2 lbs.
392/11M698 . . . . . Retail **$9.98**
392/11M650 Lots 6 or more . . Retail **9.98**

[F] **MR. ATOM, The ELECTRONIC ROBOT.** He walks, buzzes, and flashes his eyes. As he walks, his arms swing, legs move, and he turns his head. Operates on a battery-powered electric motor. Mr. Atom is an imposing 20" tall, finished in aluminum and red, with simulated rivets.
297/610EM464 . . . . . Retail **$7.00**
297/610EM440 Lots 6 or more Retail **7.00**

[G] **MYSTERIOUS "DANCING DAN".** Like magic Dan dances in perfect rhythm to music, songs, humming, whistling— stops and starts as you desire by using the "Mystery Microphone". Fun for all— 8 tunes, intriguing. 15" high.
288/800M465 . . . . . Retail **$7.00**
288/800M440 Lots 6 or more Retail **7.00**

[H] **REMOTE CONTROL "BARNEY DRUMMING BEAR".** Endearing! He walks, lights up his eyes, turns head from side to side, even drums like mad all by battery operation. 11" tall. Wt. 1½ lbs.
398/405O6M280 . . . . . Retail **$4.00**
398/405O6M266 Lots 6 or more Retail **4.00**

[I] **"FRISKY" THE WONDER PUP.** Goes forward or reverse in his humorous dachshund-like gait by battery operated remote control. Has movable legs, jointed tail, long floppy ears, 11" long. 1½ lbs.
397/800M279 . . . . . Retail **$4.00**
397/800M265 Lots 6 or more . . . . Retail **4.00**

TOY CHARACTERS

ASSORTED DISNEY WHIRLING TOYS

Three famous Walt Disney characters, including Pluto, Donald Duck and Mickey Mouse. Toys are three-dimensional; Donald measures 6" high, Pluto 5½" high and Mickey Mouse measures 7" high. Accurately detailed figures are molded of high impact unbreakable plastic and are decorated in appropriate colors and design. Equipped with long-running clockspring motor whereby the tails whirl in such a manner that the characters move about in a long-running comical action. Key is attached. Each in a box.

Suggested Retail 98c

		Each
K813-116	**Assorted Whirling Toys** (Mfr. No. 454).....	$1.34

4 Each per carton of 12; wt. 4½ lbs.

MR. POTATO HEAD

Use any fruit or vegetable to create 100's of amusing characters. Features easily changed around to create different characters. Comes with large quantity of colorful plastic features. Size box, 4 x 3 x 8".

S.R. $1.60

		Each
K813-227	**Mr. Potato Head** (Mfr. No. 2050)	$1.34

24 per ctn.; wt. 14 lbs.

MRS. POTATO HEAD

Never has Mrs. Potatohead been so glamorous whether she is made with a potato, carrot, turnip, onion, in her comical car and shopping trailer. Also designed to stand up outside car. Size box, 10-3/8" x 7-1/4" x 2-1/2".

S.R. 98¢

		Each
K813-338	**Mrs. Potato Head** (Mfr. No. 2052)	$1.34

24 per ctn.; wt. 14 lbs.

MR. AND MRS. POTATO HEAD

A super, gay assortment, featuring two complete sets of these fascinating characters. Handsomely packaged in giant box, 14-1/4 x 10-1/2 x 2-7/8".

S.R. $1.98

		Each
K813-449	**Mr. & Mrs. Potato Head** (Mfr. No. 2054)	$2.66

12 per ctn.; wt. 18 lbs.

RUBBER ANIMAL CHARACTERS

ASSORTED ANIMALS—11½" TALL

Made of pure natural latex rubber and protected with new urethane coating. Realistically colored with non-toxic paints.

Choice of: "Josie" the Lamb, "Roofus" the Rooster or "Mugger" the Monkey. Each measures 11½"x9¼"x3¾". Indiv. boxed.

S. R. $1.98

		Each
K814-106	**Assorted Animals** (Mfr. No. 4)	**$2.66**

2 each per ctn. of 6; wt. 7½ lbs.

ASSORTED ANIMALS—7¾" TALL

Made of pure natural latex rubber and protected with new urethane coating. Realistically colored with non-toxic paints.

Choice of: "Frisky" the horse, "Milky" the cow, "Balky" the mule and "Tusky" the elephant. Each packed in a display box, size 7¾ x 6-1/8 x 2-3/4".

S.R. 98¢

		Each
K814-207	**Assorted Animals** (Mfr. No. 2)	**$1.34**

3 each per ctn. of 12; wt. 5 lbs.

Florence
DECORATED
by
PROLON

—translucent like fine china
—exquisite "molded-in" decorative patterns that cannot wear off
—only melmac® dinnerware line completely decorated

Here's captivating beauty in today's most exciting decorated dinnerware ... non-fade patterns on soft white field ... molded-in beauty that won't rub off the most discriminating hostess. Florence DECORATED is the only Melmac® dinnerware which offers a fully decorated rim even with patterns on all curved surfaces. Florence DECORATED is nationally advertised Melmac® quality-Melamine dinnerware famous for beauty, long-life, smoothness and lustre. Florence DECORATED is virtually unbreakable, resists chipping, is not harmed by hottest water in automatic dishwashers. Four delightful patterns to choose from ... REGATTA—refreshing as a cool sea breeze, ultra-modern in its smart, symmetric design ... GRANADA—dignity and charm in rich colors and exquisite patterns ... CHORALEER—a whimsical sparkling decoration that will cheer your every meal ... ORIENTAL POPPY—a colorful, captivating whisper of the Orient.

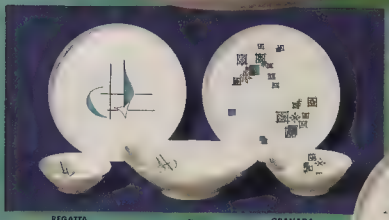
CHORALEER

SPECIAL NEW 20-PC DINNER SET

A $37.20 open stock value for $29.95 retail

Contains four each 10-in dinner plate, 6¼-in bread and butter plates, 14-oz bowls, cups and saucers in four patterns. Shipping wt. 8 lbs.

Stock No.	Pattern Name	Retail
H353351997	Regatta	$29.95
H353451997	Granada	$29.95
H353551997	Oriental Poppy	$29.95
H353651997	Choraleer	$29.95



REGATTA

GRANADA

ORIENTAL POPPY

SERVICE FOR TWELVE

Order 1-45 Piece Set and 1-20 Piece Set

DECORATED OPEN STOCK

Minimum order **$20.00** at Retail Value. Available in four patterns: Choraleer, Regatta, Granada and Oriental Poppy. Allow 10 days for shipment from factory. F.O.B. Florence, Mass. SPECIFY STOCK NO. and PATTERN DESIRED.

Stock No.	Description	Retail
H35495200	10" Dinner Plate	$3.00
H35505150	7¾-in. Salad Plate	$2.25
H35518107	6¼-in. Bread & Butter	$1.60
H3552590	Saucer	$1.35
H35535107	9-oz. Cup	$1.60
H35545117	4-oz. Sauce Cereal Bowl	$1.75
H35555100	8-oz. Fruit Dish	$1.50
H35565463	4½-in. Oval Platter	$6.95
H35575300	Open Vegetable Dish	$4.50
H35585330	Cream & Sugar Set	$4.95

melmac

as advertised in

LIFE

Guaranteed by Good Housekeeping

45-PIECE DINNER SET

A $90.80 open stock value for $74.50 retail

Eight each 10-in dinner plates, 6¼-in bread and butter plates, 14-oz bowls, cups, saucers. One each 14-in oval platter, vegetable dish, open creamer, covered sugar. Please specify pattern desired. Wt. 18 lbs.

Stock No.	Pattern Name	Retail
H352954719	Regatta	$74.50
H353054719	Granada	$74.50
H353154719	Oriental Poppy	$74.50
H353254719	Choraleer	$74.50

GUARANTEED: *Not to chip, crack or break in 2 full years normal use.*

Beverly by PROLON

Another Prolon style-triumph . . . Never before such rare loveliness in fine Melmac® dinnerware! Delicately graceful dinnerware in glowing, fadeless color . . . Break-resistant quality and priced so low! It looks so delicate and "china-like", yet it's strong and durable—to give you years of service . . . Safe in the hottest water of automatic dishwashers . . . won't crack, craze or fade . . . practically unbreakable.

GUARANTEED: *not to chip, crack or break in 2 full years normal use.*

45-PIECE DINNER SET

A $39.40 open stock value for $29.95 retail

Contains eight each: 10-in. dinner plates, 6¼-in. bread and butter plates, 19½-in. soup dishes, cups, saucers. One each: 14 in. platter, vegetable dish, creamer, covered sugar bowl. Solid colors, or rainbow assortment equal number of pieces in turquoise, white, pink, and yellow, service pieces in turquoise and pink. Wt. 16 lbs.

Stock No.	Color	Retail
H3511051997	Turquoise	$29.95
H3511151997	Pink	$29.95
H3511251997	Yellow	$29.95
H3513511997	Rainbow Assortment	$29.95

20-PIECE DINNER SET

A $16.20 open stock value for $12.95 retail

Service for four contains four each 10-in. dinner plates 6¼ in. bread and butter plates, 19½ oz. soup dishes saucers, and cups. Rainbow assortment of turquoise, white, pink, and yellow. Wt. 6 lbs.

Stock No	Color	Retail
H3514863	Rainbow Assortment	$12.95

BEVERLY OPEN STOCK

Minimum order **$20.00** at Retail Value. Available in Turquoise, Pink, White or Yellow. Allow 10 days for shipment from factory. F.O.B. Mass. SPECIFY STOCK NO. and COLOR DES RED

Stock No	Description	Retail
H3515583	10-in. Dinner Plate	$1.25
H3516540	6¼-in. Bread & Butter	$ .60
H3517540	Saucer	$ .60
H3518543	7-oz. Cup	$ .65
H3519563	19½-oz. Soup Dish	$ .95
H3520540	7-oz. Fruit Dish	$ .60
H3521517	Vegetable Dish	$1.75
H3522518	14-in. Platter	$2.75
H3523567	Sugar and Creamer Set	$2.50

melmac
Guaranteed by Good Housekeeping
LIFE

Florence by PROLON

Award-Winning Designs . . . Clear, Glowing Colors . . .

Beautiful, deep coupe styling with a delicately tapered edge . . . rich, jewel-like colors in the fadeless durability of Melmac® that enhance any table setting . . . Florence matches the beauty of fine semi-porcelain yet offers the lifetime serviceability you can get only in Melmac® . . . It's fully chip-and-crack resistant—virtually unbreakable! Wash it in your dishwasher—the hottest water cannot harm its glowing, fadeless color nor mar its lustrous finish. It stays lovely as new, always . . . Florence dinnerware is odorless, non-toxic, non-flammable, and colors stay bright and clear, surfaces remain smooth and lustrous.

GUARANTEED: *Not to chip, crack or break in 2 full years normal use.*

20-PIECE DINNER SET

A $24.60 open stock value for $19.95 retail

Service for four contains four each: 10-in. dinner plates, 6¼-in. bread and butter plates, 14-oz. bowls, cups, and saucers. Available in two-color sets (equal pieces of each color) or a rainbow assortment of equal number of pieces in turquoise, yellow, copper, and beige. Shpg. wt. 8 lbs.

Stock No.	Color	Retail
H327751330	Turquoise and White	$19.95
H327851330	Copper and Beige	$19.95
H327951330	Rainbow Assortment	$19.95

45-PIECE DINNER SET

A $60.65 open stock value for $49.95 retail

Contains eight each: 10-in dinner plates, 6¼-in. bread and butter plates, 14-oz. bowls, cups and saucers, one each: 14-in. oval platter, open vegetable dish, creamer, and covered sugar bowl. Rainbow assortment contains an equal number of pieces in turquoise, yellow, copper, and beige all serving pieces in turquoise and yellow. Wt. 18 lbs.

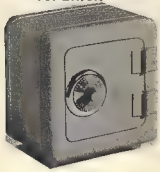
Stock No	Color	Retail
H366553165	Rainbow Assortment	$49.95

FLORENCE OPEN STOCK

Minimum order **$20.00** at Retail Value. Available in six solid colors: Sunset Red, Beige, Yellow, White, Turquoise or Copper. Allow 10 days for shipment from factory. F.O.B. Mass. SPECIFY STOCK NO. AND COLOR DESIRED

Stock No.	Description	Retail
H35375130	10-in. Dinner Plate	$1.95
H35385583	7⅞-in. Salad Plate	$1.25
H3539566	6¼ in. Bread & Butter	$1.00
H3540560	Saucer	$ .90
H3541576	9-oz. Cup	$1.15
H3542576	14-oz. Soup/Cereal Bowl	$1.15
H3543560	5-oz. Fruit Dish	$ .90
H35442217	12½-in. Oval Platter	$3.25
H3545583	14-in. Oval Platter	$4.25
H35465217	Open Vegetable Dish	$3.25
H35475250	Divided Vegetable Dish	$3.75
H3548526	Cream & Sugar Set	$3.95

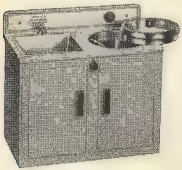
SUPERIOR



SAFE BANK

P59-1-S-350 SW200L 3.00 ea.
Pkd. 12 ea.

METAL WARE



SINK AND DISH WASHER

Motor Driven - Fascinating. Pumps water into Sink and also into Dish Washer! Operates on flashlight cells. Beautifully enameled in coral.

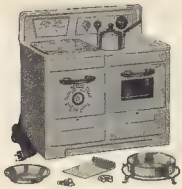
896-19-160 TR467H 7.00 ea.
Pkd. 4 ea.

ELECTRIC STOVE

Large size: 12½" x 11" x 7". Attractive coral, baked enamel finish over durable steel body. Heavily built, electrically welded. Equipped with five utensils.

896-15-222 EL400T 6.00 ea.
Pkd. 1 ea.

METAL WARE



ELECTRIC STOVE

Large size: 12 1/2" x 11 7/8" x 7" Really bakes - with fully insulated oven. Durable steel construction. Electrically welded. White baked Enamel.

896-3-226 A5530W 8.00 ea.
Pkd. 1 ea.

DELUXE ELECTRIC RANGE

Large size: 15" x 13¾" x 1½". Two separate double top burners. "Heat-Trol" Oven. "Temperature Controlled." Holds baking temperatures with a precision built thermostat. Two "Off" and "On" Switches - one for burners and one for oven. Two lights illuminate top of stove. Separate safety tested elements for oven and each burner plate.

896-21-246 SW1065U 16.00 ea.
Pkd. 1 ea.

ELECTRIC RANGE

With two separate double top burners. Insulated oven retains higher constant heat for better baking. Extra large size: 15" x 13¾" x 7½". Beautifully green enameled with red and white trim. Separate elements for burners and ovens. Safety tested.

896-10-242 TR667Y 10.00 ea.
Pkd. 2 ea.

TICO-TOYS

GIANT CHRISTMAS STOCKING

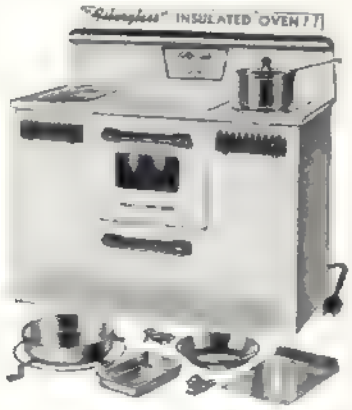
S16-2-S783 GU134S 2.00 ea.
Pkd. 6 ea.

ELECTRIC ARMY TRAIN AND TRACK SET

S16-1-902 TV267H 4.00 ea.
Pkd. 6 ea.

METAL WARE

LARGE ELECTRIC RANGE



Size: 15"x13¾"x7½". Oven thermostatically controlled! The "heat-trol" definitely assures ideal baking temperatures. Thermostat automatically turns oven heat "off" and "on" maintaining a uniform baking temperature. "Fiberglass" insulated oven confines heat to oven. Beautifully bakes prepared mixes such as cakes, pies, cookies and any other mixes. Finished in two-tone baked enamel . . . pastel green and white with copper trim. Red play switches. Heavy steel . . . electrically welded. Separate Elements for Burners and Oven . . . Large oven with window and oven rack. Seven practical utensils, designed for the Tested Recipes of Cook Book included. Cord set attached. Operate on 110-120 volt, A.C. current.

No. 1829-245 . . . . Each $12.95

Four in a carton

ELECTRIC RANGE

Size: 15"x13¾"x7½". "Temperature Controlled" Holds baking temperatures with a precision built thermostat! Thermostat automatically turns oven heat "off" and "on" to maintain a constant, perfect baking temperature. Two "off" and "on" Switches—one for burners and one for oven. Two lights illuminate top of stove. Separate Safety Tested elements for oven and each burner plate. Ideal for baking prepared mixes such as cakes, pies, cookies, and a host of ready mixes. The fiberglass insulated oven provides sufficient heat for such baking . . . and, keeps the stove body cooler! Turquoise baked enamel with white top, polished chrome burners, and coppertone handles, switch plates and molding trim. Deluxe set of 10 practical utensils, with cook book of tested recipes. Large window in oven door. Oven rack. Cord set attached. Operate on 110-120 Volt, A.C. current.

No. 1831-246 . . . . Each $15.95

Four in a carton

ELECTRIC COOK STOVE
With Warming Oven

The large burner for cooking is mounted above the oven so that the underside of the element heats the warming oven. Metal encased, Nickel-Chrome heating element . . . completely insulated. Attractive white, baked enamel finish over durable steel body. Beautiful green back panel with yellow and red switches and handles. Equipped with five utensils . . . plastic play switches . . . clock dial . . . large warming oven with spring closing door. Cord set attached.

No. 1828-222 . . . . Each $5.98

Four in a carton

ALL ELECTRIC STOVES ARE "UL" APPROVED

WOLVERINE

PLAY STOVE
GREEN

New model push button stove with doors that swing open. New colors. Complete with real aluminum whistling tea kettle, latest type aluminum pot, saucepan; also aluminum eggwhip mixing spoon and cake turner. Stove 15¼" x 14" x 7¼"

No. 1399-196 . . . . Each $4.98

One in a carton

WOLVERINE

PLAY STOVE—WHITE

New, heavy gauge metal stove. Modern design lithographed and embossed in realistic colors. Hinged door opens into heating compartment. Four plastic push-buttons actually operate. Includes six colorful plastic cooking utensils. Stove is 11" long, 12" high, 6½" wide.

No. 1401-188 . . . . Each $2.49

Twelve in a Carton

YELLOW STOVE

Heavy gauge metal stove. Lithographed and embossed in realistic colors. Hinged door opens into heating compartment. Four plastic push buttons actually operate. Includes colorful plastic cooking utensils. Stove is 11" long, 12" high, 6½" wide.

No. 1414-388 . . . . Each $2.59

Twelve in a Carton

PLAY STOVE—WHITE

Stove with utensils. New, large replica of the very latest model of stove. With modern recessed base. Has eight colorful plastic push-buttons which actually operate. Both oven doors open to large heating compartments. Includes set of smartly designed plastic cooking utensils. Stove is 14½" x 14" x 7¼"

No. 1402-195 . . . . Each $3.69

One in a Carton

WOLVERINE

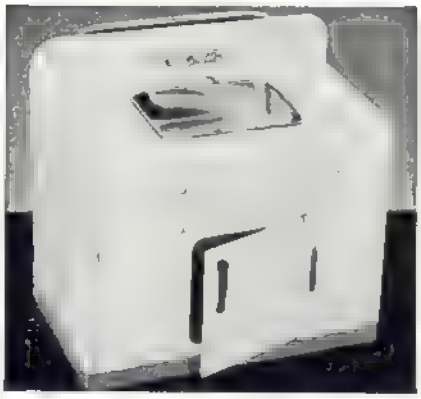
STOVE (Pink)

Modern stove in heavy steel; oven door opens. Four plastic push buttons. Tea kettle actually whistles; large pot with cover, saucepan, spoon, spatula, and strainer, all in heavy aluminum. 11" long.

No. 1395-189 ** ..... Each $2.98

Six in a carton

RUNNING WATER SINK



Red and white heavy gauge metal. Swivel-type faucet actually starts and stops running water from reservoir in rear. Has large basin with adjustable stopper. Hinged door opens. 11½" long, 10¾" high, 7" wide.

No. 1408-197 ..... Each $2.19

Twelve in a Carton

REFRIGERATOR (Pink)

Beautiful two-door, pink refrigerator. Fully equipped with ice-cube tray, dummy food packages, imitation meats and foods, open-top cans, and bottles. Sturdy steel. Inside of doors colorfully lithographed. Size 13½" high.

No. 1394-185 ** ..... Each $2.98

Twelve in a carton

SINK (PINK)

Smart new design lithographed and embossed in red and white on heavy gauge metal. Swivel-type faucet actually starts and stops running water from reservoir in rear. Has large basin, with adjustable stopper. Hinged door opens. 11½" long, 10¾" high, 7" wide.

No. 1396-198 ** ..... Each $2.59

Twelve in a carton

YELLOW SINK

Lithographed and embossed on heavy gauge metal. Swivel type faucet actually starts and stops running water from reservoir in rear. Has large basin with adjustable stopper. Hinged door opens. 11½" long, 10¾" high, 7" wide

No. 1413-397 ..... Each $2.59

DELUXE REFRIGERATOR GREEN

All steel. Measures 17" high, 9¾" wide, 6" deep. New modern two door type. Has shelves on the lower door on which are miniature bottles (milk, cream, etc.). Both doors attractively lithographed on the inside. Both doors have snap locks. Has REVOLVING SHELF like the new modern refrigerators. Comes complete with ice cube tray, imitation ice cubes and various frozen food dummy packages, different kinds of imitation meats and other food, open top cans in which the youngsters can put things, mixing bowls, etc. White enameled to match other kitchen items.

No. 1400-187 . Each $5.98

One in a Carton

NEW PINK KITCHEN COMBINATION

Includes 189 Stove, 198 Sink and 185 Refrigerator shown on this page. Set shipped in strong corrugated carton

No. 1386-275 * .....Per set $7.98

One set in a carton

YELLOW REFRIGERATOR

Heavy gauge metal, lithographed. Two doors open one to freezer compartment the other into the refrigerator. Plastic ice-cube tray and miniature packages of well-known products. Height 13½", width 8", depth 5½"

No. 1412-384 Each $2.59

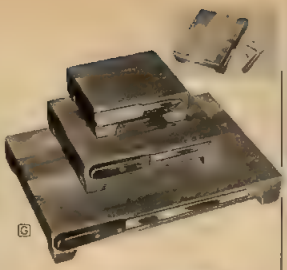
Twelve in a Carton

HUTCH CABINET

Lithographed all-steel cabinet in charming Tyrolian design. Top drawer with two brass handles, opens. Two bottom drawers, with brass hinges and handles, also open. Included are 3 varied-size canisters, 3 cups, 3 saucers, sugar and creamer and tea pot. Accessories are steel enameled with SATELLITE design. Unit is 20½" high, 17" wide, 6¾" deep

No. 1404-199 * Each $5.95

One in a Carton



E "WELL and TREE" CARVING BOARD . . . by Munising. Made of Northern hardwood and finished with an exclusive process that keeps it absolutely washable. Unconditionally guaranteed. Use hot water and soap to remove grease and meat drippings without harming the board. Removable meat holder has a bright chrome finish. Size. 16x22x1".
50-9489 B656 Carving Board **$9.95**

F ESQUIRE SHOE SHINE KIT . . . designed for easier, better at-home "shining"! Hardwood kit is higher, to hold foot at comfortable level . . . slimmer, to make buffing easier and to take less storage space . . . deeper, to hold liquid polish bottles. Contains 2 brushes, 2 daubers, 2 shine cloths, 4 cans polish, saddle soap. Has snap lock.
50-9497 B429 Shoe Shine Kit. **$5.95**

G VERMAGIC CUTTING BLOCKS. Magnet on side of these footed, 2¼" thick wood blocks "grabs" knife and holds it safely out of way.
50-8606 B272 7½x6½" Block with Lamson stainless steel serrated knife **$4.50**
50-8614 B421 11x9" Block with Lamson chrome tool steel boning knife. **$7.00**
50-8622 B841 18x12" Block with Lamson chrome tool steel 10" slicer. **$14.00**

H EARLY AMERICAN RECIPE FILE. This authentic replica of an early American cabinet keeps a multitude of recipes on hand . . . and adds decorative charm to your kitchen. Files standard 3x5" cards . . . comes with 100 cards and recipe indexes. Made of select Oregon Alder wood with soft, rich Salem nutmeg finish. Size: 6x6x3½" high.
50-8598 B237 Recipe File. **$3.95**

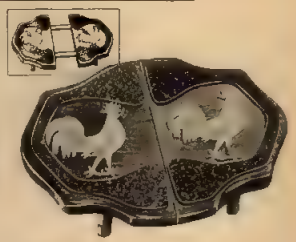
K 3-WAY PAPER DISPENSER . . . gives compact space-saving storage for oft-needed supplies. Fits conveniently under cabinet . . . paper towels, wax paper and aluminum foil pull out easily. Natural-grained Alder hardwood, with natural golden finish; or unfinished to paint as you wish. 14x9x3½".
50-9281 B334 Natural finish . **$4.95**
50-9299 B265 Unfinished. . . . **3.95**

L BRIDGET BLOCK . . . lovely plaque for wall comes down for handy cutting surface! Made of edge-grain Oregon Alder . . . laminated in the best butcher block fashion. Decorated in authentic Early American style with copper rooster and rawhide hanging thong. Undecorated side can be used for slicing and chopping. 13x11x1¾". Makes an unusual gift.
50-9364 B267 Bridget Block. **$3.95**

SET OF 4 HASKO TRAYS. Easy-to-handle, ideal for lap buffets, or for serving breakfast in bed. Just right for individual portions . . . they are lightweight, durable, handy. Wood grain lithographed on basswood veneers.
50-9455 B329 Floral design. Set of 4 trays Each tray 11x18". **$4.98**
50-9471 B194 Walnut finish. Set of 4 trays. Each tray 7¾x16". . . **$2.79**

HAMBURGER PRESS . . . by Western Woods. Makes perfectly shaped hamburgers . . . serves as an attractive wall plaque too! Blond finished wood with sprightly rooster design.
50-9273 B134 Size: 6" diameter. . . **$1.98**

JUMBO HAMBURGER PRESS. "Early American" finish, copper rooster. 25 waxed papers.
50-9307 B201 Size: 7" diameter. . . . **$2.98**



WESTERN WOODS TRIVET . . . attractive, useful. Expands to accommodate hot dishes of all sizes! Beautifully constructed of select Alder hardwood with a rich Early American finish . . . smartly decorated. Has color-matched genuine cork heat pads, little peg feet . . . and hook for hanging on wall when not in use. Makes an unusual gift.
50-9331 B169 Trivet. . . . **$2.49**

Every piece is a faithful copy of the milk glass treasures produced by Deming Jervis and other master-workers who lived on Cape Cod when America was young. Westmoreland Milk Glass is noted for its purity of color, fidelity of detail, expert hand craftsmanship.

(E) WEDDING BOWLS . . . handmade, authentic Early American reproductions. Hand-painted pink, blue fleurettes, green leaves, gold trim, or all white milk glass. Covers form pedestals (indicated at left). 8" tall.
71-7652 B733 Hand Painted **$10.95**
71-7660 B395 Plain White **5.95**

(F) SUGAR and CREAM SET . . . a rare collector's item in pure white milk glass. Covered sugar bowl in exquisite embossed grape design . . . with scalloped lace-like edge that holds 9 spoons (not included). 5x7" tall. Lovely matching creamer, 5¼x5" tall.
71-7678 B495 Set **$7.50**

(G) JARDINIERES . . . in lovely formed grape design, with scalloped edges. Ridged inside at bottom, for proper care of potted plants, African violets, etc. (hold standard flower pots). Make beautiful vases too.
71-7694 B368 6½" tall **$5.50**
71-7702 B300 5" tall **4.50**

(H) PAIR of FOOTED VASES . . . delicate looking twin vases in exquisitely hand molded milk glass. Beautiful in the classic, time-honored Panel Grape pattern . . . vases are gracefully tapered, have ripple bases. Sure to add a bit of charm to your table.
71-4170 B368 Pair. Each 6" tall. . . . **$5.50**

(K) PEDESTAL COMPOTE . . . a stunning, handcrafted treasure with unmatchable detail. Bead shaped borders and embossed grape design add dramatic interest. An exquisite centerpiece alone . . . or fill it with candy or tiny blossoms. 9" tall.
71-4097 B567 Compote with Cover. **$8.50**

(L) LARGE OVAL BOWL . . . in the time-honored Doric design, bordered with a lovely, lacy, pierced edge. Unique hand-molded shape . . . makes a picturesque "frame" for fruits or flowers; or use it as a serving bowl. A truly lovely piece to own, to give.
71-4196 B365 Bowl. 10x12" . . **$5.50**

(M) BASKET-BOWLS & FOOTED COMPOTE . . for charming service. Use 2 petaled basket-bowls as perfect individual candy dishes, 5" across. Quilt-pattern compote is just the size for a honeycomb. 3x5½" tall
71-4105 B235 Set of 2 Basket-Bowls. **$3.50**
71-4113 B235 Covered Compote **3.50**

(N) CAKE SALVER and COVERED BOWL . . touches of elegance! Doric design salver with pierced edges, 11¾x4¾" high. Square covered jar with embossed grape design . . . the perfect nut or candy dish, 3½x5½" high.
71-4154 B525 Cake Salver **$7.95**
71-4162 B263 Covered Bowl **3.95**

(P) DORIC DESIGN FRUIT BOWL . . . An authentic reproduction of a colonial classic, with lovely latticework border. Stands a stately 8" tall on its graceful pedestal. Effectively beautiful on buffet or in hutch cabinet. Bowl is 9" in diameter.
71-4204 B525 Doric Fruit Bowl . . . **$7.95**

Only ADMIRATION Offers This Great Potential!

Miss Francie 10½" ALL VINYL DOLL

- *Fashionably Dressed*
- MARGON'S Patented MOVING EYES
- Washable Rooted Hair

Can be retailed IN COMBINATION FOR 98¢ EACH

SEE THE COMPLETE ADMIRATION LINE at the HOTEL McALPIN ROOM 1052

12 different dresses in a separate eye-catching box — designed for the Miss Francie Doll

10½" All Vinyl Miss Francie Doll — Individually Window-Boxed

ADMIRATION TOY Co., Inc. 514 W. 147th St., New York 31, N. Y.

Room 518 200 Fifth Ave. New York 10 N Y Murray Gilbert	Room 14-115 Mdse. Mart Chicago, Ill Harry Schwartz	310 E. 4th St. Los Angeles 13, Cal. Irving Petok	18064 Northlawn Detroit 26, Mich. Sam Grant	1158 Beechaven Rd. Atlanta 6, Ga H. R. Neathery	3780 W 5th Ave Vancouver B.B. D H Prokosch

...from Nancyland U.S.A.

...designed for loving!

Quality and style leadership...always!
Yet priced for profitable volume.

● Miss Nancy Ann 10½" all-vinyl...and now introducing Little Miss Nancy Ann 8½" all-vinyl...Debbie 10" walker ...Muffie 8" walker...Little Sue Sue 8" all-vinyl... Storybook Character Dolls.

NANCY ANN Storybook Dolls, Inc.
1262 Post, San Francisco

AT THE TOY FAIR
Rooms 614-615
HOTEL NEW YORKER
And Our
Permanent Showroom
1107 BROADWAY, N. Y.

KitchenAid–Westinghouse–Hamilton Beach

K KITCHENAID . . 5-QT. DELUXE MIXER Most powerful of all . it's the world's finest 10-speed home mixer! Husky, precision-designed beater "kneads" bread dough as easily as it whips an eggwhite—you'll turn out pastries so fine-textured, light and delicious that you'll be "cook of the town"! Single motion lever elevates bowl to perfect mixing level for content depths. Bowl remains stationary while single offset beater whirls around entire inside surface, rotating to thoroughly mix ALL ingredients—leave no lumps or "pockets" to streak the finished product. Stainless steel bowl has handy handle. Wire whip and beater-pastry knife included. 12x11x17" high.

84-0181 B9191	5-qt. Mixer, AC-DC	**$139.50**
84-0173 B8203	4-qt. Mixer, AC-DC	**124.50**
84-0199 B841	Food Chopper Attachment	**12.95**

L KITCHENAID . . . 3-QT. MIXER. Exclusive "round-the-bowl" mixing action makes the big difference in true-to-recipe results. The single, powerful offset beater travels completely around the inside surface of the stationary bowl, scraping as it revolves . . thoroughly mixing every bit of batter. Mixer comes in white or cheery sunshine Yellow—so handsome you'll be proud to keep it in a place of honor on your work counter! 10 tested speeds swiftly, easily adapt to every kind of mixing job. Comes with 3-quart Pyrex bowl, juice extractor, all-purpose beater. 7½x12" base. 13¾" high. ⅓ HP AC-DC.

83-9951 B4952	Yellow Mixer	**$75.25**
84-0165 B4952	White Mixer	**75.25**
84-0199 B841	Food Chopper Attachment	**12.95**

M HAMILTON BEACH FOOD MIXER . only mixer in the world with a timer! No more over-beating or under-mixing . the exclusive Mix-Timer chimes exactly at any pre-set time up to 15 minutes. New Magic Beaters reach down to the bottom and pull up ingredients for smooth, lump-free mixing. Fingertip Bowl Control shifts the bowl, even while beaters are turning, to insure thoroughly mixed ingredients without using a spatula. Mixguide gives you 10 selected speeds, magnified for flash reading. The mixer easily slides off stand without releasing, for portable use. Comes with a full 5-year guarantee! White enamel finish. 1 and 3 qt. white pyrex bowls included. AC-DC.

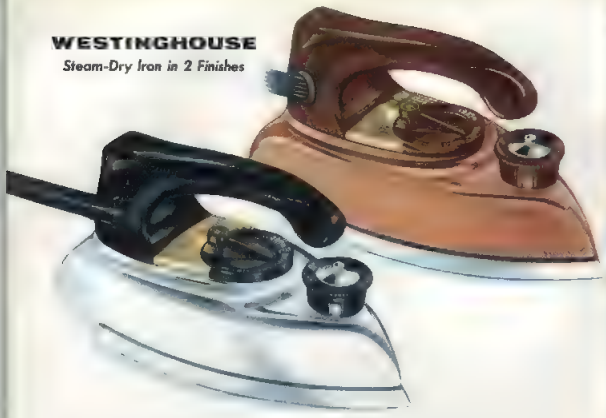
84-0223 B3350	Hamilton Beach Food Mixer	**$47.95**
84-0157 B298	Juicer Attachment	**4.00**

N NEW WESTINGHOUSE CONVERTIBLE "MIX-R-MATE" . . . a table mixer, portable, and drink blender—all in one economical unit! Use as a portable that travels from range to counter, rests on its heel, can be hung on the wall. Use stand and turntable—you have a powerful regular mixer that frees your hands for other tasks. Attach drink blender and you have a home soda fountain that turns out malteds and milk shakes. Thumb control starts full power at any setting, stops instantly. High-low-medium speeds for every task from gentle blending to mixing heavy batters. Pop-out ejector releases beaters for cleaning. Contour-shaped 2½-qt. glass bowl resists heat, rotates for even, thorough results. With graduated 12-oz. tumbler, stand, turntable, 2 beaters, blender attachment, 6-ft. cord. UL approved. AC.

84-0090 B1901	New Westinghouse Convertible Mixer	**$27.95**

WESTINGHOUSE

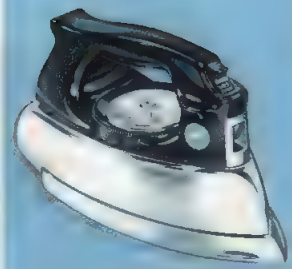
Steam-Dry Iron in 2 Finishes



NON-TARNISH COPPERTONE OR CHROME with stay-cool handle, roll-back heel rest

With Westinghouse at your elbow, that wash day load loses weight fast! Ironing is breezier because Westinghouse gives more steam over a wider area . . . dampens thoroughly, presses quickly. The patented open handle stays cool, with no front post to conduct heat. Easy on your wrist, too, since it rolls back on its broad heel rest without any lifting. And no scorching! Fabric dial clicks into place to assure accurate heat control for all fabrics. Aluminum sole plate conducts heat quickly, diffuses it completely . . . you iron faster for fewer strokes are needed. Turns ordinary tap water into a misty vapor that steams gently, continuously . . . provides a protective steam cushion to safeguard even heat-shy miracle fabrics. Switch from steam to dry with just the twist of a dial . . . no emptying leftover water! Your Westinghouse iron won't rust. Weighs just 3½ pounds empty, less than 4 pounds full . . . gives your ironing a professional look with amazingly little work from you. With cord. AC. UL listed.

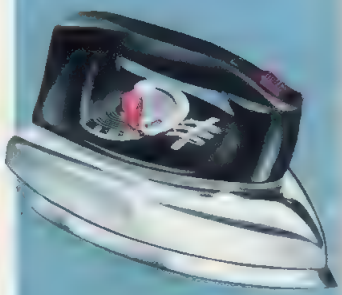
83-9548 B1153 Chrome finish **$16.95**
83-9704 B1289 Coppertone finish **18.95**



HOOVER STEAM-DRY IRON . . . has the ONLY stainless steel sole plate! Super-hard, super-smooth . . . zips over every fabric faster, with more safety than ordinary irons, because it's more resistant to scratches, snags and stains. Turns tap water into a steady flow of steam which exclusive Hoover "channels" spread evenly over the fabrics. Fills and empties easily through front opening. Clicks from steam to dry. Weighs less than 4-lbs. when full. Has dial temperature control, button saver, long 7½-ft. cord. Complete with Hoover quality and service guarantee. AC.

83-9654 B1279 Iron **$18.95**

The New Irons



MODERN CASCO

Gay All-Fabric Steam-Dry Iron

SIX HEAT SETTINGS FOR STEAM . . . six more for dry ironing! Irons every fabric perfectly!

Now you'll steam-press everything . . . with Casco's six separate fabric settings for steam! Iron every fabric from stubborn linen to sensitive synthetics with just the right amount of heat and steam . . . and no scorching! (Ordinary irons have just one sole plate temperature for steam.) You'll find ironing goes faster, with steam that flows steadily for an hour or more on a single filling . . . no time wasted on refilling when you're going good . . . no need to sprinkle even heavy cottons. Casco's steam-n-heat unit won't rust, stain or corrode . . . just flip up the handle and fill with tap water for gentle steam pressing. Your Casco steams when upright, too . . . lets you steam-press draperies right at the windows. A decorator's dream . . . the light, 3¼-lb body is stainless steel . . . the contoured handle is colorful, stay-cool plastic. Nooks in the aluminum sole plate skoot around buttons . . . no in-and-out maneuvering when you're ironing shirts. UL listed. AC.

83-9571 B1187 Red handle **$16.95**
83-9563 B1187 Black handle **16.95**
83-9589 B1187 Yellow handle . **16.95**

TOASTMASTER STEAM-DRY IRON . . . gives you two irons in one, at a push of the button! Irons every fabric beautifully . . . just dial the right temperature for uniform heat that gives perfect smoothness with every stroke. Large aluminum sole plate with 9 vents covers a bigger area with steam. 8 oz. capacity water chamber lets you iron longer without refilling. "Tap-Fill" opening fills easily right from your faucet! Cool, easy-grip Bakelite handle reduces ironing fatigue . . . total weight just 3¼-lbs. Here's labor-saving efficiency at its best! 7-foot cord. AC.

83-9712 B1144 UL approved . . . **$16.95**

SPRINGFIELD '03

TWO SURE-SHOT MONEY-MAKERS!

HOBBY KIT MODEL REPLICAS (¼" scale) of the famous Springfield '03 and the Garand M-1 Combat Rifles — used by U.S. Army in Two World Wars. Can be field stripped like their celebrated "Big Brothers."

TREMENDOUS APPEAL ITEMS . excellent display units . . . fast turnover . . . appeals to adults, veterans, etc. as well as children.

BOTH RIFLES are a must with authentic gun collectors.

HIGH QUALITY — low cost — high profit with these Majix Kits

LIBERAL COMMISSION DISCOUNT to dealers. Extensive advertising program now underway. Company assistance with consumer advertising.

EACH KIT comes complete with a real leather sling — full grain walnut stock — operating breech — precision metal parts. Complete Kit — ONLY $2.98 each.

DEALERS—BUYERS WRITE TODAY TO: MODEL WEAPONS, INC. Dept. TN-7
P. O BOX 581 — Oceanside, Calif.

GARAND M-1

hawk CORPORAL

The space age is really exemplified in this accurate model of the U.S. Army's Corporal Missile. Molded in 3 different colors, plus striking decal, this model presents an exciting picture as it rests on its launching pad awaiting the impulse to send it into space.

CABLE AND BOOM • ROCKET AND MOUNT • MAN AND RADAR

CORPORAL
Model 508

98¢ RETAIL PRICE

Scale 1/4" to the foot

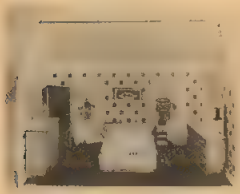
PACKED IN THIS STRIKING FOUR COLORED SET UP BOX

Molded in 3 colors
Contains 44 parts
3 color decal
Stands 12½" high

hawk Model Company
4314 N. CALIFORNIA AVE
CHICAGO 18

ALL HAWK KITS PACKAGED IN STRIKING, FAST SELLING FOUR COLOR DISPLAY CARTONS.

TOYS for the LITTLE LADY



BEDROOM FURNITURE SET

3-drawer mirrored dresser. Night table. 4-drawer chest. Mahogany bed. 4-piece bedding set. Lamp and shade. Shpg. Wt. 3 lbs.

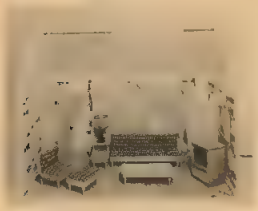
5116A405 –
Retail $6.00

BEDROOM HOUSE
(without furniture)

Bedroom walls and floor. Roof section. 2 steel sash windows. Mahogany door. Cotton loop wall-to-wall carpeting. 2 pair shutters. 2 pair curtains with rods. Picture with frame and hook. Shpg. Wt. 5 lbs.

5119A608 –
Retail $9.00

ONE EACH OF THE ABOVE SETS TOGETHER MAKES A COMPLETELY FURNISHED ROOM



LIVING ROOM FURNITURE SET

Upholstered sofa. Console television set. End table. Coffee table. Lamp and shade. Upholstered easy chair. Ottoman. Shpg. Wt. 3 lbs.

5216A405 –
Retail $6.00

LIVING ROOM HOUSE
(without furniture)

Livingroom walls and floor. Roof section. 2 steel sash windows. Mahogany door. Pair shutters. Pull draperies with hardware. Cotton loop wall-to-wall carpeting. Wall mirror with picture hook. Shpg. Wt. 5 lbs.

5219A608 –
Retail $9.00

ONE EACH OF THE ABOVE SETS TOGETHER MAKES A COMPLETELY FURNISHED ROOM

PLASTIC TEA SET

35 pieces. Service for 4. Made of polyethelene and metalic silver plastic. Saucers, plates, cups, teapot, sugar bowl, knives, forks, spoons. Light and dark lavendar with metallic plated teapot and cover, sugar bowl and cover, creamer, candlebras, candy dish, toaster and cutlery. Shpg. Wt. 3 lbs.

7401X270 – Retail $3.98

[illegible] TEA SET

41 pieces. Service for 8. Made of polyethelene. Plates, saucers, teapot, sugar bowl, creamer, tea cups, knives, forks, spoons, Shpg. Wt. 3 lbs.

7304X203 –
Retail $2.98

DOLLY TRAVEL HAMPER

Unbreakable plastic basket with hinged fiberboard top. Size: 11¼" x 8½" x 4¼". 3 bottles, measuring cup, funnel and spoon, bottle tongs, bottle brush, juicer, strainer, sponge. Shpg. Wt. 2 lbs.

BA234N135 –
Retail $2.00

TEA SET

26 pieces. Service for 4. Made of polyethelene. Plates, saucers, teapot, cups, knives, forks, spoons. Shpg. Wt. 3 lbs.

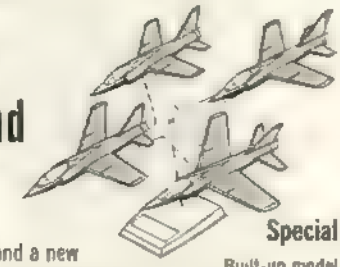
7206X135 –
Retail $1.98

New Monogram Hobby Kits WITH BUILT-IN RETAILER PROFIT MOTIF!

U.S. Navy Blue Angels
Flying F11F-1 Tiger Jet Fighters

Its New . . . Different . . . Unusual Value!

Four Models and Display Stand in One Super-Value Kit!



Flight Formation Display

Blue Angel Tiger Fighters flying in famous diamond formation. Official blue aircraft mounted on clear plastic stand give illusion of actually being in flight. Four aircraft and stand, 12½ inches high. Included in kit.

Special Dealer Display in Retailer Pack

Built-up model and display mounted on special dealer's display in red, gold and black, included in Retailer pack with 18 Blue Angels kits.

A new kind of kit and a new and bigger value. It's the Navy's Blue Angels fabulous flight demonstration team and their group's famous Tiger Fighters. Your customers will be thrilled with this most unusual kit just as 35 million spectators have been thrilled with the "Blues" exacting close formation flying. All plastic display stand as pictured included in kit.

Also included: pilot for each plane and four sets of elaborate and authentic decals of Navy and Blue Angel markings and decorations. You can make kit sales history with the "Blues." See your distributor now.

NEXT SHOWING
N. Y. Toy Fair
March 10-19
Hotel New Yorker
Suite 1111

Other New Plastikit Models—Now 58 Monogram Profit Makers

New • February Introductions • Air Force T-28A Trainer Kit PA28 and Snark Guided Missile Kit PD27. Each retail 98 cents. Be sure they're both in your stock.

Monogram

Hobby Kits

Monogram Models, Inc. • Chicago 32, Illinois

New Monogram Hobby Kits WITH BUILT-IN RETAILER PROFIT MOTIF!

U.S. Navy Blue Angels
Flying F11F-1 Tiger Jet Fighters

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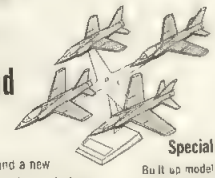

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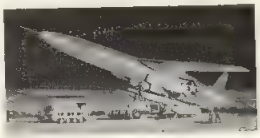

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Monogram Models, Inc. • Chicago 32, Illinois

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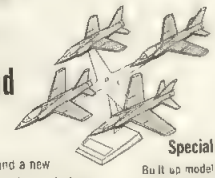

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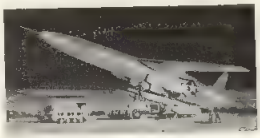

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Flying F11F-1 Tiger Jet Fighters

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A new kind of kit and a new and bigger value It's the Navy's Blue Angels, fabulous flight demonstration team and their group's famous Tiger Fighters. Your customers will be thrilled with this most unusual kit just as 35 million spectators have been thrilled with the "Blues" exacting close formation flying All plastic display stand as pictured included in kit

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Suite 1111

Monogram

Monogram Models, Inc. • Chicago 32, Illinois

IMAGINATION FOR SALE . . .

MISSILE CORPS #1301

A truly dramatic set that will provide action galore. Contains missile and rocket launchers, helicopter, tank, trailer, jeep, machine guns, hospital and field tents, sandbag and barbed wire fences, loads of soldiers and accessories, etc.

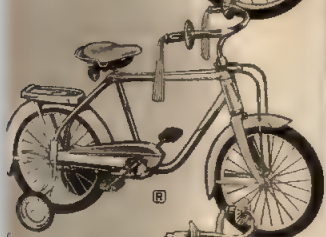
8 sets in carton. 12 lbs.
Retail value $4.98

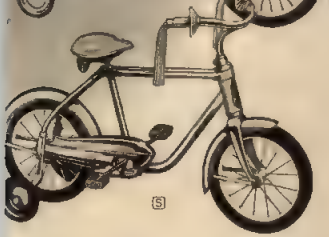
DURING SHOW WEEK
SUITE 1136-1137
HOTEL NEW YORKER
and
NEW SHOWROOMS
SUITE 409
200 FIFTH AVE.

unbreakable, interchangeable

MULTIPLE TOYS
for the imagination . . .

MULTIPLE PRODUCTS CORP., *New Showrooms:* 200 Fifth Ave. [illegible]





V Tractor with dump truck rides 2

Put them on wheels for fun and thrills

Remove trainer wheels when he's on "experienced driver"

ON THEIR NEW 1958 SPEEDSTERS

P **EVANS-COLSON 20" CONVERTIBLE** . . . leads a double life! You see it now as a sleek boy's bike. Just remove one single bolt—the bar comes off the frame and . . . presto! . . . it's a gurl's bike! Either way, it's a real beauty from bright chrome handlebars and truss rods to metallic green and white trim outlined in red. For extra safety, there's a coaster brake (just like big bikes have), a bright headlight, and a rigid hockey-stick type chain guard. The 20" front and rear wheels make it adaptable for a leg reach of 19 to 26 inches. Has 1.75" semi-pneumatic tires. Shipping weight 47 lbs. From Michigan.
83-5421 D3275 Evans-Colson Convertible **$39.95**

R **MURRAY 16" PARK CYCLE** . . . a deluxe equipped beauty! This smooth-riding, streamlined ruby red and white cycle has full ball bearing construction (makes it easy to pedal, fast to move). 16" multi-spoke ball bearing wheels have 1¾" molded semi-pneumatic tires. Made of heavy gauge steel tubing that will take lots of use. New, large 2" head, round fender design for extra safety. The chrome-plated adjustable handlebar has red plastic grips and multi-colored streamers. Saddle has a red vinyl top, chrome springs, double adjustment. There's a large luggage carrier. And just to make it twice as wonderful —remove the double tube crossbar, and you have a girl's bike (nice to pass along in the family). For 18 to 24" leg reach. 40 lbs.
83-5579 C1995 Murray 16" Park Cycle **$26.00**

S **MURRAY 14" PARK CYCLE** . . . sturdy little red, white and blue cycle has a double tube cross bar which is easily removed for conversion into a girl's bike. The frame is of 1¼" heavy-gauge steel tubing. Ball bearing construction for smooth, easy riding: the steel disc rubber-tired trainer wheels, which are easily removed, have nylon bearings . . . the 14" deluxe ball bearing wheels have 1¾" semi-pneumatic tires. Has an adjustable saddle. And 14" wheels make it the right size for riders with a 16 to 21" leg reach. Weight 34 lbs.
83-5538 C1750 Murray 14" Park Cycle **$22.50**

T **MURRAY FIRE PATROL CYCLE.** With a scream of sirens and a flash of red—here comes the youngest fire patrol! On a wonderful full ball bearing cycle (smooth to ride, easy to pedal) that's 36" long, 20" high, 22" wide. Made of heavy-gauge auto body steel, it has a realistically embossed grille, gas tank and heavy-gauge steel hinged door at the back. 1¾" semi-pneumatic front tire, 1¼" solid rubber rear tires; standard bicycle roller type chain. The siren is a realistic windup fire engine type. Steering mechanism allows for quick 360° turns, the better to get to the fire! Weighs 30 lbs.
83-5066 C2100 Murray Fire Patrol Cycle **$29.95**

V **DELUXE CHAIN DRIVE TRACTOR** . . . with motor tone shift . . . by Murray-Ohio. They'll love driving this realistic model. And they're completely safe—for the chain-drive (with ball bearing construction for easy pedaling) is enclosed by a streamlined guard. Tractor is ruggedly made of heavy-gauge steel, 1¾" semi-pneumatic tires. Steering wheel can turn a full circle; spring seat adjusts in height. 8" ball bearing front wheel, 10" ball bearing rear wheels with tractor-tread tires. Finish: vermilion baked enamel, black trim.
83-5041 C2075 Tractor 38½x22x27½" high. Wt. 39 lbs. **$27.95**

DUMP TRUCK . . . hooks right on tractor. Holds 1 passenger, who can work the dump easily from sitting position. Heavy-gauge steel. Ball bearing 8" wheels, ⅝" rubber tires. Colors match tractor above
83-5058 C725 Dump Truck, 15½x33" long. Wt. 16 lbs. **$9.95**

W **"BORDER PATROL" SIDEWALK BIKE.** Definitely the most exciting way to patrol the sidewalk: on this red, white and blue trainer bike! "Border Patrol" is written on the windshield; flag waves from the aerial; streamers flash from the adjustable handle bars! Has 1¾" tube frame with reinforced fork, 12" wire spoke wheels with 1.75" semi-pneumatic tires, 5" trainer wheels. Wire basket; bucket seat.
83-5553 D1425 26 lbs., from Wis.; for 16–20" leg reach. **$18.50**

The Whole Family Rides a ROLLFAST

New Rollfast Spring-Fork 26" Middleweight Smoothest-riding Rollfast made! Shock-absorbing spring fork flattens out the bumps in the road. U.S. Rubber 1.75" tires (with white sidewalls) means less road drag. Middleweight construction chops off excess weight, yet retains full strength.

Full of deluxe features. battery-powered horn built into tank, latest 2-tone saddle, smart white plastic grips, standard safety coaster brake. Head lamp on front fender, rear reflector, kick-stand, extra-large chain guard, ball bearing pedals. Gleaming chrome trim . . . on rims, fenders, rear luggage-carrier rail and saddle railing. Men's bike in dashing Jet Black, Ladies' in gleaming Metallic Blue—both with Indian Red and White decorations. From New York or Indiana

83-5769 D5350 Men's. Black. 58 lbs..**$67.50**
83-5777 D5350 Ladies'. Blue. 58 lbs. **67.50**

New! Front mounted spring carrier

New Cantilever Frame 2-Speed Middleweight Rollfast's streamlined, middleweight champion offers strength, endurance and easy-pumping speed! Famous Bendix, multi-speed coaster brake gives you power braking plus 2 forward speeds, gear shift right at finger tips. Chrome-finish on new front mounted spring carrier . . . and battery powered headlamp at handlebar. Added features. Chrome rims, 2-color middleweight saddle, extra large chain guard with 2-color decoration. Trimmed fenders, fork side. Rear reflector. Kick stand. 1.75" middleweight tires. Men's and boys' models in Metallic Green. Ladies' and girls' in Metallic Blue; both with Yellow, White, Chrome trim. From New York or Indiana.

83-5702 D4750 26" Men's. 55 lbs. **$59.50**
83-5710 D4750 26" Ladies'. 53 lbs.. **59.50**
83-5371 D4625 24" Boys'. 47 lbs.... **57.50**
83-5389 D4625 24" Girls'. 45 lbs. . **57.50**

Rollfast Streamline Tank Middleweight Breeze down the hi-ways and by-ways with this exceptional value! Equipped American model is ever-rugged and reliable; yet it's light in weight with easy-pump speed. 1.75" middleweight tires assure a smooth-rolling, no-drag ride. Sparkling white trim on full size chain guard and tank. 2-tone battery powered head lamp. Striped and tipped enameled fenders. Luggage carrier, black striped white rims Standard safety coaster brake. Ball-bearing pedals. White vinyl topped saddle . . . white plastic handle bar grips. Rear reflector. Kick stand. Men's & boys': Indian Red and White; Ladies' and girls': Blue and White. From N. Y. or Ind.

83-5785 D3750 26" Men's. 53 lbs. **$47.50**
83-5801 D3750 26" Ladies'. 53 lbs. . **47.50**
83-5793 D3625 24" Boys'. 46 lbs..... **45.50**
83-5819 D3625 24" Girls'. 45 lbs.... **45.50**

Stewart-Warner Speedometer . . . tells how far, how fast you go. Works like regular automobile speedometer . . . indicates speeds from 0 to 50 miles per hour, registers mileage up to 10,000 miles. Blue dial with easy-to-read white lettering, red pointer. Hammered aluminum case, chrome rim. Speedometer cable, fittings and instructions included.

83-5975 B410 Complete Kit..... ...**$5.75**

Genuine Leather Western Saddle Bags . . . great for bikes, motor scooters, motorcycles. Two large, roomy bags (each 13x15")...made of grained genuine black leather, bound all around with rugged plastic. Eye-catching cowboy design embossed on sides. Four metal horses, two bright nickel decorations. All straps are sturdy top grain leather.

83-5447 B620 Pair Saddle Bags.... .**$8.95**

New! "Flicker" Signal Grips . . . give the cyclist much needed turning-warning lights! Flick your finger and you've signaled instantly for stopping, turning or warning. Rugged, well-made safety asset slips onto handlebars . . . puts your safety in your own hands! Shatter-proof, rust-proof and water-proof grips fit all size bicycles. Battery case included.

83-5983 B480 Directional Lights.....**$6.95**

AMF

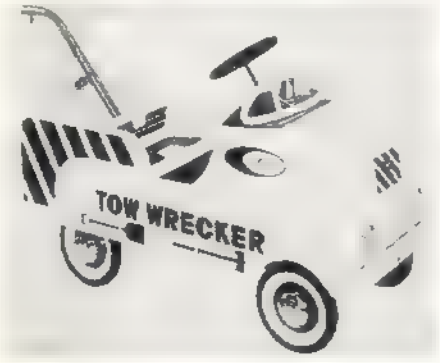
JET-ACE CONVERTIBLE
Pedal Drive

Dimensions: length 36", width 19". Styling: new sports car grille, louvered hood. Drive: Pedal drive with pull straps that are adjustable to three positions. Bearings: ball bearings in pedal pull straps. Tires: 7½"x⅝" solid rubber. Seat Pad: tough fiber. Red. Finish: blue body. White wheels, steering wheel, windshield and trim. Silver painted grille.

	1 to 6	Over 6		
No. 811 ...	ccal	cnst	Each	$16.95

One in a carton

WRECKER WITH ELECTRIC FLASHER LIGHT
EASIER PEDALING DRIVE



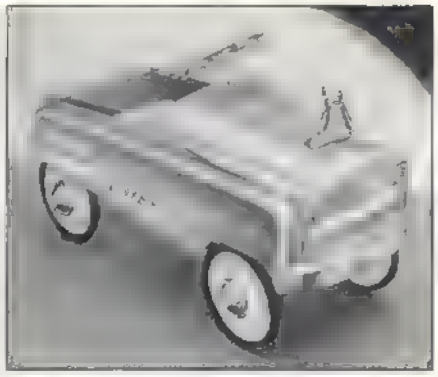
Dimensions: 42" long, 18" wide. Styling: New massive cab-over-engine design. Drive: Easier pedaling drive adjustable to three positions. Child sits higher than in any other car for easier pedaling action. Bearings: Ball bearing construction. Embossed Headlights: Large Electric Flasher Light (battery not included). Hoist Pulley, chain and hand crank on hoist provide extra play value. Seat Pad: Tough white fiber with black trim. Wheels: Two-tone tango red and white welded disc wheels with 8" x 1" solid rubber tires. Plated hub caps. Finish: Alpine white baked enamel body and windshield, red steering wheel, jet black trim, silver painted grille and bumpers. Shipping Weight: Approximately 42 lbs.

	1 to 6	Over 6		
No. A867	hhcc	hcnn	Each	$32.95

One in a Carton

MURRAY OHIO

FIRE CHIEF AUTO
BALL BEARING CONSTRUCTION

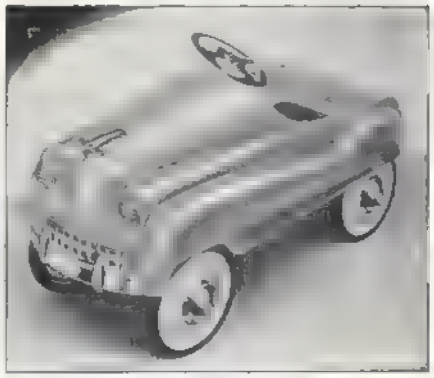


Dimensions. Length 36", width 17". Wheels 8" double disc, red with white trim. Driving Mechanism: Ball bearing pull straps, ball bearing rear axle hangers. Bell: Bright plated. Tires: [illegible] solid rubber. Seat Pad: Fabric type, white. Finish. Body in vermilion baked enamel, white and safety-glo trim, aluminum enameled grille.

	1 to 6	7 or more	Suggested List	
No. P611. Each	ccal	cnst	$16.98	

One in a Carton

CHAMPION AUTOMOBILE



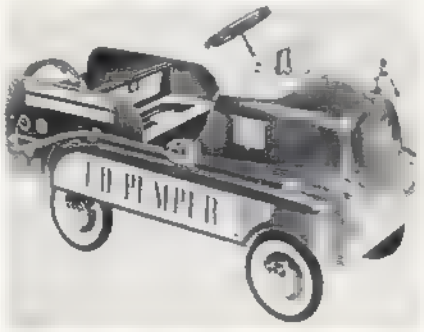
DIMENSIONS: Length 36", width 17". MATERIALS: Heavy gauge steel used in body and undergear. WHEELS: 8", double disc. DRIVING MECHANISM. Ball bearing pull straps, ball bearing rear axle hangers. UNDERGEAR: New improved design for easier pedaling and more leg room. STEERING MECHANISM: New improved design, permitting turning in smaller circles. RADIATOR ORNAMENT: Bright plated. SEAT PAD: Fathom Blue. PEDALS: Rubber block. TIRES. ⅝" solid rubber. FINISH: Body in Acacia Blue baked enamel with dark blue trim and silver enameled grille.

	1 to 6	Over 6		
No. P-610	.. cnes	cncr	Each	$15.98

One in a Carton

AMF

PUMPER FIRE TRUCK WITH ELECTRIC FLASHER LIGHT
EASIER PEDALING DRIVE

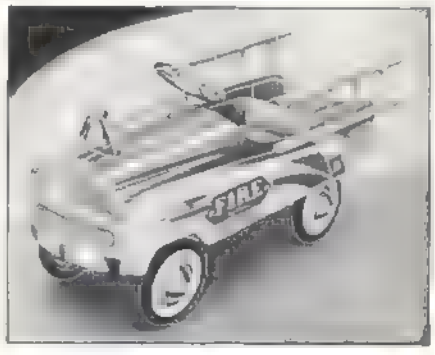


Dimensions. 43" long and 18" wide. Styling: New massive cab-over-engine design. Drive: Easier pedaling drive adjustable to three positions. Child sits higher than in any other car for easier pedaling action. Bearings: Ball bearing construction. Embossed Headlights. Plated Bell. Seat Pad: Tough white fiber with black trim. 8 feet of actual black hose and nozzle. Plated Siren. Large Electric Flasher Light (battery not included). Wheels: Two-tone red and white welded disc wheels with 8" x 1" solid rubber tires. Plated hub caps. Finish: Red baked enamel body, silver windshield, red steering wheel. Packing: One per carton. Shipping Weight: Approximately 42 lbs.

	1 to 6	Over 6		
No. A868	hhcc	hcnn	Each	$32.95

One in a Carton

FIRE TRUCK
Full Ball Bearing



Body — Dimensions: Length 43", width 17". Wheels: Ball bearing, 8" double disc, vermilion with white trim. Driving Mechanism: Ball bearing pull straps, ball bearing rear axle hangers. Fire Chief Bell: Bright plated. Hand Rails: Steel wire baked enamel. Ladders: Two wooden varnished ladders. Tires: ⅝" solid rubber. Seat Pad: Fabric type, yellow. Finish: Body in vermilion baked enamel with side panels in white, fathom blue trim. Aluminum grille.

	1 to 6	Over 6		
No. P-621	ccsl	cloc	Each	$21.98

One in a carton

AMF

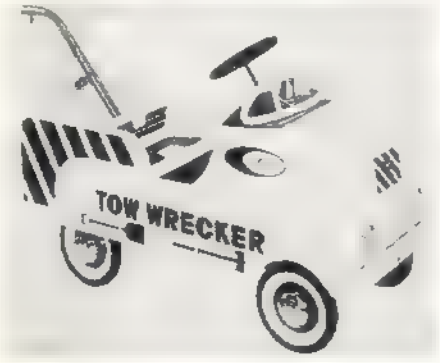
JET-ACE CONVERTIBLE
Pedal Drive

Dimensions: length 36", width 19". Styling: new sports car grille, louvered hood. Drive: Pedal drive with pull straps that are adjustable to three positions. Bearings: ball bearings in pedal pull straps. Tires: 7½"x⅝" solid rubber. Seat Pad: tough fiber. Red. Finish: blue body. White wheels, steering wheel, windshield and trim. Silver painted grille.

	1 to 6	Over 6		
No. 811 ...	ccal	cnst	Each	$16.95

One in a carton

WRECKER WITH ELECTRIC FLASHER LIGHT
EASIER PEDALING DRIVE



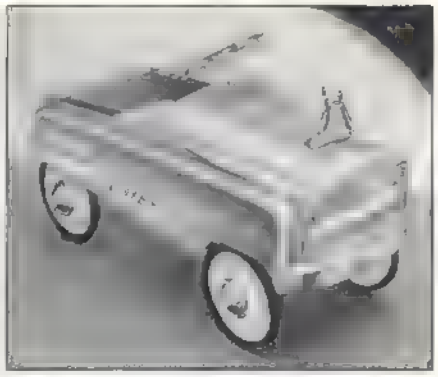
Dimensions: 42" long, 18" wide. Styling: New massive cab-over-engine design. Drive: Easier pedaling drive adjustable to three positions. Child sits higher than in any other car for easier pedaling action. Bearings: Ball bearing construction. Embossed Headlights: Large Electric Flasher Light (battery not included). Hoist Pulley, chain and hand crank on hoist provide extra play value. Seat Pad: Tough white fiber with black trim. Wheels: Two-tone tango red and white welded disc wheels with 8" x 1" solid rubber tires. Plated hub caps. Finish: Alpine white baked enamel body and windshield, red steering wheel, jet black trim, silver painted grille and bumpers. Shipping Weight: Approximately 42 lbs.

	1 to 6	Over 6		
No. A867	hhcc	hcnn	Each	$32.95

One in a Carton

MURRAY OHIO

FIRE CHIEF AUTO
BALL BEARING CONSTRUCTION

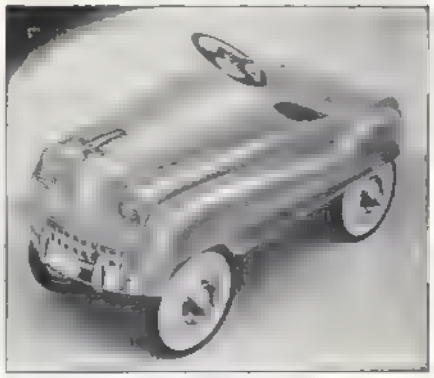


Dimensions. Length 36", width 17". Wheels 8" double disc, red with white trim. Driving Mechanism: Ball bearing pull straps, ball bearing rear axle hangers. Bell: Bright plated. Tires: [illegible] solid rubber. Seat Pad: Fabric type, white. Finish. Body in vermilion baked enamel, white and safety-glo trim, aluminum enameled grille.

	1 to 6	7 or more	Suggested List	
No. P611. Each	ccal	cnst	$16.98	

One in a Carton

CHAMPION AUTOMOBILE



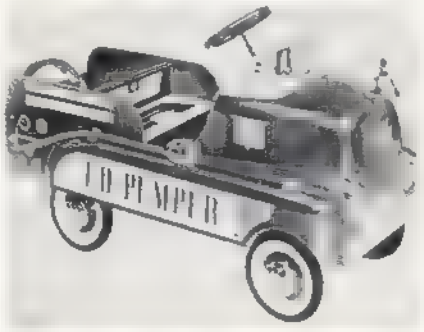
DIMENSIONS: Length 36", width 17". MATERIALS: Heavy gauge steel used in body and undergear. WHEELS: 8", double disc. DRIVING MECHANISM. Ball bearing pull straps, ball bearing rear axle hangers. UNDERGEAR: New improved design for easier pedaling and more leg room. STEERING MECHANISM: New improved design, permitting turning in smaller circles. RADIATOR ORNAMENT: Bright plated. SEAT PAD: Fathom Blue. PEDALS: Rubber block. TIRES. ⅝" solid rubber. FINISH: Body in Acacia Blue baked enamel with dark blue trim and silver enameled grille.

	1 to 6	Over 6		
No. P-610	.. cnes	cncr	Each	$15.98

One in a Carton

AMF

PUMPER FIRE TRUCK WITH ELECTRIC FLASHER LIGHT
EASIER PEDALING DRIVE

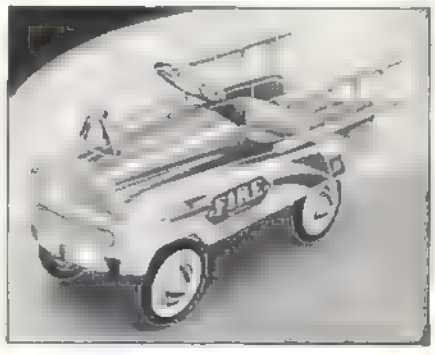


Dimensions. 43" long and 18" wide. Styling: New massive cab-over-engine design. Drive: Easier pedaling drive adjustable to three positions. Child sits higher than in any other car for easier pedaling action. Bearings: Ball bearing construction. Embossed Headlights. Plated Bell. Seat Pad: Tough white fiber with black trim. 8 feet of actual black hose and nozzle. Plated Siren. Large Electric Flasher Light (battery not included). Wheels: Two-tone red and white welded disc wheels with 8" x 1" solid rubber tires. Plated hub caps. Finish: Red baked enamel body, silver windshield, red steering wheel. Packing: One per carton. Shipping Weight: Approximately 42 lbs.

	1 to 6	Over 6		
No. A868	hhcc	hcnn	Each	$32.95

One in a Carton

FIRE TRUCK
Full Ball Bearing



Body — Dimensions: Length 43", width 17". Wheels: Ball bearing, 8" double disc, vermilion with white trim. Driving Mechanism: Ball bearing pull straps, ball bearing rear axle hangers. Fire Chief Bell: Bright plated. Hand Rails: Steel wire baked enamel. Ladders: Two wooden varnished ladders. Tires: ⅝" solid rubber. Seat Pad: Fabric type, yellow. Finish: Body in vermilion baked enamel with side panels in white, fathom blue trim. Aluminum grille.

	1 to 6	Over 6		
No. P-621	ccsl	cloc	Each	$21.98

One in a carton

Introducing a complete line of completely new bicycles

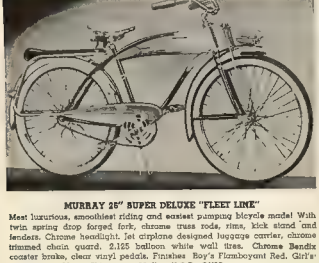
MURRAY SPEED WEIGHT FOR '58

Model P-24, Four-bar frame, twin headlights, slender tank, flight-styled luggage carrier and chain guard. Dazzling in flamboyant black cherry with white panels, chrome trim.

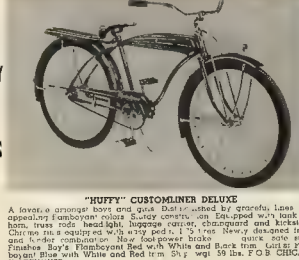
MURRAY
OHIO MFG. CO.
Nashville 4, Tennessee

COMMENDED BY PARENTS MAGAZINE

More children ride on Murray wheels than any other kind



GIVE THEM HEALTHY FUN ON WHEELS



MURRAY 26" SUPER DELUXE "FLEET LINE"

Most luxurious, smoothest riding and easiest pumping bicycle made! With twin spring drop forged fork, chrome truss rods, rims, kick stand and fenders. Chrome headlight, jet airplane designed luggage carrier, chrome trimmed chain guard. 2.125 balloon white wall tires. Chrome Bendix coaster brake, clear vinyl pedals. Finishes Boy's Flamboyant Red. Girl's Flamboyant Blue. Ship. wgt. 68 lbs. F.O.B. OHIO

DH1897P-6850—Boy's 26" Wheel..... Retail $89.50
DH1898P-6850—Girl's 26" Wheel..... Retail $89.50

"HUFFY" CUSTOMLINER DELUXE

A favorite amongst boys and girls. Distinguished by graceful lines with appealing flamboyant colors. Sturdy construction. Equipped with tank and horn, truss rods, headlight, luggage carrier, chainguard and kickstand. Chrome rim is equipped with easy pedals. 1.75 tires. Newly designed frame and fender combination. New foot-power brake . . . quick, safe stops. Finishes Boy's Flamboyant Red with White and Black trim. Girl's Flamboyant Blue with White and Red trim. Ship. wgt. 59 lbs. F.O.B. CHICAGO WAREHOUSE.

DH1855P-4815—Boy's 28" . . . . . Retail $58.85
DH1857P-4815—Girl's 28" . . . . . Retail $58.85
DH1858P-4425—Boy's 24" . . . . . Retail $55.50
DH1858P-4425—Girl's 24" . . . . . Retail $55.50

HUFFY DELUXE 20" CONVERTIBLES

Smaller youngsters are thrilled at the thought of having and riding a two-wheel bike, just like their big brothers and sisters—now they can do it easily with the Huffy-Helper. For child 40" and taller; ages 4, 5, and 6. Fully equipped with eye-appealing features including tank, truss rods, headlight, chainguard, luggage carrier and coaster brake. Easy-pedal 1.75 tires. Finishes: Boy's: Flamboyant Red with black and white trim. Gal's: Flamboyant Blue with red and white trim. Ship. wgt. 48 lbs. F.O.B. OHIO

DH1891P-6455—Boy's 20" . . . . . Retail $55.85
DH1892P-6455—Girl's 20" . . . . . Retail $55.85

"BORDER PATROL" SIDEWALK BIKE

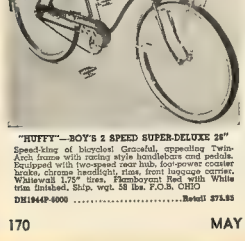
How his pals will stare when he "patrols" the sidewalks. Strong 1¼" tube frame with reinforced fork. 12 wire spoke wheels with 1.75" semi-pneumatic tires, 5" auxiliary wheels. Handle bars adjust 28 to 33 high. Ship. wgt. 26 lbs. F.O.B. WISC.

DH1994P-1385 . . . . . Retail $17.95

"HUFFY"—SUPER-DELUXE 26" CUSTOMLINER

For all who take pride in a really beautiful bike—this deluxe-designed Customliner Supersonly styled to stand out on the highways, glide along with effortless ease. Flit-Scooter frame sale for child 52" and taller. Ages 8 and up. Chrome fenders—easy pedal white sidewall 1.75 tires. Tank, Luggage Carrier, truss rods, horn, headlight, chrome rim. New foot power brake . . . quick, safe stops. Finishes: Boy's: Flamboyant Red with black and white trim. Girl's: Flamboyant Blue with red and white trim. Ship. wgt. 57 lbs. F.O.B. OHIO

DH1965P-5405—Boy's 26" . . . . . Retail $69.85
DH1995P-5405—Girl's 26" . . . . . Retail $69.85



"HUFFY"—BOY'S 2 SPEED SUPER-DELUXE 26"

Speed-king of bicycles! Graceful, appealing Twin-Arch frame with racing style handlebars and pedals. Equipped with two-speed rear hub, foot-power coaster brake, chrome headlight, rims, front luggage carrier. Whitewall 1.75" tires. Flamboyant Red with White trim finished. Ship. wgt. 58 lbs. F.O.B. OHIO

DH1944P-6000 . . . . . Retail $75.95

"RED-STREAK" WAGON

Rigid metal construction—body in one piece heavy auto body steel. Heavy steel stamped gear, with fifth wheel. 10-in. artillery wheels with easy rolling nylon bearings. 1¾ in. semi-pneumatic tires. Bright red finish. Body size: 17" x 35". Ship. wgt. 30 lbs. F.O.B. WISC.

DH1958P-810 . . . . . Retail $11.95

HUFFY-SPORTSMAN 26-IN LIGHTWEIGHT

Comfortable to ride, easy to pedal, 3 speed gearing with trigger-action handlebar control. Hand operated front and rear caliper brakes. Chrome rims and Duo-lap Sports tires. Kick stand not included. Black finish with gold and red striping. Ship. wgt. 46 lbs. F.O.B. OHIO

DH1945P-4100—Boy's 26 in. . . . . Retail $51.95
DH1946P-4100—Girl's 26 in. . . . . Retail $51.95

Musical "FOREVER TOYS"

..Designed with the Child in Mind

. . . A PRODUCT OF CARDINAL DOLL CORPORATION

Musical JOCKO THE CHIMP
Body of monkey-fur curly plush, dressed in corduroy coverall and plastic shoes. Molded skin-like vinyl face, ears and hands. Chain leash. Fully 2 feet tall.

35119-B665 *Retail $9.95*

JOCKO THE CHIMP, without music box

35167-B500 ..... *Retail $7.49*

Musical FLOPPY DOG
Nice, soft and washable too . . . bathe me and I'll look like NEW. 13" long.

35109-B400 *Retail $5.98*

we're both stuffed with DU PONT ORLON

and we're WASHABLE too!

REMOVE MUSIC BOX FROM HIDDEN ZIPPERED POCKET BEFORE WASHING

Musical BEAR
Soft, cuddly and 13" tall, brown and gold. Can be washed to look like NEW

35107-B400 ..... *Retail $5.98*

Musical PANDA Not illustrated
Black and white

35106-B400
Retail $5.98

Musical TIGER & BABY
A two-one toy Realistic, with yellow and black stripes on high pile plush . 18" long

35165-B530 .....*Retail $7.95*

TIGER & BABY without music box

35164-B365 ..... *Retail $5.49*

Musical FRENCH POODLE
Taken from real life, this family pet comes in long hair plush with colorful leash . . . life-like size.

35115-B530 *Retail $7.95*

FRENCH POODLE without music box.

35163-B365 .....*Retail $5.49*

Musical TUMBLING CAT
An exciting built-in-action toy in double-tone grey featuring a hand-embroidered face. Wind his tail and watch him perform

35161-B335 ..... *Retail $4.98*

Musical TUMBLING DOG, not illustrated, in brown

35160-B335 .....*Retail $4.98*

GUARANTEE

Our Swiss Music Boxes cannot be overwound. Each CARDINAL "Forever Toy" contains a 5-year service guarantee certificate for the consumer.

Musical "FOREVER TOYS"

...Designed with the Child in Mind

Musical DANCING SUSAN
Life-like—life-size. Fully three feet tall. Satin and lace costume. As concealed Swiss Music Box plays, child has a real dancing partner who follows every step when child slips her feet into elastic foot-straps.
35168-B730 Retail $10.95

Musical PANDA
Amusing animal in attractive black and white. rayon plush . . . 11" tall.
35101-B335 ..... Retail $4.98

Musical HONEY BEAR
Not illustrated, in brown and gold
35102-B335 ... . Retail $4.98

Musical CUDDLY DOLL
Life-like, washable soft vinyl face, rayon plush. 14" tall.
35108-B400 . . Retail $5.98

Musical COLLIE
A blue ribbon winner. In brown and white high-pile plush. Soft vinyl face. 22" long.
35117-B530 ...Retail $7.95

COLLIE, without music
35166-B365 Retail $5.49

Musical SNO-MAN
All white plush toy with vinyl face, dressed in colorful hat and matching scarf.
35112-B400 . Retail $5.98

Musical LION
Real fur mane . . . an unusual gift to be used as a toy or as a decoration. 18" long.
35113-B465 .... Retail $6.95

LION, without music box
35162-B300 . . Retail $4.49

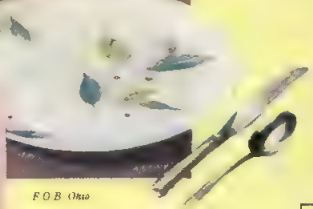
GUARANTEE
Our Swiss Music Boxes cannot be overwound. Each CARDINAL "Forever Toy" contains a 5-year service guarantee certificate for the consumer

Musical MOUSIE MOUSE
A lovable toy . . . Black and white plush, 8" tall. Soft vinyl face.
35104-B335 . . Retail $4.98

"festival"

by Myerling

Distinctive dinnerware, dramatically designed in the delightful "Festival" and "Preview" shapes . . . superbly styled in the finest ivory porcelain by expert Myerling craftsmen. Guaranteed for lasting beauty . . . oven-proof, craze-proof, chip-resistant. Myerling . . . the finest semi-porcelain dinnerware!



FOB Ohio

A FESTIVAL "BISCAYNE." Fresh as an ocean breeze! A delightful pattern destined to deliver a sunny flavor to any dining occasion . . blend happily with any decor! Subtly colored flowers and leaves nestle against a background of gleaming white . . . sprightly turquoise accents highlight the scintillating shapes of the various pieces. Ovenproof, craze-proof semi porcelain.

D44G174-1293 32 pc. for 6 Retail **$22.75**
D44G175-2427 53-pc for 8 Retail **$42.50**
D44G176-4356 93-pc. for 12 Retail **$75.75**

B FESTIVAL "SAXONY." The gayest, brightest dinnerware a table ever held! Cheerful as a summer garden . . saucy daisies brushed with bright accents of yellow, rust, gray, and green . . . implanted on a snowy white background . . lively yellow contrasts. A pattern for the young in heart, certain to set a bithe pace at family feasts or party gatherings. Modern in mood . . charming in traditional settings as well. California styled semi porcelain dinnerware has its practical side, too . . oven-proof and craze-proof . . beauty that will last through years of use!

D44G171-1293 32-pc set for 6 Retail **$22.75**
D44G172-2427 53-pc set for 8 Retail **$42.50**
D44G173-4356 93-pc set for 12 Retail **$75.75**

SET COMPOSITIONS

32-Piece Set (Ship. wt. 21 lbs.)

6—cups
6—saucers
6—6⅜" plates
6—9¼" plates
6—fruit dishes
1—vegetable dish 8¾"
1—11¼" platter

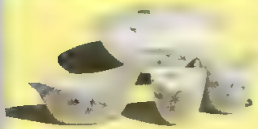
53-Piece Set (Ship. wt. 38 lbs.)

8—cups
8—saucers
8—6¼" plates
8—10" plates
8—fruit dishes
8—soup dishes
1—vegetable dish 8¾"
1—creamer
1—covered sugar 2 pcs.
1—13½" platter

93-Piece Set (Ship. wt 68 lbs.)

12—cups
12—saucers
12—6¼" plates
12—7½" plates
12—10" plates
12—fruit dishes
12—soup dishes
1—11¼" platter
1—13½" platter
1—vegetable dish 8¾"
1—creamer
1—covered sugar, 2 pcs.
1—sauce boat
1—covered casserole, 2 pcs.

Three superb patterns in the exciting modern "Preview" shape



C PREVIEW "JACKS." Modern magic for your table! A gala pattern with delightful touches of pink, charcoal, and turquoise smartly set on a gleaming white background.

D44G103-1250 32-pc Ret. **$21.95**
D44G104-2325 53 pc Ret **$39.95**
D44G105-4145 93 pc Ret. **$67.50**

D PREVIEW "SEVILLE." Exquisite in its simplicity. Rimmed in sparkling **platinum** . . decorated with a delicate floral design that is indicative of only the finest china.

D44G162-1250 32 pc Ret **$21.95**
D44G163-2325 53-pc Ret. **$39.95**
D44G164-4145 93-pc. Ret. **$67.50**

E PREVIEW "PINECONE." Perennially popular! Enchanting as a fragrant woodland . . with friendly pine cones resting on a bed of sparkling white. . luxurious **22K gold** borders.

D44G168-1146 32 pc Ret **$19.95**
D44G169-2075 53-pc. Ret **$37.50**
D44G170-3663 93-pc Ret. **$62.50**

Royal Chatham

- Genuine Fine China
- American Made
- Completely Vitrified
- Lustrous . . . Translucent

Yours for a lifetime of elegance and beauty . . . genuine fine china, created in America by skilled craftsmen . . . so translucent the outline of your hand can easily be seen through it . . . completely vitrified . . . impervious to checking and crazing . . . highly resistant to shocks and chipping . . . inherent qualities which only genuine fine china possesses. Lasting lustrous beauty, coupled with exquisite patterns, beautifully shaped pieces . . . for a lifetime of dining luxury!

F O B New York

6 Extra Cups!
Genuine fine china to grace any dining occasion . . . enhance any decor! Fashioned in 4 stunning patterns in sets for 8 and 12 . . . each with 6 extra cups!

(A) "SOIRÉE." Captivating contemporary beauty! Stunning starburst pattern of delicate pink and gray exquisitely set against a background of purest white . . . rimmed in sparkling **platinum.** Created in fine translucent china . . . modern coupe shape

D44G258-3700 59-pc. set for 8 . . Retail **$69.50**
D44G259-6980 99-pc. set for 12. . Retail **$129.50**

(B) "SILVER HARVEST." Eternal elegance! Gracious, dignified pattern of classic appeal, executed in shimmering **platinum** mirrored against a gleaming white background. Matching **platinum** circles accent the traditional rim-shaped pieces.

D44G260-3700 59 pc. set for 8 Retail **$69.50**
D44G261-6980 99-pc. set for 12 Retail **$129.50**

(C) "GOLDEN WHEAT." Inspired beauty! A breathtaking conception of wind swept wheat, reproduced in muted shades of tan, gray, and rust . . . set against a horizon of gleaming white. Glorious **22K gold** borders each lovely coupe shaped piece.

D44G262-3700 59-pc. set for 8 Retail **$69.50**
D44G263-6980 99-pc. set for 12. Retail **$129.50**

(D) "MARGARET ROSE." Enchanting simplicity! Picturesque roses artistically interpreted, exquisitely implanted on a field of glistening white. Luxurious **platinum** border perfectly complements your fine silver. Graceful coupe-shaped pieces.

D44G264-3700 59-pc. set for 8 . . Retail **$69.50**
D44G265-6980 99 pc. set for 12. Retail **$129.50**

SET COMPOSITIONS

59-Piece Set (Ship. wt. 42 lbs.)	
14—cups	8 soup dishes
8—saucers	1—creamer
8—bread and-butter plates	1—cov. sugar, 2 pcs.
8—10¾" dinner plates	1—vegetable dish
8 fruit dessert dishes	1 platter
99-Piece Set (Ship. wt 73 lbs.)	
18—cups	12 soup dishes
12—saucers	1—creamer
12 bread and butter plates	1 cov. sugar, 2 pcs
12 salad plates	1—vegetable dish
12 10¾" dinner plates	1 gravy boat
12—fruit dessert dishes	1—cov. casse ole, 2 pcs
	2—p itchers

Two sets in one for the price of one!

Dinnerware and buffet set in one!

(E) 61-PC. "WILLOW" BUFFET SERVICE by **MYERLING.** Perfect for any serving occasion from family dinners to festive buffet parties. Actually two sets in one for the price of one! By interchanging cups and serving pieces you make up a complete dinnerware set or buffet service for eight! Distinctively styled in the finest semi-porcelain. Delightful "Preview" shaped pieces . . . decorated with a charming scroll design—gay pink and turquoise accents starred against a gleaming white background. Last ng beauty! Highly chip-resistant, colorfast, oven proof, and craze-proof! 61 pc set consists of 8 specially designed buffet plates with cup wells; plus 8 each cups, saucers dinner plates, salad plates, fruit or dessert dishes; 1 each, covered sugar, creamer, salt and pepper, chop plate, vegetable bowl. Covered beverage server and covered casserole dish—each with a bright brass warmer. Sh wt. 48 lbs. F.O.B Ohio.
D44G257-2880. . . . . Retail **$44.95**

"festival"

by Myerling

Distinctive dinnerware, dramatically designed in the delightful "Festival" and "Preview" shapes . . . superbly styled in the finest ivory porcelain by expert Myerling craftsmen. Guaranteed for lasting beauty . . . oven-proof, craze-proof, chip-resistant. Myerling . . . the finest semi-porcelain dinnerware!

F.O.B. Ohio
Allow 2 Weeks for Delivery

A FESTIVAL "BISCAYNE." Fresh as an ocean breeze! A delightful pattern destined to deliver a sunny flavor to any dining occasion. . . blend happily with any decor! Subtly colored flowers and leaves nestle against a background of gleaming white . . . sprightly turquoise accents highlight the scintillating shapes of the various pieces. Ovenproof, craze-proof semi-porcelain.

130-13D1293 32-pc for 6 . Retail **$22.75**
130-14D2427 53-pc for 8 Retail **$42.50**
130-15D4356 93-pc. for 12 Retail **$75.75**

B FESTIVAL "SAXONY." The gayest, brightest dinnerware a table ever held! Cheerful as a summer garden . . . saucy daisies brushed with bright accents of yellow, rust, gray, and green . . . implanted on a snowy white background . . . lively yellow contrasts. A pattern for the young in heart, certain to set a blithe pace at family feasts or party gatherings. Modern in mood . . . charming in traditional settings as well. California-styled semi porcelain dinnerware has its practical side, too . . . oven-proof and craze-proof . . . beauty that will last through years of use!

130-10D1293 32-pc. set for 6. . Retail **$22.75**
130-11D2427 53-pc. set for 8 . Retail **$42.50**
130-12D4356 93 pc. set for 12 Retail **$75.75**

SET COMPOSITIONS

32-Piece Set (Ship. wt. 21 lbs.)

6—cups	6—fruit dishes
6—saucers	1—vegetable dish 8¾"
6—6¾" plates	1—11⅛" platter
6—9¼" plates	

53-Piece Set (Ship. wt. 38 lbs.)

8—cups	8—soup dishes
8—saucers	1—vegetable dish 8¾"
8—6¾" plates	1—creamer
8—10" plates	1—covered sugar, 2 pcs
8—fruit dishes	1—13½" platter

93-Piece Set (Ship. wt. 68 lbs.)

12—cups	1—13½" platter
12—saucers	1—vegetable dish 8¾"
12—6¾" plates	1—creamer
12—7½" plates	1—covered sugar, 2 pcs
12—10" plates	1—sauce boat
12—fruit dishes	1—covered casserole, 2 pcs.
12—soup dishes	
1—11¼" platter	

Three superb patterns in the exciting modern "Preview" shape

C PREVIEW "JACKS." Modern magic for your table. A gala pattern with delightful touches of pink, charcoal, and turquoise smartly set on a gleaming white background.
130-92D1250 32-pc. Ret. **$21.95**
130-93D2325 53-pc. Ret. **$39.95**
130-94D4145 93-pc. Ret. **$67.50**

D PREVIEW "SEVILLE." Exquisite in its simplicity! Rimmed in sparkling **platinum** . . . decorated with a delicate floral design that is indicative of only the finest china.
130-1D1250 32-pc.. Ret **$21.95**
130-2D2325 53-pc.. Ret **$39.95**
130-3D4145 93-pc. . Ret. **$67.50**

E PREVIEW "PINECONE." Perennially popular! Enchanting as a fragrant woodland . . with friendly pine cones resting on a bed of sparkling white . . luxurious **22K gold** borders.
130-7D1144 32-pc. Ret. **$19.95**
130-8D2075 53-pc.. Ret. **$37.50**
130-9D3663 93-pc. Ret **$62.50**

Allow 2 Weeks for Delivery

Royal Chatham

- **Genuine Fine China**
- **American Made**
- **Completely Vitrified**
- **Lustrous . . . Translucent**

Yours for a lifetime of elegance and beauty . . . genuine fine china, created in America by skilled craftsmen . . . so translucent the outline of your hand can easily be seen through it . . . completely vitrified . . . impervious to checking and crazing . . . highly resistant to shocks and chipping . . . inherent qualities which only genuine fine china possesses. Lasting lustrous beauty, coupled with exquisite patterns, beautifully shaped pieces . . . for a lifetime of dining luxury!

F.O.B. New York Allow 2 Weeks for Delivery

6 Extra Cups!
Genuine fine china to grace any dining occasion . . . enhance any decor! Fashioned in 4 stunning patterns in sets for 8 and 12 . . . each with 6 extra cups!

A "SORÉE." Captivating contemporary beauty! Stunning starburst pattern of delicate pink and gray exquisitely set against a background of purest white rimmed in sparkling **platinum.** Created in fine translucent china . . modern coupe-shape.

143-1D3700 59-pc. set for 8 . . . Retail **$69.50**
143-2D6980 99-pc. set for 12. . . . Retail **$129.50**

B "SILVER HARVEST." Eternal elegance! Gracious, dignified pattern of classic appeal, executed in shimmering **platinum** mirrored against a gleaming white background. Matching **platinum** circles accent the traditional rim-shaped pieces.

143-3D3700 59-pc. set for 8 Retail **$69.50**
143-4D6980 99-pc. set for 12 Retail **$129.50**

C "GOLDEN WHEAT." Inspired beauty! A breath-taking conception of wind swept wheat, reproduced in muted shades of tan, gray, and rust . . . set against a horizon of gleaming white. Glorious **22K gold** borders each lovely coupe-shaped piece

143-5D3700 59-pc. set for 8 Retail **$69.50**
143-6D6980 99-pc. set for 12 Retail **$129.50**

D "MARGARET ROSE." Enchanting simplicity! Picturesque roses, artistically interpreted, exquisitely implanted on a field of glistening white. Luxurious **platinum** border perfectly compliments your fine silver. Graceful coupe-shaped pieces

143-7D3700 59-pc. set for 8 Retail **$69.50**
143-8D6980 99-pc. set for 12 Retail **$129.50**

SET COMPOSITIONS

59-Piece Set (Ship. wt. 42 lbs.)

14 cups	8—soup dishes
8—saucers	1—creamer
8—bread-and-butter plates	1—cov. sugar, 2 pcs.
8—10½" dinner plates	1—vegetable dish
8—fruit-dessert dishes	1—platter

99-Piece Set (Ship. wt. 73 lbs.)

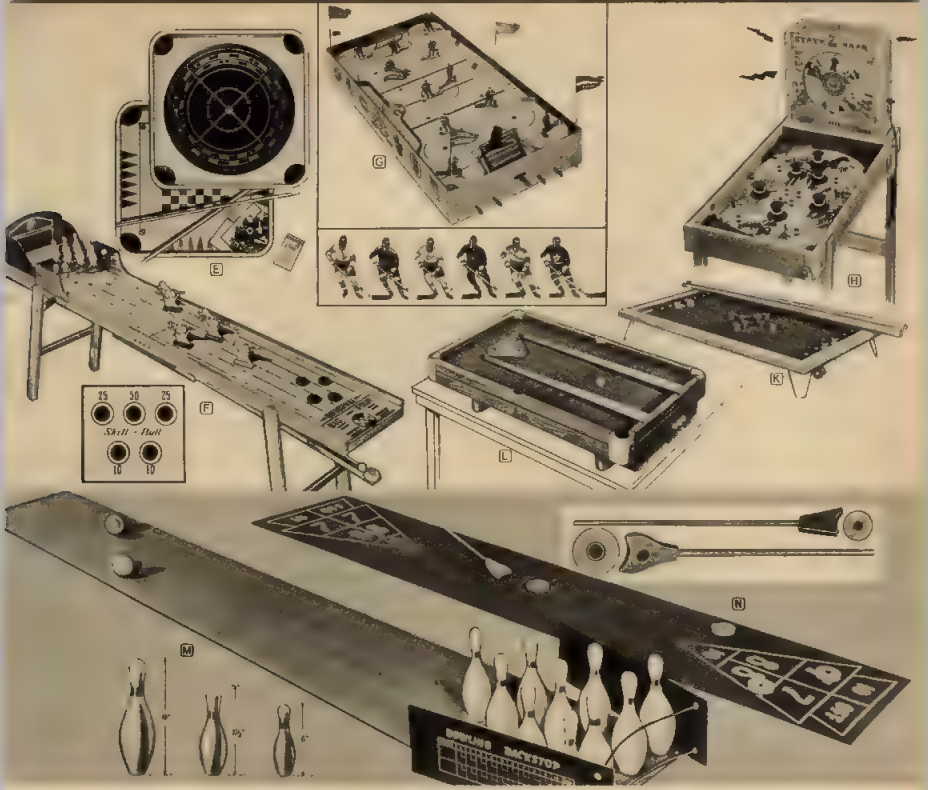
18—cups	12—soup dishes
12—saucers	1—creamer
12—bread and-butter plates	1—cov. sugar, 2 pcs.
12—salad plates	1—vegetable dish
12 10½" dinner plates	1—gravy boat
12—fruit-dessert dishes	1—cov. casserole, 2 pcs.
	2—platters

Two sets in one for the price of one!

Allow 2 Weeks for Delivery

Dinnerware and buffet set in one!

E 61-PC. "WILLOW" BUFFET SERVICE by **MYERLING.** Perfect for any serving occasion from family dinners to festive buffet parties! Actually two sets in one for the price of one! By interchanging cups and serving pieces you make up a complete dinnerware set or buffet service for eight! Distinctively styled in the finest semi-porcelain. Delightful "Preview" shaped pieces . . decorated with a charming scroll design gay pink and turquoise accents—starred against a gleaming white background. Lasting beauty! Highly chip-resistant, colorfast, oven-proof, and craze-proof! 61-pc set consists of 8 specially designed buffet plates with cup wells, plus 8 each cups, saucers, dinner plates, salad plates, fruit or dessert dishes; 1 each, covered sugar, creamer, salt and pepper chop plate, vegetable bowl Covered beverage server and covered casserole dish each with a bright brass warmer Sh. wt. 48 lbs. F.O.B. Ohio
130-21D2880 . . . . . Retail **$44.95**



BIG Games . . . fun for family and friends

E CARROM BOARD . . . all you need to play 95 games—have countless hours of fun! Play old favorites like Carrom, Crokinole, Checkers, Backgammon, Ten Pins, Ringaring spinning games; other entirely new games! Sturdy 3-ply hardwood Carrom board is 28½" square. With 29 hardwood rings, ten pins, dice, 2 hardwood cues and rule book.
87-3513 C835 Carrom Board.....**$11.95**

F BIG 4 GAME ALLEY with Magic Pin Setter . . . all ready for bowling, skil-bal, shuffleboard or horse racing! Alley is 66" long, 24" high, 13" wide; has natural finish hardwood frame and collapsible legs with metal lock braces. Comes with 4 bowling balls, 10 bowling pins, 4 pucks, spinner, Automatic ball return and scoring bell.
87-3521 C1050 Magic Game Alley. **$14.95**

G "PRO" HOCKEY . . . a fast, most exciting game. Each person can operate his player individually stick handle, pass, shoot, block, score. 36x16x4" rink of sturdy masonite, wood, metal. Includes all 6 National Hockey League teams in official uniforms (teams quickly interchangeable); 2 pucks, 6 flags, 2 goals with nets, scoreboard, rules.
87-3760 C1050 For 2–6 players.....**$15.00**

H ELECTRIC PINBALL with Automatic Scoring . . . has 5 steel balls and automatic ball loading. 2 hand-activated kickers keep ball in play so that a score of 10,000 can be made. When ball strikes a bumper, lights flash, bells ring, score registers. Provision made for triple plays. Wood frame, glass-covered game on wooden legs. 30¾x16¼x45". AC-DC.
87-3802 C1695 UL approved. **$24.95**

K BUMPER POOL . . . the pool table's been cut down in size, the fun remains the same. Pool's a game of skill, dexterity and defensive maneuvering . . . here, accurately adapted for home play! Hardwood frame with masonite playing field, wrought iron legs, return rack for balls: 17x24x3". Two 28" tipped cue sticks, 10 balls, rules.
87-3596 B420 Bumper Pool.....**$5.98**

L DELUXE TABLE MODEL POOL TABLE . . . for family fun, parties. Has steel frame, authentic green flock-covered masonite surface, rounded nickel corners, rubber cushions at sides, return alley. Measures 30x17½x6½". Equipment includes: 15 numbered balls, white cue-ball, steel triangle, 2 rubber-tipped wooden cue sticks, score markers and rules
87-3554 8695 DeLuxe Pool Table....**$9.95**

M SPARES AND STRIKES . . . sized to fit your room, these sets quickly turn a game room (or basement) into a bowling alley. And—they're easily dismantled! Sets include linoleum alleys, 10 maple pins, 2 hardwood balls, score sheets, easy-to-follow rules.

87-3430 C1325	12′ alley, 10″ pins	**$18.95**
87-3448 C905	10′ alley, 7½″ pins..	**12.95**
87-3455 C555	8′ alley, 6″ pins.....	**7.95**

N SHUFFLETTE . . . here, in two versions, adaptable for play at home or use in club or community houses. It's wonderful fun for children . . . good exercise for adults . . . and not so strenuous that oldsters can't join in. Play it to win . . . or play it as a good excuse for a friendly get-together! Easily set up (inside in game room, outside on patio or terrace)—Shufflette is easily dismantled, too!

Major Size Shufflette includes linoleum court 12 ft. long, 24" wide. 4 each: 50" pushers, 3½" red and green discs. Rules. For home use.
87-3471 C670 Major Size Shufflette..**$10.00**

Game Room Shufflette . . . linoleum strip 14 ft. long, 36" wide. With instructions, 4 each: 50" pushers, 4½" red and green discs. Very good size for game rooms in church, clubs.
87-3489 C1210 Shufflette.....**$18.00**

KEM

Pure Plastic Cards

Last many times longer than ordinary cards . stay crisp always. Washable, chip-proof, stainproof too. Deck isn't ruined if 1 card is lost; Kem replaces card. Two decks come in plastic case; 3 decks in cloth covered case.

(E) **KEM "FLAMINGO"** . . . graceful birds on red and green grounds. 2 and 3 deck packs.
29-0007 A550 Bridge (2 decks) **$7.50**
29-0346 A550 Pinochle (2 decks) **7.50**
29-0015 A550 Canasta (2 decks) **7.50**
29-0023 A825 Samba (3 decks) **11.25**

(F) **KEM "HUMMINGBIRD"** . . . true-to-life colors with leafy settings of green and brown
29-0031 A550 Bridge (2 decks) **$7.50**

(G) **NEW "FLORENTINE"** . . . fleur-de-lis on harlequin backgrounds of red and royal blue
29-0049 A550 Bridge (2 decks) **$7.50**
29-0056 A550 Pinochle (2 decks) **7.50**

(H) **KEM "ROSE"** . one deck presents a romantic bouquet of yellow roses; red roses on the other. Aqua and green backgrounds.
29-0064 A550 Bridge (2 decks) **$7.50**

(K) **NEW "BLACK PANTHER" DESIGN** . . . on vivid tropical backgrounds of red and blue.
29-0072 A550 Bridge (2 decks) **$7.50**
29-0080 A550 Pinochle (2 decks) **7.50**

DURATONE

Plastic-Coated Cards

Beautiful Duratone cards keep their wonderful crisp feel, game after game. The plastic coating adds extreme durability . . . makes them easy to handle too. Dust and stains can be wiped right off with a damp cloth

(L) (M) **GAINSBOROUGH SETS** . . . boxed in packs of 2 and 3 decks. Famous "Pinkie" and "Blue Boy" paintings are reproduced in rich color on the backs. Gilt edged for luxury
In regular box (Y)
29-0114 A155 Bridge (2 decks) **$2.29**
29-0122 A155 Pinochle (2 decks) **2.29**
29-0130 A155 Canasta (2 decks) **2.29**
29-0148 A235 Samba (3 decks) **3.45**
In deluxe leather-like "jewel box" (R)
29-0098 A245 Bridge (2 decks) **$3.50**
29-0106 A245 Canasta (2 decks) **3.50**

(N) **FLORAL DESIGN** . . . in regular case (Y)
29-0445 A155 Pinochle (2 decks) **$2.29**
29-0452 A155 Canasta (2 decks) **2.29**
29-0437 A155 Bridge (2 decks) **2.29**

(P) **MONOGRAMMED CARDS** . . . in leather-like jewel box (R). Specify gilt initials on. Brown/white, Red/blue, or Black/white background. Fill in order blank as usual; you'll get special form for monogram info.
29-0247 A363 Bridge (2 decks) **$5.25**
29-0262 A363 Canasta (2 decks) **5.25**

PLASTIC

Famous-Name Cards

Play with cards that stay fresh and crisp—because they're 100% plastic, or plastic-covered. They shuffle smoothly, deal in a flash, even after hundreds of games. Any specks or stains can be wiped off with ease.

(T) **WINDSOR ALL-PLASTIC CARDS** . . . outwear ordinary decks 10 to one, stay snapping-fresh for years. These cards are printed with a rich floral tapestry design on green and gold backgrounds. In clear plastic case (X)
29-0270 A420 Bridge (2 decks) **$5.95**
29-0288 A420 Pinochle (2 decks) **5.95**

(V) **MIDWAY PLASTIC-COATED CARDS** . . . nice to handle, extra durable. Colorful backs feature favorite themes: appealing pets, attractive scenes, designs and still lifes. Boxed.
29-0163 A129 Bridge (2 decks) **$1.85**
29-0171 A129 Pinochle (2 decks) **1.85**
29-0189 A129 Canasta (2 decks) **1.85**

(W) **WINDSOR MONOGRAMMED CARDS.** For the first time—100% plastic cards with 2 or 3-letter monogram in luxurious gold color! Cards are guaranteed washable (as directed) One deck has red background, one has black. In handsome Imperial case (S). Just fill in order blank as usual; you'll receive special form for monogramming information.
29-0478 A550 Bridge (2 decks) **$7.95**

Quality and style leadership...always!

Yet priced for profitable volume.

● Miss Nancy Ann 10½" all-vinyl...and now introducing Little Miss Nancy Ann 8½" all-vinyl...Debbie 10" walker ...Muffie 8" walker...Little Sue Sue 8" all-vinyl... Storybook Character Dolls.

NANCY ANN Storybook Dolls, Inc.
1262 Post, San Francisco

...designed for loving!

Quality and style leadership...always!
Yet priced for profitable volume.

● Miss Nancy Ann 10½" all-vinyl...and now introducing Little Miss Nancy Ann 8½" all-vinyl...Debbie 10" walker ...Muffie 8" walker...Little Sue Sue 8" all-vinyl... Storybook Character Dolls.

NANCY ANN Storybook Dolls, Inc.
1262 Post, San Francisco

AT THE TOY FAIR
Rooms 614-615
HOTEL NEW YORKER
And Our
Permanent Showroom
1107 BROADWAY, N. Y.

...designed for loving!

Quality and style leadership...always!
Yet priced for profitable volume.

● Miss Nancy Ann 10½" all-vinyl...and now introducing Little Miss Nancy Ann 8½" all-vinyl...Debbie 10" walker ...Muffie 8" walker...Little Sue Sue 8" all-vinyl... Storybook Character Dolls.

NANCY ANN Storybook Dolls, Inc.
1262 Post, San Francisco

TOY FAIR DISPLAY
HOTEL NEW YORKER
ROOMS 614-615
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Permanent display
1107 Broadway, N. Y.

NICHOLS

NICHOLS DYNA-MITE TOY PISTOL

All these features in a small toy: Cartridge loading single shot, masterpiece in precision, super chrome finish; loaded with play value. 5 inches long. Uses 45A caps.

No. 1091-70 ..... Each 69¢

Seventy-two in a carton

DYNA-MITE IN CLIP

Consists of cap pistol with clip of extra cartridges.

No. 1091-70C ..... Each $1.00

Seventy-two in a Carton

STALLION "38"

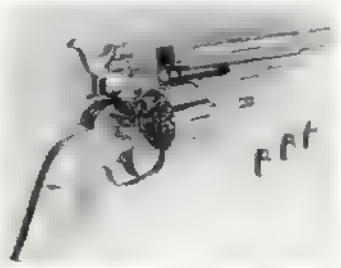
Length 10½"—complete with six cartridges in cylinder. Nickel finish. Super safe. Cartridges hold flash within pistol.

**

No. 1098-38 .....Each $1.98

Twenty-four in a Carton

STALLION 41—40



Cylinder flips out. Cap cartridge loading. High lustre chrome finish.

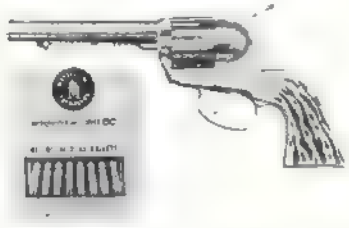
**

No. 1089-4140 ..... Each $2.98

Twenty-four in a Carton

MATTEL

NEW FANNER 50 BULLET-LOADING CAP PISTOL



Fanning gun with bullet-loading action. 50 perforated roll caps . . . fan or trigger off single shots. Cylinder revolves. Barrel smokes. All metal play bullets. Die-cast construction with stag horn handle. 8 all-metal bullets in Bullet-Pak. Size: 10¾" long.

**

No. 627-583 .....Each $3.00

Twelve in a Carton

STALLION "45"—PISTOLS

EXACTLY LIKE A REAL PISTOL

Length 12¾ inches. Complete with six cap cartridges. Cartridges fit into revolving cylinder. Cartridges shoot round caps and all smoke comes out barrel. Lightweight for easy handling, smooth precision mechanism, will never rust. Lustrous Mother-of-Pearl plastic grips with bright red ruby.

**

No. 1096-45 ... Each $3.98

Twelve in a Carton

DAISY

SINGLE HOLSTER SET

Genuine leather holster, belt. "Raised" pattern on back of holster; "floral design" on front. Metal oval shape has a beautiful turquoise "jewel."

Holster: 9" x 4". Pistol: Buck.

No. 1215-1515 ..... Each $0.98

Thirty-six in a Carton

MATTEL

SWIVELSHOT TRICK HOLSTER

Trick holster with swivelshot action beats the fastest draw. Push gun butt down, holster swivels and fires gun automatically in holster. Complete with Bullet-loading Fanner 50 cap pistol. (Bullets not included.) Nylon secret draw-string.

No. 630-588 ..... Each $4.00

Twelve in a Carton

DAISY

SINGLE HOLSTER SET

A big-selling set! Premium-priced set with an expensive color effect. Bright ornamentation on two-tone brown holster belt. A beautiful set! Holster size: 10¼" x 4½". Pistol: "Pinto" 8¾" zip repeater.

No. 1219-1522 .....Each $1.98

Twenty-four in a Carton

SINGLE HOLSTER SET

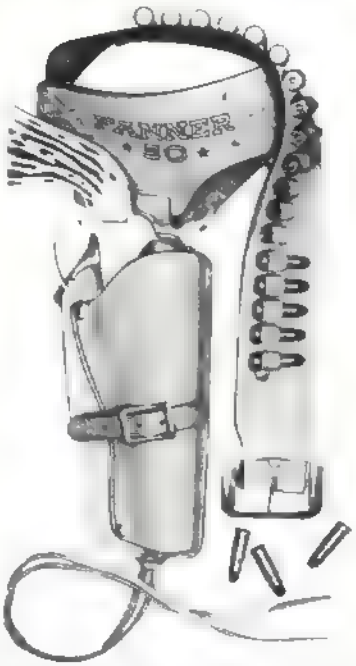
Brown tooled leather, "Bamboo" color ornamentation, flexible fringe. Conchas, jewels, 3 bullets. Belt 2¼". Holster: 13" x 5½". Pistol: "Western."

No. 1208-1535 .....Each $2.98

Twelve in a carton

MATTEL

FANNER 50 MARSHAL HOLSTER AND PISTOL SET



Bullet loading pistol individually packed with authentic cutaway-neck, fast-draw holster. Top grain cowhide leather, saddle-stitched and buckled. 18 all-metal "copperclad" bullets to load in pistol. Hip-slung, contoured belt is adjustable (up to 34" waist). Metal buckle, rawhide leg tie cord.

**

No. 631-558 ..... Each $7.00

Six in a Carton

ESQUIRE

SINGLE HOLSTER SET

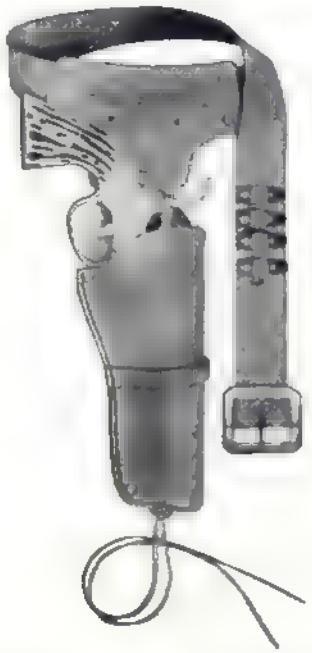
Genuine leather, garrison buckle, fast draw feature, hidden pocket for #25 gun, also contains #62 gun. Color: Black

No. 400-845 ..... Each $4.98

Twelve in a Carton

MATTEL

FANNER 50 DEPUTY SET



Pistol individually packed with authentic cutaway-neck fast-draw holster. Adjustable belt (up to 38" waist) has 4 all-metal bullets. Top grain cowhide leather, saddle-stitched with rawhide leg-tie cord, all-metal buckle. Four-color comic book included in colorful package

No. 612-557 ..... Each $5.00

Six in a carton

HUBLEY

SINGLE HOLSTER SET

Solid black single holster set with white horse head with Colt .45

No. 1047-3083 ..... Each $7.98

Three in a Carton

McKINNON

MINIATURE HOLSTER SETS WITH GUNS

1 to 4 Years Old

Genuine leather backs and belt in alligator finish. Pockets in split design. Tops of simulated pony skin liberally decorated with jewel on rosettes, and studs. Individually boxed with two guns

No. 1206-D200 ** ..... Each $1.98

Thirty-six in a Carton

DAISY

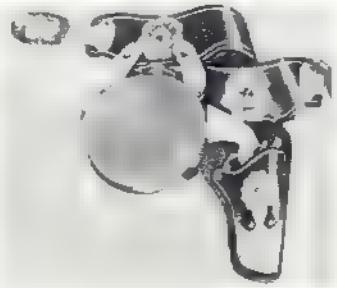
DOUBLE HOLSTER SET

New cowboy canteen (4" non breakable) clips on belt attached red straps. Golden belt, holster upper. Lower fringed, white. Conchas set on belt. Studs. Canteen 4" diam. Holsters: 7¾" x 3" Pistol Pa

No. 1209-2508 ..... Each $1.98

Twelve in a Carton

DOUBLE HOLSTER SET



Canteen "holstered" to brown tooled contour belt by snapstraps. Pistol holster back, front upper dark brown contrasty leather, 3 silvery ornaments, red jewel, studs. Holster size: 11½" x 4½". Canteen: 6", 1 pint. Pistol: "Pinto" repeater. Each boxed

No. 1213-2516 ..... Each $2.98

Twelve in a Carton

HUBLEY

DOUBLE HOLSTER SETS

Two-tone double holster set with Covote gun

No. 1040-6031 ** ..... Each $2.98

Twelve in a Carton

KEYSTON

DOUBLE HOLSTER SET

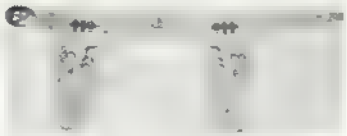
Turquoise and white double holster set. White belt and white holster back are lined with turquoise felt and has three white bullets. Holster fronts are white leather with turquoise leather underlay and are highly ornamented with numerous glittering nickel spots. Individually boxed. Kilgore DEPUTY Guns with metal handles

No. 634-2045 * ..... Each $3.98

Six in a carton

DAISY

DOUBLE HOLSTER SET



Exclusive with Bostwick Braun. Made to our specifications. Natural color, lower fringed, full sized, adjustable belt. Standard size cap pistol.

No. 1212-2521 ..... Each $3.98

Twelve in a Carton

DOUBLE HOLSTER SET

Top grain russet basket stamped embossed double holster set. Wide adjustable belt with large Western type buckle. Has six shiny silver bullets. The belt and holster fronts are richly embossed in a basket stamped design. Black leather leg ties. Individually boxed. Hubley WESTERN Guns

No. 635-2054 ** ..... Each $4.98

Six in a carton

HOLSTER SET

Black and white genuine leather double holster set with shiny all metal holster front. Adjustable belt, white welt trim, three piece buckle set, white bullets and bright metal ornaments. Black leg ties, individually boxed, packed with the Hubley Western gun.

No. 633-2050 ..... Each $4.98

Six in a carton

HUBLEY

DOUBLE HOLSTER SET

Top grain russet double holster set with western gun.

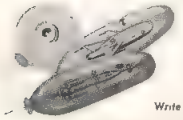
No. 1041-6057 * ..... Each $4.98

Six in a Carton

Complete Ball Line...

YOUR ONE SOURCE FOR ALL SPONGE AND INFLATED BALLS

Now's the time to stock up for spring sales! Faultless offers you a complete line, with sponge and inflated balls, return balls, sport balls—in bright, eye-catching colors. Wide choice of sizes and colors in big open stock selection. Send for free catalog!



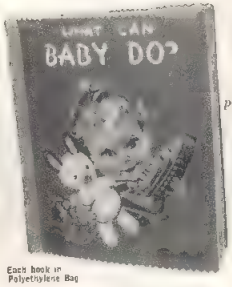
Toyco Balloons

Make extra profits from large variety of colorful balloons. Novelty shapes, including "SPUTNIK" and other popular space designs.

Write for complete information

THE **FAULTLESS**
RUBBER COMPANY • Ashland, Ohio

now **Sanitized®** has been added to...



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For every degree of skill . . . every size of budget!

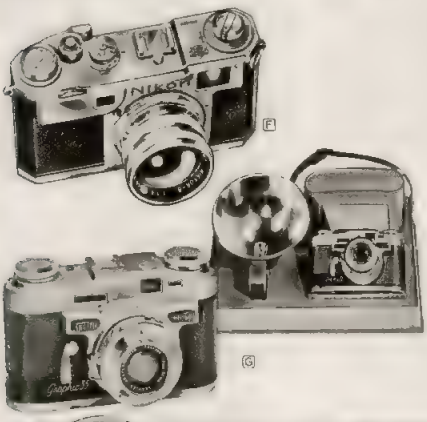
The fabulous MINOX . . . smallest precision camera in the world! So tiny, it fits in the palm of your hand; weighs less than your keys.

E MINOX . . . World's Smallest Precision Camera

- *Only 3-inches long and 1-inch wide! Weighs just 2½ ounces!*
- *Among the special uses: "on-the-go" candids, document photos!*

Picture yourself the owner of the fabulous Minox. Carried like a cigarette lighter, yet packs more precision than many "big" cameras. Shutter speeds from ½ to 1/1000 second. Its f/3.5 lens is so discriminating in detail that you can order enlarged prints from the 8 x 10mm negatives. Focuses from 6 inches to infinity. Pre-threaded cartridge with up to 50 exposures, internal flash synchronization, built-in orange and green filters, automatic parallax adjustment. Leather case, chromed safety chain

21-8008	A11950	Minox Camera with Case and Chain	$139.50
21-8016	A199	Two magazines of black-and-white film	2.50
21-8024	A338	Two magazines of Color film	4.00
21-8032	A3250	Minox Exposure Meter and Case	27.95
21-8057	A2550	Minox B-C Flash Unit, Complete	31.90



F NIKON S-2 35mm CAMERA with Famous Nikkor lens

- *Called "the 35mm camera that has everything" (you'll agree)!*
- *Sight and focus life-size through combined range-viewfinder!*

For the serious photographer . . . an artist's tool! The lens alone is a work of art . . . a super-fast Nikkor f/2, hard-coated and color-corrected. Photography becomes excitingly versatile with its twelve-speed shutter from one second to 1/1000 plus time and bulb (includes convenience of 1/15 second) . . . accepts all flash types with positive synchronization to 1/1000 second. Stroke of thumb advances film, cocks shutter . . . never a double exposure, unintentionally. Rewinds at high speed . . . 36-exposure roll in 20 seconds. Write for details about accessories and Nikkor lenses

21-8503	A23950	Nikon S-2 35mm Camera with Nikkor f/2 Lens	$299.50
21-8586	A27500	Nikon S-2 35mm Camera with Nikkor f/1.4 Lens	345.00
21-8537	A843	Nikon S-2 Camera Case	10.50
21-8594	A1498	Nikon Collapsible Reflector Flash Gun	18.75

G GRAPHIC 35mm Camera Outfit

- *Now, the "Push-button Age" comes to camera lens focusing!*
- *Bring out the flash for fading light and dark of night!*

If you have one eye on simplicity and the other on features, this is the outfit for you (even your budget can't say no)! The camera's lens-coupled range finder shows split images . . . but an exclusive Graphic operation lets you push-button your way to sharp focus

Coated and color-corrected Graflar f/2.8 lens . . . focusing range 3 ft. to infinity. Prontor SVS shutter offers a choice of eight speeds from one second to 1/300, time and bulb. Fully synchronized for type X and M bulbs, M-2 at speeds to 1/50. Van-Ready Footage indicates the area of sharp focus behind and in front of the subject. Once you've determined everything's set for the picture you want, just sight through the viewfinder at eye level and shoot. It's as easy as that! Automatic device prevents double exposure unless you want a "trick" shot. Comes with cowhide eveready case and flash unit

21-7950	A7895	Graphic 35mm Camera Outfit	$99.50

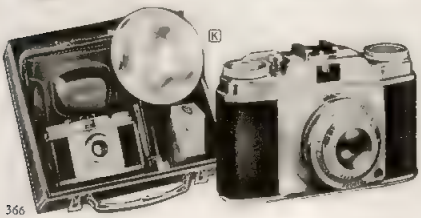
H ANSCO SUPER MEMAR f/2 Camera

- *Keep your mind on the subject . . . this camera thinks for itself!*
- *Shutter speeds to 1/500 second promise blur-ribbon sports shots*

Precision instrument for the photographer who settles for nothing less than perfection. Look to its lens for magnificent reproduction . . . a six-element f/2 Solagon anastigmat, coated and precision-ground for distortion-free pictures. Look to its other features for ease of operation. Coincidence-type rangefinder is coupled with viewfinder for simple, single-window operation . . . lets you concentrate on subject. Rapid film transport does three jobs at once . . . advances film, sets shutter and counts exposures (up to 36 on a 35mm roll)

New deckle compur L.V.S. shutter, fully synchronized, has speeds up to 1/500 second. You can't take double exposures. Film type reminder . . . in case you forget type of film left in camera. Depth-of-field scale

21-8074	A9995	Ansco Super Memar f/2 Camera	$124.50
21-8107	A775	Carrying case for Super Memar f/2	9.75
21-8115	A635	Flash Unit for Ansco Super Memar	7.98



K ANSCO MEMAR 35mm OUTFIT

- *Ease, quality, performance . . . the tops in everything but price!*
- *Credit for razor-sharp details goes to precision f/3.5 lens!*

Now you can start your own collection of brilliant 35mm transparencies and black-and-white prints . . . at small expense! This top quality Ansco wears a low-price tag . . . and an Agfa Apotar f/3.5 coated, color-corrected lens for sharp definition. Take the Memar to the scene of fast action . . . its Prontor shutter with speeds up to 1/200 second permits an exact record. Touch your thumb to the film advance lever . . . this motion winds film, cocks shutter and counts exposure. With its double exposure prevention, you can't ruin precious shots. Plus, self timer, film type reminder, built-in flash synchronization

A camera you'll be proud to carry . . . black grained covering highlights its lifetime metal construction. Camera comes complete with its own leather case, flash unit and a roll of film . . . all in simulated leather traveler case. You get the complete outfit for one low price

21-8180	A4795	Ansco Memar 35mm Outfit	$59.95

KODAK 35mm

(E) KODAK PONY 135 COLOR-SLIDE OUTFIT

• Includes Kodak Pony 135 Camera, Kodak 300 Projector, Preview Screen!

Look! Kodak has put its high standards of quality into a complete, low-priced outfit . . just what every family needs to make friends with 35mm photography! The fun of it comes easy with Kodak's Pony 135 camera. No complicated path to thread in loading . . a spool guides film into shooting position. Beginners can set shutter speed, lens opening and distance setting on red figures of normal conditions. Smooth action shutter release helps steady camera. Eye level finder simplifies composition. Exposure selector, exposure counter, fully synchronized flash.

The new Kodak 300 Projector, with its low-silhouette and luggage-type case, is as compact and easy to carry as a portable radio. New 4" Kodak Projection Ektanon lens fills big 40" screen at 10 ft. Quiet turbine-type blower cools its operation . . . but never blasts the operator. Simple push-pull movement of jam-proof Readymatic changer projects, then refiles slides. No bulky magazine needed. Why wait . . . when you can get both camera and projector in this new Kodak Pony 135 Color-Slide Outfit at one low price?

21-8826 A8330 Kodak Pony 135 Color-Slide Outfit. **$104.50**

(F) KODAK PONY 35mm OUTFIT

• Famous Kodak Pony Camera, gift-boxed with Flash Gun and Field Case!

• Color-marked settings! Eye-level sighting! Fingertip shooting!

Go the inexpensive way to priceless color slides and black-and-white prints . take along the Pony! This new Kodak miniature brings unbelievable ease to 35mm picture-taking . . . and it begins the very minute you drop in the film cartridge. Simplified exposure selector, has average settings marked clearly in red. f/3.5 lens, shutter with speeds to 1/300 seconds. The Pony camera styled in brown plastic, comes gift-boxed with flash gun and case.

21-8824 A2995 Kodak Pony 35mm Outfit **$49.95**

(G) KODAK SIGNET 40 COLOR-SLIDE OUTFIT

• Includes Kodak Signet 40 Camera, Kodak 300 Projector, Preview Screen!

One of today's most modern twosomes . . packaged together for the 35mm fan who wants to use the fastest film and newest flashbulbs. Camera practically guarantees the picture you're after! All controls are located where your fingers naturally fall . . . so you're free to take your mind off the camera and to concentrate on the picture. Just bring together the split-images in the rangefinder-viewfinder window, and the fast Ektar f/3.5 lens is in focus. Average exposure settings are color-marked. 3" and 4" reflectors, with built-in exposure calculator, give maximum brilliance.

Projector (only 11x11x5") stands no higher than a telephone. Self-contained in its own carrying case, sets up quickly. Elevation and focusing are rapid, one-handed operations. 4" focal length of new f/3.5 lens assures large-image projection. Kodak Readymade Changer can't jam as it projects slides with one easy push-pull movement. Powerful blower. The best recommendation of all . . . "Made by Kodak, so you know they're good!"

21-8743 A11095 Kodak Signet 40 Color-Slide Outfit. **$138.50**

(H) KODAK SIGNET 40 35mm CAMERA

• With Kodak's finest lens for use with the newest, finest film!

• With 3" and 4" flash reflectors for use with new midget bulbs!

New from Kodak . . the amazingly compact 35mm camera, with super-imposed range/viewfinder, that cooperates with you in every picture-taking situation! All controls you need to sight, focus, shoot and advance the film are at your fingertips. Exclusive dual-reflector flash system and a wide range of eight shutter speeds take full advantage of today's fast films, new midget flashbulbs. Exposure guide gives you correct lens openings. Built-in film reminder tells you type of film in camera. Kodak's finest lens, the Kodak Ektar f/3.5, automatically focuses as you line up images in single-window rangefinder/viewfinder. With flashholder, two reflectors.

21-8750 A5925 Kodak Signet 40 Outfit. **$74.00**

(K) KODAK RETINA IIIc 35mm CAMERA

• Internationally famous, the heart of a great system of photography!

• Built-in photoelectric exposure meter! Shutter speed to 1/500 second!

Here's how to preserve your fondest memories forever on film . and enjoy every minute of it. Nothing can escape the Kodak Retina IIIc! Its "eye" is a Retina Xenon C 50mm f/2 lens ground to peak of precision. Built-in photoelectric exposure meter and handy "light value" scale make exposure settings almost automatic for any light conditions. Between-the-lens synchro shutter, with built-in self-timer, covers ten speeds from one to 1/500 second. Superimposed-type rangefinder, combined with viewfinder. One lever, one touch film is advanced, shutter set, exposure counted.

21-8776 A14025 Kodak Retina IIIc 35mm Camera. **$175.00**

21-8784 A1162 Case for Kodak Retina IIIc **14.50**

(L) KODAK ROTARY FLASHOLDER

• Imagine! Taking six flash shots, one after another, without reloading!

• Never anything like it before! Fits most flash-synchronized cameras!

Revolutionary is the word to describe Kodak's new Rotary Flasholder. Lets you take 6 flash shots without reloading. No more fumbling to load fresh "ammo". Here's how this new Kodak Flasholder fires M-2 flashbulbs fast and sure, six in a row. You simply load six bulbs into one of two plastic carrier discs (furnished) . . . and this disc attaches quickly to the rotating back of the Flasholder. By giving the turret a one-sixth turn, you bring the next bulb into firing position. When you've used the whole load, a single lever ejects all six simultaneously. Comes equipped with Kodalite Midget B-G Flashpack.

21-8800 A1035 Kodak Rotary Flasholder **$12.95**

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see you at the toy fair!

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Toydom's Most Advanced Juvenile Sport Car

PLASTIC BODY

mounted on steel frame offers a winning combination of modern styling, light weight and durability never before found in juvenile autos.

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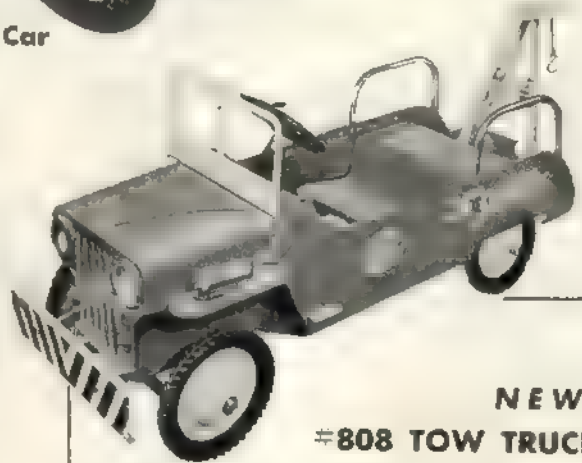

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#808 TOW TRUCK

Another leader in our 1958 Auto and Jeep line that is loaded with extra play features that build sales.

25th Year

HAMILTON STEEL PRODUCTS, INC.
1645 WEST 74TH STREET CHICAGO 36, ILLINOIS

UNDER THE LEE OF THE LONGBOAT

(*Continued from page 84*)

Club of America for his cruise from England to Patagonia and return in the ancient cutter *Mischief*. Tilman, a mountaineer of experience and fame, is again cruising in *Mischief*, bound for the Crozet Islands, where there is a mountain he wishes to climb during the geo-physical year of 1958. He writes that the islands, 1800 miles southeast of the Cape of Good Hope, are small and might be missed in a spell of bad weather, and that if that happens he'll have a try at the Kerguelen Islands, several hundred miles farther east and south. In his book "*Mischief* in Patagonia," which is entitled to a place in any yachtsman's library, Tilman expressed his philosophy of cruising in a paragraph that compares the arts of sailing and climbing and winds up with this sentence: "An essential difference is, perhaps, that the mountaineer usually accepts the challenge on his own terms, whereas once at sea the sailor has no say in the matter and in consequence may suffer more of the salutary and humbling emotion of fear." We can therefore think of him dangling happily from a stranded rope on some cozy sub-Antarctic mountain dreading the day when he will have to get back to sea level, rejoin his yacht and cruise dangerously home. Incidentally, according to Commodore Rum Barton, whose encyclical letter to his parishioners in the Ocean Cruising Club was received recently, Tilman advertised for a cook for *Mischief* in the following words: "Sailing man wanted, willing to cook on small boat. Long voyage. No pay, no prospects, very little pleasure." I hope he got somebody who could at least milk elk. (Query to S.Y. *You mean sea elephants, don't you? There are no elk on the Crozets, according to old friends who used to whale down there.* -Ed.)

I drove to Jamestown, Va., recently for another look at the *Susan Constant*, *Godspeed* and *Discovery*, and stopped en route in Williamsburg for breakfast. I had in mind a favorite restaurant on Duke of Gloucester Street, but just for the hell of it followed a series of arrows which led me all around the town to an information center miles away. Information center my eye. It was a mammoth parking area in the wilderness, from which monster buses provided mass transportation back to one of the most inspiring cradles of our liberty. There was also a cafeteria where despite the early hour hundreds of tourists were waiting docilely in four lines for breakfast. They had gone to Williamsburg, no doubt, to be thrilled by the concept of liberty in its pristine state, but had parked their freedom of movement with their cars. I didn't feel upset enough to open the door and shout "Give me liberty or death." Just drove in to town, backed into an empty space across the way from the restaurant and was served a quiet, unhurried meal. . . . But I was depressed a few days later when I read that the U.S.S. *Wisconsin* had been mothballed and that even the designation battleship has been stricken from the Navy list. Shades of Nelson at Trafalgar and Dewey at Manila Bay! When the big battle wagons began serving as backer-uppers for the minesweeps and LCVPs in World War II I thought a real future had been opened for them. But I suppose that with most of the Reserve eased out of the Navy in these piping days of peace a more sensible opinion has prevailed.

It isn't too early to say that it's going to be a great year for ocean racing. First, starting January 19th, there's the 1400-mile biennial from San Diego, Calif., to Acapulco, Mexico. On April 12th, following upon the annual winter races of the Southern Conference, comes the inaugural 1200-mile race from Miami to Panama. After that in June we have the biennial from Newport to Bermuda, with present prospects of a record-breaking fleet. On August 2nd from Brest the second Tall Ships Race for training ships, barks, barken-

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KID
Non-Sinkable C. B. Sloop
16'2" x 5'9 x 2'6
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19'6 x 17'6 x 5'4 x 3'8
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23'7 x 18'2 x 7'1 x 4'0
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HONEYMOON
Auxiliary Cruising Sloop
24'3 x 18'6 x 8'6 x 3'10
Displ. 4500 lbs. • S.A. 259
NORVEGA
Auxiliary Sloop
27'6 x 19'9 x 7'6 x 4'3
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FOLKBOAT • NORSEMAN
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FAMILY CRUISER by Cy Hamlin
(prices on request)
SHAW "24" (TRINA)
M.O.R.C. Keel C.B. Yawl
23'11½ x 18'6⅛ x 7'5½
Draft, Min. 2'9 • Max. 5'3
Displ. 4303 lbs. • S.A. 289
NORGE BOATS INC.
75 ROWAYTON AVE., ROWAYTON, CONN.
ONLY 1 HR. FROM N.Y.C. -DROP IN DURING THE BOAT SHOW!
*See NORGE BOATS ad featuring the new KIM Sloop, page 386

DENISE by Noritake. A cricket of feathery garlands, composed of dainty rose fleurettes and green leaves, floats on luminous white china. . . in the streamlined coupe shape. Soft gray and celadon green shaded leaves are caught in a platinum border. Denise is for you who cherish the old, yet welcome the new. Contents of sets on page 536.

70-9527	C3700	53-pc. Set (for 8)	$55.00
70-9535	C4825	63-pc. Set (for 8)	72.00
70-9543	C7200	93-pc. Set (for 12)	107.50

FERNWOOD . . china by Noritake. A triad of delicate ferns in subtle shades of green, emphasize the lustrous translucence of the pure white porcelain background. Platinum rims the deep gray border for a final touch of sophistication. You'll be proud to set your table with Fernwood . . . so expressive of superb taste. Contents of sets on page 536.

70-7596	C4460	53-pc. Set (for 8)	$66.95
70-7604	C5800	63-pc. Set (for 8)	87.00
70-7612	C8625	93-pc. Set (for 12)	129.50

DIANA . . by Noritake, the name that suggests everything that is most charming in chinaware. Simplicity is the keynote of this pattern, elegance its forte. A single spray of gold wheat sways on black stems and leaves with yellow and gray fleurettes against a field of translucent, white china. Black and gold rimmed. Contents of sets on page 536.

70-9550	C3850	53-pc. Set (for 8)	$57.75
70-9568	C5000	63-pc. Set (for 8)	75.00
70-9576	C7425	93-pc. Set (for 12)	111.50

IMPORTED CHINA . . . by Noritake and Narumi

HERITAGE imported China by Narumi. Beautiful evidence of good taste on your table. Heritage suits every scene from brunch to formal suppers . . . every setting from ultra modern to traditional. Black scallop eyelets and triple swirls of coin gold play on a background of pure white translucent china. The smart, new coupe shape is edged in coin gold. Contents of sets on page 536.

70-7786	C4500	57-pc. Set (for 8)	$67.50
70-7794	C7500	98-pc. Set (for 12)	112.50

CHARISSE . . imported china by Narumi. A modern floral pattern in soft muted shades thrown, yellow and gray . . . moved right from the outdoors to a glistening background of pure white china! Matching fleurettes wreath 'round the classic shape. Twin bands of gleaming gold edge the borders. A classic beauty to use, always with pride, through the years. See contents of sets on page 536.

70-7802	C3450	57-pc. Set (for 8)	$51.95
70-7810	C6000	98-pc. Set (for 12)	89.95

PINECREST by Narumi. The ever beloved pine in rosy pink tints, nestles delicately on a wreath of curving branches and shaded gray fronds . . . simple, beautiful on a background of shimmering white porcelain. Platinum lines twinkle 'round the modern coupe shape. Pinecrest is universally spirited . . . perfectly adaptable to any setting, any occasion. See page 536 for contents of sets.

70-7828	C3450	57-pc. Set (for 8)	$51.95
70-7836	C6000	98-pc. Set (for 12)	89.95

"GRACE" . . . imported china. Elegantly simple, this pattern is the very symbol of today's contemporary living. Pure white translucent china . . . the perfect background for the gracefully flowing wheat shafts of softly shaded gray with borders edged in gleaming platinum. And specially priced . . . here's dinnerware of a quality you never dreamed possible at such low cost. See contents of sets on page 536.

70-7893	**C3000**	57-pc. Set (for 8)	**$45.00**
70-7901	**C5400**	98-pc. Set (for 12)	**80.00**

DAMASK ROSE . . imported china by Halsey. The beloved rose in delicate pinks, with tender leaves in soft gray-green, poses on a background of pure white translucent china . . . a beautiful foil for the gray-green border with its concentric circles of sparkling platinum. Lovely on your table! Crafted to give elegant and durable service through the years. Contents of sets on page 536

70-9642	**C1250**	20-pc. Set (for 4)	**$17.50**
70-9659	**C485**	4 each: fruits, soups	**7.25**
70-9667	**C825**	5-pc. Service Set	**12.25**

BLUE DANUBE . . imported china by Halsey. You'll love Blue Danube on your table . . . use it too, to complement another pattern with accessory pieces. Holds all the fascination of ancient folklore . . . as striking today as it was years ago. Far Eastern flowers in vibrant Meissen Blue are dramatically beautiful on the translucent oyster white background. Contents of sets on page 536

70-8693	**C1250**	20-pc. Set (for 4)	**$17.95**
70-8701	**C530**	4 each: fruits, soups	**7.50**
70-8719	**C895**	5-pc. Service Set	**13.50**

Dinnerware That Sets a Gracious Mood

JEAN . . . American semi-porcelain. Lovely pattern adapted from a famous French chinaware. Scattered blossoms in pink and green pastel tones decorate the snowy white American semi-porcelain. Scalloped edges are embossed and fluted . . . outlined in gleaming gold. Gold favors the footed pieces and handles too. Contents of sets on page 536

70-8537	**C3075**	53-pc. Set (for 8)	**$45.95**
70-8545	**C3695**	62-pc. Set (for 8)	**54.95**
70-8552	**C5595**	93-pc. Set (for 12)	**82.50**

BLUE WILLOW . . . the most beloved dinnerware in the world! The pattern depicts a charming old Chinese legend of young love with quaint, lovely allover design in rich blue against a background of highly glazed, snow white semi-porcelain. 32-pc. set: 6 each: dinner, bread-n-butter plates, cups, saucers, fruits. 1 each: vegetable dish, platter. Contents of 53-pc. set listed on page 536

70-8974	**C885**	32-pc. Set (for 6)	**$13.50**
70-8941	**C1665**	53-pc. Set (for 8)	**25.50**

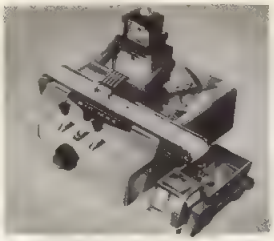
MOULIN ROUGE . . . gay as Paris itself! A full sweep of scarlet roses with shaded gray leaves and fronds creates a dramatic effect on ivory white semi-porcelain. Modern coupe shape with platinum edge. Cups and bowls have dove gray exteriors, ivory white interiors. All pieces are ovenproof and detergent proof. See contents of sets on pg. 536.

70-8461	**C975**	23-pc. Set (for 4)	**$14.75**
70-8479	**C1535**	35-pc. Set (for 6)	**22.95**
70-8487	**C2350**	53-pc. Set (for 8)	**35.50**

U. S. NAVAL POM POM GUN

Remco's miniature anti-aircraft gun. Twin motor-operated gun rotates 360° by remote control. Hand wheel raises, lowers twin aluminum barrels. Touch fire trigger - the barrels fire, sound, recoil by synchronized motor action. Illuminated firing light. A beauty! Uses 4 "D" batteries (not included).

36060 C867 Length: 19x9x9". 3#... **$12.98**



BIG MAX ELECTRONIC ROBOT CONVEYOR

Amazing remote control performance, Robot rotates full 360°, picks up ingots from rear bins with electro-magnetic arms, places them on conveyor belt which carries them and dumps them into included truck. Head lights up as electro-magnet operates. High impact plastic. Uses 4 "D" batteries (not incl.) Wt. 3 Lbs.

36058 B599 Size: 12x12x8".....**$8.98**

NY-LINT All Metal ELECTRONIC CANNON

Wonderful action! Swivel gun mount; raise or lower barrel by electronic pushbutton to exact elevation indicated on dial -- then load and -- FIRE! Just a touch of electronic firing button sends HARMLESS, colorful, plastic, sponge-nosed missile on accurate flight. Rugged, 20-gauge steel, baked enamel finish.

36126 C867 23x6½x17". Wt. 11 Lbs **$12.95**

GOLDEN SONIC - IT'S FANTASTIC!

Mysterious, unique toy for lads keyed to the electronic era. No connections! Completely controlled by owner's super-sonic whistle up to 40-ft. distance. Magic radar screen hunts for sound wave, follows it: Inside, outside, on rugs, floors, sidewalks. Futuristic styling. Battery powered. 19" long, 10" high.

36061 C1330 Golden Sonic. Wt. 5#.. **$20.00**

ELECTRONIC RADAR ROCKET CANNON

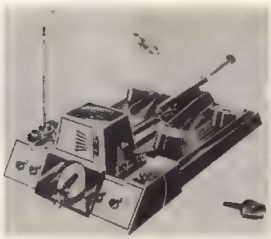
Fight off "enemy" with radar! Giant electronic cannon launches flying rocket plane to defend key installations. Complete electronic communication center with regulation microphone, head set. Permits aircraft spotter to talk with radar operator. Radar antenna rotates and picks up beep signals.

36124 C530 By Remco. Wt. 3 Lbs..**$8.00**

REMCO DICK TRACY WRIST RADIO

Talk to your pals just like Dick Tracy and Junior do! Set has loud, clear 2-way voice transmission, electro-magnetically powered. Secret code buzzer signal system for Morse Code, plus telegraph click system. Operates up to half mile. Includes TWO Dick Tracy Wrist Radios, battery and wire.

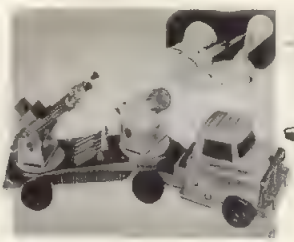
36125 B257 Complete Wrist Radio set **$3.95**



SATELLITE BATTLE STATION

14 marvelous action features: 4 Flying Saucers that launch singly or in salvo; "Atomic" Cannon that fires 4 Tru-Flite suction darts; 4 adj. Anti-Aircraft Guns; Distance Control Panel with cannon sight; Instrument Panel with working features; make-believe Microphone. High impact plastic. Size: 16"x 9"x 5" high.

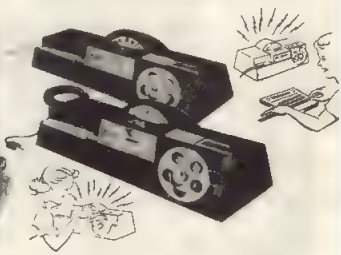
36062 C333 Satellite. Wt. 4 Lbs.....**$4.98**



NIKE SKY SWEEPER & ROCKET LAUNCHER

Ideal's startler for space-minded boy. Rocket launcher rotates 360°, elevates 90°. The Sky Sweeper projector searchlight is mounted on trailer pulled by cab, projects 6 different target images on wall - even by day! Twin rocket launcher, with built-in sight, fires suction tip missiles. Polyethylene wheels.

36064 C530 Sky Sweeper. 24" l. 16#... **$8.00**



TELETYPE SENDER - RECEIVER

Amazing new Bell electronic toy actually transmits and prints "telegrams", all of the children's messages, room to room, even house to house! Sends, receives by remote control. No batteries! Operates from house current via safe low voltage transformer. With telegraph blanks, rolls, ink, and wire.

36059 B1130 2 complete units. 6#.... **$16.95**

NYLINT

TELESCOPING CRANE

One hand wheel elevates or boom another extends or retracts its outer section, another operates the chain hoist. Boom base rotates. Adjustable jacks support wide swings and heavy lifts. Four wheel steering. A big and powerful toy, of 20-gauge and heavier welded steel construction. Finish is sprayed-on baked enamel.

Size: 25" long, 7½" wide, 22¼" high when raised.

No. 871-2500 ....Each $8.95

Six in a carton

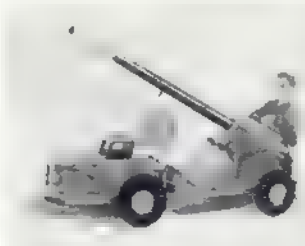
MICHIGAN SHOVEL

The bucket trips automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots on the rugged extra-braced chassis. Front wheels are steerable. Construction is 20-gauge and heavier welded steel. Size: 3½" long, 7½" wide, 20¼" high.

No. 866-2200 Each $9.95

Six in a carton

MISSILE LAUNCHER



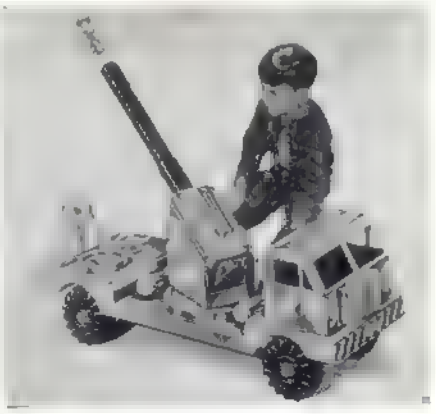
Radar screen is rotated. Launcher is swiveled, elevated by handwheel, cocked, loaded. A touch on the firing button and POW! Missiles are plastic, sponge-nosed, harmless. Inside is all mechanical, pivoted, steerable. Slip clutch avoids breakage. A sturdy toy, of 20-gauge and heavier welded steel construction. Three missiles in clip. Finish is sprayed-on baked enamel.

Size: 31½" long, 8¼" wide, 18⅜" high, with barrel elevated.

No. 870-2600 Each $9.95

Six in a carton

ELECTRONIC CANNON

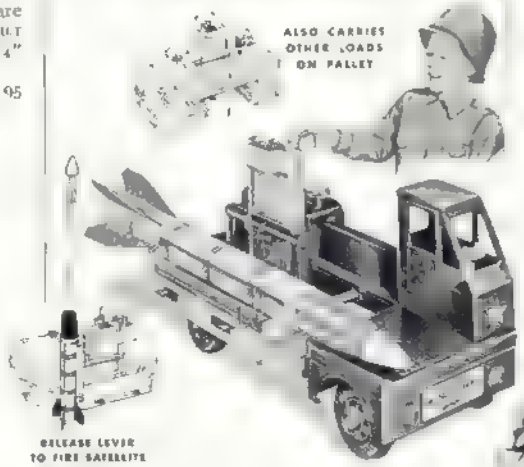


Swivel the gun mount, raise or lower the barrel by electronic push-button to exactly the right elevation indicated on a dial, then load and . . . FIRE! Just a touch on the electronic firing button sends the HARMLESS, colorful plastic, sponge-nosed missile instantly and swiftly on its way. Requires two Size D flash light batteries (not furnished). A rugged toy of 20-gauge and heavier welded steel construction, with reliable motor operating instructions permanently printed on bottom of platform; two missiles in clips. Finish is sprayed-on baked enamel. Size: 22½" long, 6½" wide, 16¾" high.

No. 867-2400 ....Each $12.95

Six in a Carton

GUIDED MISSILE CARRIER



All-steel Guided Missile Carrier. Pick up missile on its cradle, raise, drive to site, move cradle out and lower it, then set missile in position. When not handling missiles, the Carrier is a versatile side-lift fork truck. All-mechanical, with steerable front wheels, locking handwheels to operate saddle lift and platform traverse, separate cradle that inverts to form pallet. Size: 15⅝" long, 11" wide, 13½" high with platform raised.

No. 868-2800 ....Each $9.98

Six in a Carton

HUBLEY

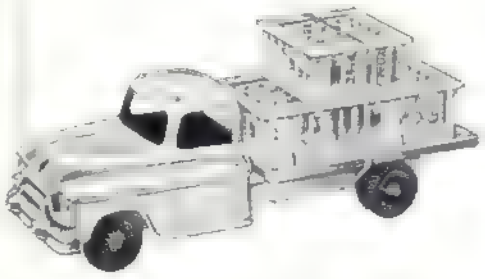
FISH HATCHERY—METAL

Length 10 inches. Red chassis with aluminum trimming. Transparent fish tank complete with "swimming" fish. Fish net also supplied. Black wheels.

No. 1049-498 .....Each $1.98

Twelve in a Carton

POULTRY TRUCK—METAL

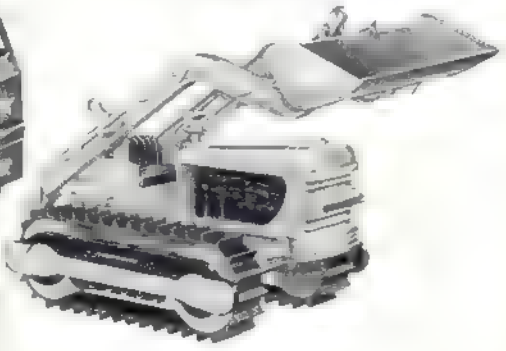


Length 10 inches. Packed 1 in a box; 1 dozen to a carton. Weight per carton 11 lbs. Red chassis and truck bed with cream cab. Complete with three poultry crates with chickens and ducks. Black wheels.

No. 1068-497 Each $1.98

Twelve in a carton

CAT LOADER—METAL



Length 7¾ inches. Orange with black realistic motor details. Aluminum trimming and loader mechanism. Red wheels with realistic caterpillar tread. Loader operated by lever near driver's seat.

No. 1050-505 .... Each $2.98

Six in a Carton

HUBLEY

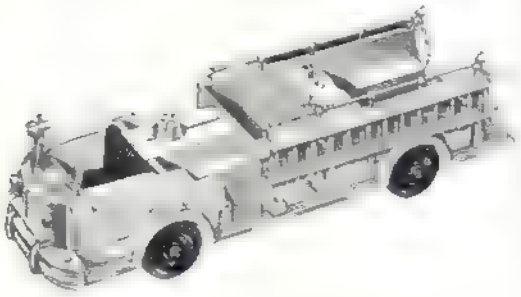
STATION WAGON AND BOAT CARRIER METAL AND PLASTIC COMBINATION

Over-all length 16 inches. Red station wagon with yellow boat trailer; red and white plastic removable boat. Black wheels.

No. 1059-491 ..... Each $1.98

Twelve in a Carton

FIRE PUMPER—METAL



Length 14¼ inches. Red with black and aluminum trimming. Black seat and lithographed instrument panel. Supplied with two pieces of black hose and extension ladder. Black wheels.

No. 1062-513 ..... Each $3.98

Six in a Carton

CARRYALL—METAL

Length 20½". Green chassis and ivory cab with aluminum trim. Green flat bed machinery carrier. Seven wheels realistically mounted on rear of trailer. Complete with 10¾" metal road scraper. Black rubber wheels.

No. 1061-511 ..... Each $3.98

Six in a carton

ROAD BUILDING ASSORTMENT—METAL

Set consists of Hubley Jr. Tractor, 481 Road Scraper, 478 Dump Truck, 487 Cement Mixer and 488 Power Shovel. All toys have rubber wheels.

No. 1063-76 ..... Each $6.98

Three in a carton

TRACTOR LOADER — METAL

Length 12¾ inches. Orange with bright metal loader mechanism and steering wheel. Aluminum trimming. Realistic engine details. Steering wheel operates front wheels. Side lever raises, lowers and dumps loader.

No. 1051-501 ..... Each $2.98

Six in a Carton

HEAVY DUTY DUMP TRUCK

Heavy Duty Poly with Action! Made with Fortiflex K the linear poly from Celanese Corporation, to give it the strength of steel, it's still flexible, and of course, unbreakable. Truck bed actually operated by a hydraulic lift that can stop and start in any position. Tailgate automatically swings open to discharge load. 19" long, 9" high, 8" wide.

**

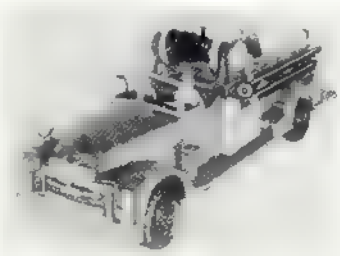
No. 997-981 ..... Each $3.98

Six in a Carton

ELDON

SEAGRAVE FIRE ENGINE PUMPER

Polyethylene



It really puts out the fire! A 2 ft. hose which actually sprays water, is coiled on reel! Two connector hoses feed water from a vessel into the self-contained water tank. Equipped with pump, removable ladder, and two firemen. 17" long, 5¼" high and 5" wide. Color: Fire engine red with simulated chrome trim.

*

No. 983-909 ..... Each $2.98

Six in a Carton

AUTO TRANSPORT

A twenty-inch long Auto Transport in polyethylene with four cars, unloading ramp and tool set. The complete set comes in assorted colors.

No. 991-903 ..... Each $2.98

Six in a carton

MACHINERY HAULER

Unbreakable Polyethylene

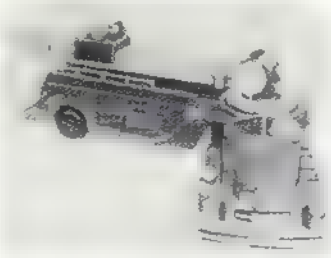
A mammoth 20 inches long! Includes tractor, low bed trailer, skip loader with scoop that raises and lowers, and actually dumps sand! Assorted colors.

No. 979-907 ..... Each $2.98

Six in a carton

SEAGRAVE FIRE ENGINE AERIAL LADDER

Polyethylene



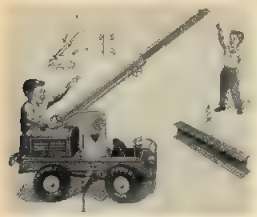
Aerial Ladder raises and lowers extends to two feet, and rotates. All Mechanically! Authentic Tillerman's Seat. Manned by two firemen. 22" long, 6" high, 5" wide.

*

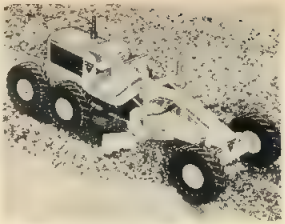
No. 984-910 ..... Each $2.98

Six in a Carton

CONSTRUCTION EQUIPMENT
by Ny-Lint



Ⓐ **TELESCOPING CRANE**



Ⓑ **ROADGRADER**

Ⓒ **PAYLOADER**

Ⓓ **POWER SHOVEL**

Ⓐ **TELESCOPING CRANE.** Real action in a versatile durable, fun-packed scale model! One hand-wheel elevates the boom, another extends or retracts its outer section, another operates the chain hoist. Boom base rotates. Adjustable jacks support wide base and heavy lifts. Four-wheel steering. A big and powerful toy, of 20-gauge and heavier welded steel construction. Finish is sprayed-on baked enamel. Ship. wt. 9 lbs. **Size: 27" long, 7½" wide, 22½" high,** when raised.

5N144-590 . . . . . .RETAIL **$9.00**

Ⓑ **NY-LINT ROADGRADER. The big, sturdy blade can be raised, lowered, tilted or swung either way to six positive locking positions.** The rear wheels of this rugged machine are tandem-pivoted to follow contours and roll over bumps. Real action double-knuckle steering gives a strong front end. Construction is durable welded, 20-gauge steel with sprayed baked enamel finish, and big steel wheels with enormous 3¾" tires. **Size:** 19¼" long, 8" wide, 7½" high. Ship. wt. 9 lbs.

5N145-485. . . . . .RETAIL **$7.00**

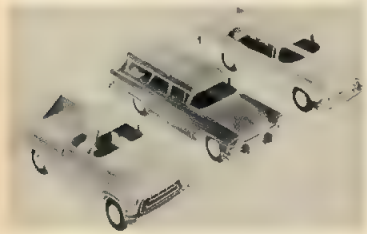
Ⓒ **NY-LINT PAYLOADER. Actually digs, loads, and carries all kinds of materials.** It can bulldoze, level, grade or scrape and is strong enough to hoist, push or pull heavier objects. The big tip-proof bucket remains level while raising but can be dumped at any point by releasing a spring latch. Durable 20-gauge welded steel construction also features non-strip steel hoisting gears, sprayed baked enamel finish and massive 3¾" rubber tires. **Size:** 18" long 7" wide, 7⅝" high. Ship wt. 9 Lbs.

5N146-525. . . . . .RETAIL **$8.00**

Ⓓ **NY-LINT MICHIGAN SHOVEL.** The bucket takes a good full bite just like the real full size models then trips automatically when raised to the boom. The long sturdy boom raises and lowers and the entire housing pivots on the rugged extra-braced chassis. Front wheels are steerable. Typical superior construction is 20-gauge and heavier welded steel, with durable sprayed baked enamel finish. **Size:** 31½" long, 7⅛" wide, 20¼" high. Ship wt. 13 lbs.

5N147-555. . . . . .RETAIL **$10.00**

For Junior Contractors



TRU MINIATURE AUTOS. Auto assortment molded of sturdy, smooth cellulose acetate. Newest authentic paint detail. High gloss, chrome-plated grille, bumpers and wheels. Soft rubber tires—swift rolling but will not scratch floors or furniture. Curved windshield styling. All are powered by super power friction motors which propel the cars 20 to 30 times the length of push. Asst. consists of one each: Chevrolet Cameo Carrier truck, Ford station wagon, Chevrolet sport sedan. All measure 9" long. Ship. wt. 2 lbs.

5N197-190. . . . . .RETAIL **$3.00**

NY-LINT ELECTRONIC RADAR CANNON

Swivel the gun mount, rotate the radar screen, raise or lower the barrel by electronic push-button to exactly the right elevation. Load and fire by the touch of a button. Harmless sponge-nosed plastic missile fires swiftly. Special slip clutch avoids breakage. Requires two D flash light batteries (not included). Can be operated manually. 20-gauge welded steel construction with reliable motor. Instructions on bottom of platform. Complete with 4 missiles. Ship. wt. 9 lbs. Size: 22⅛" long 6½" wide and 15⅜" high.

5N148-845... RETAIL **$13.00**

Batteries for above packed and sold in units of 4 only

26B38-52 . . . . . .RETAIL **$0.79**

MOTOR POWERED ASSORTMENT

MOTOR POWERED CONSTRUCTION VEHICLE ASSORTMENT. Right. This set contains an action dump truck, cement mixer, power shovel and tractor-all sturdy steel and action. All toys have real action features and five heavy duty rubber tires. Friction motors have power to propel vehicles 20 to 30 times length of push. Baked enamel finish. Ship. wt. 3 lbs.

5N141-255 . . . . . .RETAIL **$4.00**

For Design! For Detail! For Value!

Compare the New 1958 OK Ready-to-Run Train Sets

*HO GAUGE

OK Streamliners

#101 COMMUTER

1 205 F7 Diesel (6 Wheel Hi-F Drive)
1 131 Coach
1 135 Baggage Coach
12 218 Radius Track
1 220 Terminal Track
1 226 Rerailer Track
1 227 Uncoupler

$19.95

Here are the latest in Model HO Railroading. Flashing replicas of the most modern trains. Precision details from end to end. Extruded aluminum car bodies, Talgo type trucks with N.M.R.A. couplers.

#103 DELUXE

1 205 F7 Diesel (6 wheel gear drive)
1 205 B Diesel (non-powered)
1 135 Baggage Coach
1 132 Astradome
1 139 Dome Observation
12 218 Radius Track
1 220 Terminal Track
1 226 Rerailer Track
1 227 Uncoupler

$42.95

The Deluxe is truly the ultimate in passenger sets. Diesel with headlight and all metal cars fully lighted with passengers in silhouette. All the latest improvements.

TOY FAIR
Room 1030 Hotel NEW YORKER

OK Freight Trains

#302 FREIGHT TRAIN SET

1 307 GP9 Diesel (6 Wheel Hi-F Drive)
2 332 Box Cars
1 333 Tank Car
1 340 Caboose
12 218 Radius Track
1 220 Terminal Track
1 226 Rerailer Track
1 227 Uncoupler

$22.95

Perfect in detail, OK Freights are authentic scale reproductions. Diesel unit with #302 set has headlights at both ends. Unit with #303 set is gear driven and has headlight. Both sets are equipped with N.M.R.A. Couplers, Rerailer & Uncoupler. Track oval 36" x 44".

#303 FREIGHT TRAIN SET

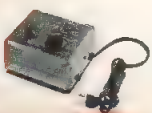
1 305 F7 Diesel (6 Wheel Gear Drive)
2 332 Box Cars
1 333 Tank Car
1 334 Flat Car
1 340 Caboose
12 218 Radius Track
1 220 Terminal Track
1 226 Rerailer Track
1 227 Uncoupler

$29.95

Assembled cars or kits available in 9 popular body types.

#110 OK POWER PACK $10.95
.9 Ampere. UL approved for OK train sets 101, 302, 303

#111 OK POWER PACK $11.95
1 Ampere. Recommended for train sets 101 302, 303



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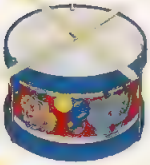
Turn the spring and summer season into *top profit* season when you offer these bright kid-tested toys. Eye-catchers, customer-catchers! These colorful, quality toys are must-buys for kids . . . profit-makers for you! Look 'em over. Each one is a real best-seller!

NO. 132
DOLL
STROLLER

NO. 135
PAIL &
SHOVEL

NO. 129
"ROY ROGERS"
HORSESHOE BANK



NO. 41 DRUM

NO. 184 WHEEL BARROW

NO. 82 GARDEN SET

NO. 101 MECHANICAL BOAT

THE OHIO ART CO.
BRYAN, OHIO

[redacted] of Lithographed Steel,
Soft Poly and Rubber-like Vinyl Toys.

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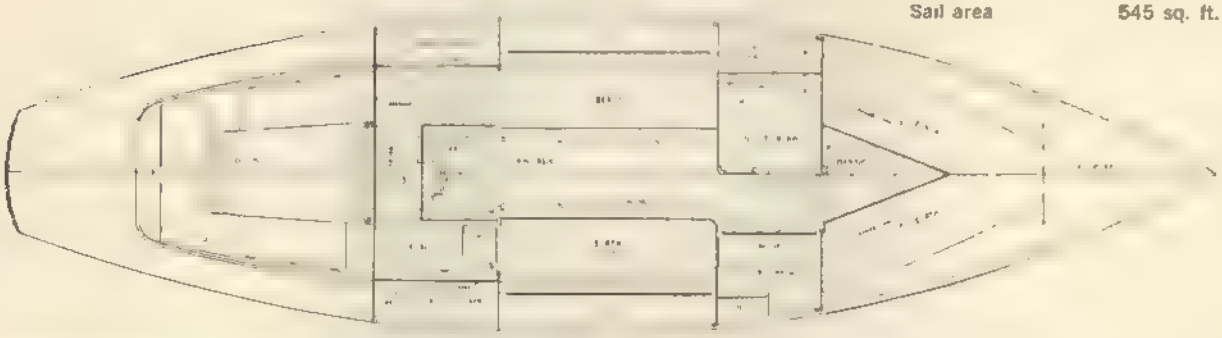
ONLY $16,425 DELIVERED (cash price)

For only $393.52 per month after down payment you can own one of these able racing-cruisers. Built in Sweden by skilled craftsmen these yawls have oak frames, copper fastened mahogany planking and teak decks. Living comfort is assured by four (or five) berths, a foam upholstery, stainless steel sink and ice box and cabin headroom over six feet, lockers and roomy head. Fittings are bronze, rigging — stainless steel sails are Dacron while auxiliary power is by Gray.

These boats are unusual values and the quantity is limited. Send for complete specifications and finance plan today.



SPECIFICATIONS

Length over all	35'-6"
Length on waterline	25'-0"
Beam	9'-4"
Draft	4'-11"
Sail area	545 sq. ft.

George D. O'Day Associates, Inc.
9 Newbury St., Boston 16, Mass.

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Name_____

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...the family-fun way of going places in the Rocket Age!

Get set for a brilliant new way to go places! It's Oldsmobile's versatile new Super 88 Fiesta . . . the car with something for everyone *and more!* Slim, sleek lines make it smart as the handsomest hardtop! Interior luxury is as elegant as the finest town car! Yet it's roomy and rugged...ready for any load or road . . . and powered by the thrilling new Rocket Engine. Discover *OLDSmobility* in the fullest, most exciting sense of the word! See and drive a glamorous new Super 88 Fiesta by Oldsmobile *now!*

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neck, sometimes with disastrous results and it gives no backstay effect as far as the mast and rig are concerned. The long traveller and dual control, on the other hand, accomplish everything the boom vang does without any of its disadvantages. A boom angle of 30° (which will vary with the type of boat, of course) is probably adequate for most broad reaching, beyond that, the sheet is still tending nearly straight down anyway. If the wind is so strong that you deliberately wish to spill wind aloft to ease the boat there is nothing to stop you, of course.

With the downward pull of the sheet is a staving effect, it becomes feasible to reduce or eliminate a great deal of standing rigging (and runners) with savings in weight and improved handling.

Mechanical and Design Considerations

First of all, there must be a flush deck, a bridge deck or a stout rail-to-rail gallows frame to carry the traveller. (Open boats can often benefit structurally from a cross-tie amidships.) Undecked dinghies can use the customary center thwart for the traveller. Larger craft with trunk cabins and high cockpit coamings will require some modification to build the traveller rail-to-rail. Its obstruction to quick fore-and-aft passage on the side decks may prove a considerable drawback, but yachts with raised or flush decks "have it made."

The traveller must of necessity be deep in vertical section to make room for the rollers and this is as it should be. Affording high stiffness to distribute the concentrated load over the greatest number of deck fastenings. Such a traveller can be readily fabricated by any good sheet-metal shop, out of Type-316 stainless steel. A suitable, flanged U section may well be on the market in standard sizes. The European sail track with rolling "slides" should prove ideal.

The control line offers the greatest latitude in design ingenuity. Ordinary traveller stops may be retained as "limits," but they aren't much good for speedy and frequent regulating if the traveller is to reach its highest utility. There should be, at least, a light but strong line or wire from the slide-roller to a polished fairlead or bushing amidships and terminating in some sort of jam cleat underneath. The line should be equipped with some sort of toggle or grip to make a husky one-hand pull easy. On larger boats, it might be sensible to install a winch for the purpose.

Perhaps the ideal "gadget" would be a reel similar to the type used on the latest trolley cars and buses, which always takes up all slack yet prevents the trolley poles from getting away, should they jump the overhead wires. For the traveller control, this reel winch would permit in-and-out cranking of the control wire, and in tacking, when the boom comes across the boat, the slack would be automatically taken up and paid out again by means of a light coil spring.

There is yet a final "dividend" jibing, with this rig, is not only safe and accident-proof, but it actually becomes a seamanlike maneuver. The boom is held down at all times, thus preventing "goosewinging," the sheet retains its backstay effect throughout the maneuver and it is not necessary to hand a lot of line and then pay it out with the danger of its kinking or burning your hands.

When you move the sheet from the end of the boom, to a location halfway to the mast, twice as many sheaves and running parts will be needed to keep the same mechanical advantage because the lever arm is halved. The length of sheet line, however, remains the same. And it goes without saying that a boom to be used with this rig must have the strength to stand up to the stresses put on it.

EXTRA FUN... a cinch to run!

Take to the water! Have fun with an Oliver... really new from prop to power head. Beautiful, distinctively styled in Marlin Grey and Beach White with a choice of red, blue, or yellow stripes. The Most Reliable... exclusive features to assure easy, efficient and relaxed boating. Power... tests prove they exceed their ratings! A full line... to please boating preferences and budgets: 6 HP—16 HP* —35 HP Olympus. Relax and play with the Oliver of your choice, ready now!

*Optional electric starter. *Write for new 4-color literature*

OLIVER

outboards for

1958

OLIVER OUTBOARD MOTORS 426 E. MICHIGAN BATTLE CREEK, MICHIGAN

Division of the Oliver Corp., Mfgrs. of the finest Farm and Industrial Equipment

See them at the Boat Shows. New York—Coliseum, Jan. 17-26; Chicago—International Amphitheater, Feb. 7-16

RAYTHEON

A new transistorized portable radio direction finder, three new radiotelephones, a new shore power converter series and new accessories for its Holiday depth sounder are announced by Raytheon Manufacturing Company, Waltham, Mass.

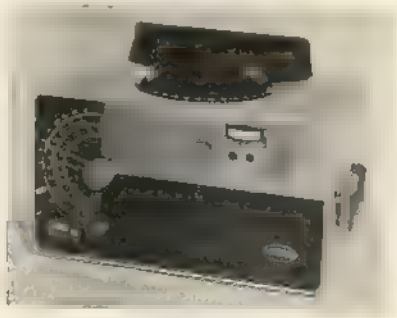
Features of the new direction finder include complete portability with battery life of two to three seasons, and high power output of one watt—enough volume to fill an auditorium. Built-in extras include headphone jacks, null meter, battery checker, super-sensitive antenna, and printed circuit for long life and reliability. The set is fully protected against salt atmosphere, has a high-visibility geared tuning dial and clear signal reception.

The radiotelephone models are rated at 12, 34 and 65 watts output power. Featured is the Ray 12, a "packaged" radiotelephone system designed to provide low cost but powerful performance for small boats. The Ray 12 has 5 channels and broadcast band reception. Other models in Raytheon's line also include four models rated from 10 to 150 watts output.

A re-designed shore power converter line has been developed, featuring two output circuits. One operates boat lights; the other fully charges batteries to assure easier starting and longer battery life. Converters are available in 21 models.

Three accessories for the Raytheon Holiday depth sounder include a carrying case, a bracket for shelf mounting of the unit and a shield which fits over the unit so that readings can be made easily in bright sunlight.

Other items of electronic equipment include Raytheon Mariners Pathfinder Radar, Fathometer depth sounders, gasoline fume detectors and other aids to safety and navigation.



The Raytheon all-transistor portable radio direction finder offers volume enough to fill an entire auditorium.

MORSE INSTRUMENTS

Introduced by The Morse Instrument Co., 24 Clinton St., Hudson, Ohio, a single-lever engine control for outboards provides all the features of the larger Morse MH-2 Single Lever Engine Control at a low price. The popular MH-2 is on many pleasure cruisers, U. S. Coast Guard, Navy and commercial craft and

The new outboard control offered by The Morse Instrument Co., supplies single lever, mechanical operation to the clutch and throttle. Economical and convenient.

is optional equipment on a number of new boats this year.

The new Morse Outboard Control supplies single-lever, mechanical operation to clutch and throttle, with full engine throttle for starting and warm-up when clutch is in neutral. Throttle closes automatically when clutch is disengaged or reversed, for full protection of reverse gears. The same "instinctive" operation is featured as in the larger Morse Controls. Pushing the lever forward moves the outboard ahead. Pulling the lever back (beyond neutral) reverses the boat.

New equipment for outboards displayed by Morse includes Morse Docking Lights and Morse Center-Line Stern Light Conversion Kits.

Morse Outboard Docking Lights are scaled down in size, but are similar in appearance and duplicate the performance of the larger Morse Type C Docking Lights. Mounted in the hull below eye-level, they supply an even, glare-free path of light before the boat, for safety while docking.

Morse Center-Line Kits are designed to provide lighting for single motor outboards where the engine prevents the center light pole location.

The Morse VHF-TV Marine Antenna has a number of design changes, new smoother action and, due to greater volume, a lower list price than last year's model.

BORG-WARNER

A new hydraulic inboard motor boat transmission has been announced by the Warner Gear Division of Borg-Warner Corp. Identified by the name, Velvet Drive, the new unit is light and compact. It provides fingertip shifting, smooth and fast.

With the new transmission a boat operator is able to feather the shift or ease the propeller into motion either forward or in reverse. Docking and close-quarter handling of motor boats is made safe, sure, and easy. Velvet Drive can be adapted to any standard marine engine or conversion of right- or left-hand rotation.

Developed by Warner engineers in cooperation with the Gray Marine Motor Co., the transmission was shop and field-tested extensively before being put into production.

DANFORTH ANCHORS

Danforth Anchors, known for their great holding power, are invading the Christmas gift market this year with a suggestion for the "yachtsman who has everything."

The gift is the same Danforth anchor but with the extra touch of sparkling chrome plating. More than one yachtsman whose family or friends saw the Danforth ads for this "jewel of anchors," will be admiring one in his chocks on the day after Christmas.

The entire Danforth line of small boat anchors will be available with chrome plating. Including the quick release shearpin anchors, the company produces 38 different anchors in four basic types. Two of their latest anchors are the 130-S and the 8-SP. The head office, Danforth Anchors, 2129 Allston Way, Berkeley 4, California, may be written for full information

Danforth Anchors are now available with chrome plating.

HOBBS METERS

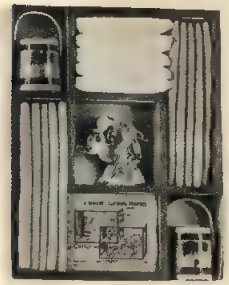
Hobbs Engine Hour Meters help busy yachtsmen tell at a glance whether engine lubrication, oil changes, overhauling, etc., are needed. Produced by John W. Hobbs Corporation, Springfield, Ill., these meters record the actual hours and minutes of operation of either gasoline or diesel engines.

The Hobbs Engine Hour Meter can be mounted easily on the instrument panel or wherever desired. The company declares that it is built for heavy sea duty. It is sealed against the entrance of dirt or moisture.

APEX OUTRIGGER

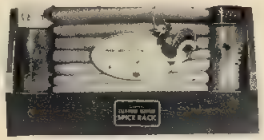
The Apex Manufacturing Co., Box 174, Paoli, Pennsylvania, is featuring its advanced design Apex Junior Outrigger, which can be installed in any position in any location on the boat. It can be mounted vertically or horizontally. With the 16' telescopic anodized aluminum poles, the unit is one of the best in the line of sport fishing equipment. Complete sets are available in polished aluminum or nickel and chrome-plated glass.

Dress-Up Items for the Home



SHADOW BOX SET. Consists of 3 large kitchen towels, 2 imported, hand-painted, handled salt and pepper shakers and a "Bambi" figurine in Cal. ornamental redwood shadow box. Very attractive. Packed in beautiful gift box.

44M226-225 . . . . . RETAIL **$3.00**



5-PIECE "COTTONWOODWARE" KITCHEN SET Consists of two colored kitchen towels, imported, hand-painted 4" salt and pepper shakers, all packaged in a genuine California Redwood Spice Rack. A charming gift item. Boxed and cellophaned.

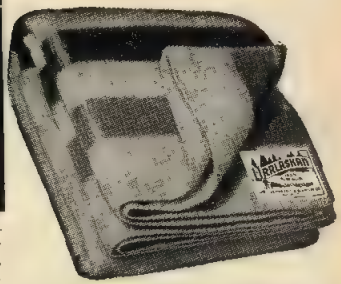
44M220-160.....RETAIL **$2.00**

HAMPER BAG. One of the most practical and handy closet accessories in the market today. Conveniently hung on back of the door in closet, bathroom, bedroom or nursery. Attractive quilted plastic front with back of matching translucent plastic. Will not snag garments. Wipes clean with damp cloth. Top has wooden rod with swivel hook for hanging. Bottom has 17" zipper. Size 18" wide 28" long. Available in pastel pink, blue, green or yellow. Specify color.

49M263-120 . . . . . RETAIL **$1.95**

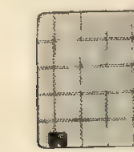
CANNON 6-PIECE SET. Gold Lurex metallic Dobby border. Soft, absorbent terry cloth. Choice of Pink, Yellow, Blue, Green, White. Set consists of: two 22x44" bath towels, two 15x25" guest towels and two 7x12" wash cloths.

47M93-255 . . . . . RETAIL, SET **$3.50**



ORRLASKAN DELUXE BLANKET. A most luxurious blanket made of 100% pure wool. All White Blanket with three beautiful colored stripes of Red, Yellow and Dark Blue. The queen size blanket weighs only 4 pounds, providing maximum warmth with a minimum of weight. Neatly whipped ends. Size 72x90". Attractively gift boxed. Ship wt. 5 lbs.

42M187-1375.....RETAIL **$18.35**

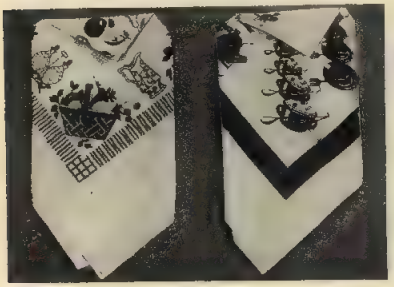


Morgan Jones Heavy Waffle Weave Dish Cloth. Multicolor stripes of Red, Yellow Blue and Green on White background. Size 15x15". Packed 1 doz. to bundle. **No less sold.**

47M8-155 . . . . . RETAIL, DOZ **$1.95**

As above: Heavier weight with pastel stripes in the latest shades of Pink, Cotton, Turquoise or Paprika. Packed 6 to cellophane bag. No less sold.

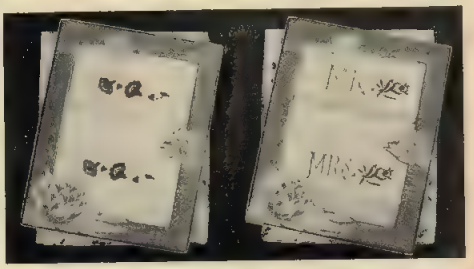
47M7-130.....RETAIL, SET OF 6 **$1.75**



STARTEX EXTRA LARGE HAND-PAINTED DISH TOWELS. Soft, highly absorbent all cotton, fast colors. Size 32x30". Choice of Basket and Fruit or Kitchen on Parade design. Packed one dozen of design to bundle. No less sold.

47M16-425—Kitchen on Parade.....RETAIL, DOZEN **$5.65**

47M17-425—Basket and Fruit.....RETAIL, DOZEN **$5.85**



HAND-LOOMED, EMBROIDERED PILLOW CASES. Thread drawn and hemstitched hems. Fast colors. Size 42x36", hemstitching. Floral Assortment. (Left.) 60x80 thread count. Gift packaged.

404M130-175.....RETAIL, PAIR **$2.98**

Mr. and Mrs. Assortment. His and hers with floral embroidery. 80x80 thread count. Gift packaged.

404M131-175.....RETAIL, PAIR **$2.98**

ODD bits

Feathered Baby Sitter

These four Walker hound puppies, owned by Robert Brown, Barry County, Mich., may end up cackling instead of barking.

They've been adopted by a motherly hen. Their own mother, an ardent rabbit hunter, goes along with this arrange-

Photo Corwin Wherrett

ment, returning from hunting only occasionally for nursing duties.

But the minute the pups are fed, the hen moves back in and takes over her self-assigned, baby-sitting duties.

New Melon Moocher

Like any vegetable grower, W. I. Fifield, Imperial County, Calif., knew that a watermelon shining on the vine is likely to stimulate larceny, even in folks of otherwise spotless reputation. But even he was surprised to see a helicopter settle easily in his melon field. The pilot hopped out, loaded three big melons into his cabin and "whirlybirded" away. Fifield still hasn't thought of a way to keep it from happening again.

Appaloosas Booming!

Appaloosa horses, the tough, speedy, dappled cow ponies developed by the early-day Nez Perce Indians, are increasing everywhere but in the Nez Perce territory in Idaho.

Not that the Nez Perce no longer appreciate their horses. They just can't turn down the bulging bankrolls that horse fanciers are offering for Appaloosas these days.

George Hatley, Moscow, Idaho, secretary of the Appaloosa Horse Club, reports that one stallion sold for $10,000.

A Texan recently closed a deal, sight-unseen, for a colt at $1,000. Many colts have sold at figures up to $700.

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Famous

OSHKOSH B'GOSH

Sixty years of pride in making "The World's Best Workwear" pays off when you want the most for your money...and who doesn't these days? Fabrics, workmanship, fit and job suitability are the extra-value factors that make...and keep...Oshkosh B'Gosh today's best-for-the-money buy.

BIB OVERALLS

Oshkosh B'Gosh special tough Sta-Blu Denim...guaranteed to stay blue and wear longer. Sanforized—they never shrink. Generously cut for easy action-fit. Super-strong seams. Take more wear per pair...give more satisfaction...than anything else you can buy.

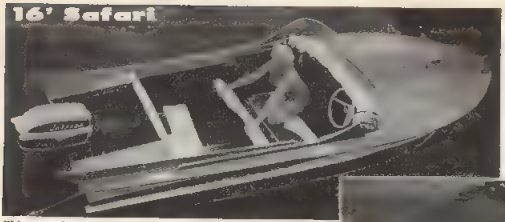
MATCHED SUITS

Soft, strong Super Twill, Sanforized and colorfast. Wide choice of popular colors. Shirt has lined dress collar and cuffs, twin patch pockets. Pants have heavy-duty zipper, reinforced strain points, Sanforized pockets and waistband. Graduated patterns to assure a perfect fit.

If your dealer does not have these Oshkosh B'Gosh favorites, write us for name of nearby dealer who does.

OSHKOSH B'GOSH, INC., OSHKOSH, WISCONSIN

For Over 60 Years The World's Best Workwear



This popular model provides comfortable sleeping accommodations for two adults by letting down the back of the forward seat to form a bunk for its mattress of interlocking pads. Top folds up quickly and with the snap-on aft curtain in place the happy travelers are secure for the night.

1958 BORUM SLEEPER

Next season's most beautiful outboard! The Safari is a 16' all-mahogany runabout that keeps a promise of day-long cruising comfort and safety, and a season full of fun for all the family.

An original design by Otis C. Borum, leading small boat designer

Now is the time to see the boat you plan to buy next spring!

Write today for the name of your nearest Borum dealer.

OTIS C. BORUM BOATS, Inc.

Box 1164, Jacksonville 1, Florida

COMBINATION HORN-LIGHT-STAFF

A combination marine horn, navigation light and flag staff is one of the new marine product developments announced by Sparton Corp., Sparton Automotive Div., Jackson, Mich.

Named the Navigator, the unit has been carefully engineered to meet all U. S. Coast Guard Class I requirements for whistle signals and navigation lights. The Navigator is manufactured from die-cast metal, heavily chrome plated. The running light has red and green Fresnel lenses—the mast has chrome flag rings and is removable from the horn and light assembly. The Navigator has its own specially built horn with stainless steel diaphragm and spring plates; the motor is protected by a die-cast base and chrome-plated brass screen. All parts can be replaced in case of damage.

A companion accessory is the new Sparton Marine Horn Button, Model PB-1. Built specially for marine use, the all-brass body is heavily chrome-plated with bakelite interior.

A combined horn, flag staff and navigation light for Class I boats is offered by the Sparton Division.

ANNOUNCE NEW RIGGING SERVICE

Merriman Bros., Inc., 185 Amory Street, Boston 30, Mass., outfitters of racing and cruising yachts, have introduced a special off-season rigging service plan for boat owners to insure against dismasting. Potential rigging trouble can be eliminated at less cost to the boat owner during this service plan, open until February 15, before the regular fitting out season begins.

Even the most complicated rigging problem can be solved by Merriman's experienced yacht riggers. As part of this service, all standing rigging and turnbuckles are tested to 40% of breaking strength.

All end fittings, tru-locs and sockets, splices and running rigging fittings are thoroughly examined for indications of possible failure. After testing, engineering recommendations and costs for necessary replacements are sent to the boat owner, along with a permanent reference record to keep on board of each assembly, including size, length, type—plus testing results. There is no charge for service if replacement work exceeds ten dollars; otherwise there is a minimum service charge.

Merriman is now delivering new self-bailers for both sailboats and outboards. In the Gibb Bailer, machined metal-to-metal contact when closed insures absolute tightness. It operates at speeds of approximately 3 mph and higher. By pushing down on the lever, the inner portion of the bailer protrudes into the water and at the same time the bailing holes in the inner and outer portions coincide. When closed, the fitting is flush with the bottom of the hull.

Principle of the Lewmar bailer is similar to the Gibb, but addition of a self-sealing valve insures against accidental leakage when the boat slows momentarily.

For complete information about Merriman's self-bailers and all Merriman Lightweight Tufnol Hardware, send 25 cents to: "Tufnol Catalog," Merriman Bros., Inc., 185 Amory Street, Boston 30, Massachusetts.

Intriguing!

Hitch your wagon to the one and only Original

Year-around sales and profits you enjoy both with this often imitated never-duplicated game or games! Beautifully designed, sturdily mounted. Clean handsome legends that stay fresh through the years. A smartly boxed unit that KEEPS its powerful appeal to old and young!

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PUZZLES—BOXED AND INLAID—FURRY INLAID PUZZLES!

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Low Cost **RECEIVABLE FINANCING**

For Manufacturers & Wholesalers

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Simple financing arrangements for additional working capital — for merchandise — past due bills — payrolls and production costs, etc. ... funds $5,000 to $500,000.

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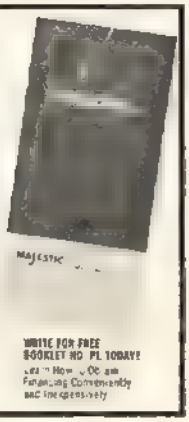

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Attractive, SELF DISPLAYED

Send for our NEW Catalog showing the Complete Keystone Line

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That's your combination ticket for greater profits when you feature the Cristoid line. You WIN customers with PLACK orders and you SHOW a big profit with Cristoid cake, decorations and plastic novelties.

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Successors to THE SILVERLOID and IDEAL DICE COMPANIES

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OUT O' GLOUCESTER 30'

NEW GOLD-PLATED 30-FOOT FAMILY CRUISER

$12,900. F.O.B. Gloucester

TERRY'S DREAM...COMES TRUE!

It was Terry Kilborne, the President of our Company, who wanted to build a thirty-foot boat which would have all the features you expect to find in large expensive boats but are never found on a 30-foot craft! Fortunately the idea hit our Naval Architect, Phil Bolger, right between the eyes. He undertook to throw all cost-caution to the wind and come up with a sleek design that would provide comfort, speed and roominess, yet give great stability and safety, even in rough water. What was only a dream (a fond Presidential Hope) soon became a possibility. The design was created. When Terry and our Vice President, Capt. Barry Rowland, saw the amazing design they realized that they were close to something extraordinary in boating — and the decision was reached to build! The big problem was... *Price!* The cost would be so great that the price might be prohibitive. But Terry came up with the answer — he tucked the plans into a brief case and took plane for Japan. And so... Japanese skill and craftsmanship are employed to build the hull, at a cost within reason. And... outfitting and testing are done in Gloucester. The result?... a gold-plated dreamboat for the American market at a price so attractive that every boat-minded person will want to own one — the fabulous *OUT O' GLOUCESTER "30"!*

- **HULL DESIGN INCLUDES HOLLOW KEEL AND MOULDED SKEG**
- **ROOMY FLYING BRIDGE**
- **DUAL STATION CONTROLS**
- **TWIN 135 HP VEE-DRIVES**
- **DOUBLE-PLANKED PHILIPPINE MAHOGANY**
- **FLUSH WALK-AROUND TEAK DECKS**
- **9' x 11' COCKPIT — CABINS SLEEP FOUR**
- **COMPLETE GALLEY AND TOILET FACILITIES INCLUDING SHOWER**

WRITE FOR COMPLETE DETAILS. FREE BROCHURE AVAILABLE. SEE US AT THE NATIONAL BOAT SHOW, N. Y. COLISEUM, JAN. 17-26.

Out O' Gloucester Enterprises, Inc.

EMERSON AVENUE, GLOUCESTER, MASSACHUSETTS

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Out O' Gloucester Enterprises, Inc.

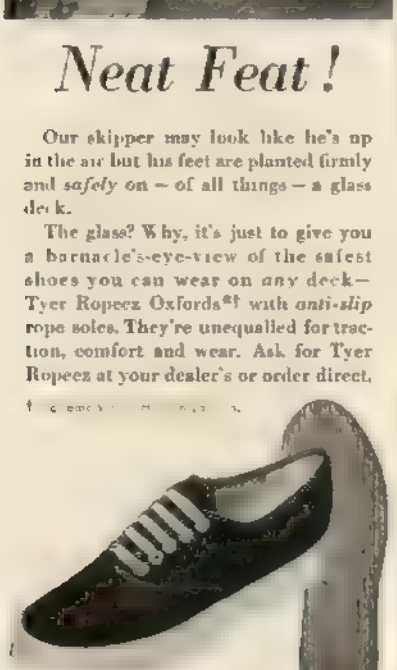
EMERSON AVENUE, GLOUCESTER, MASSACHUSETTS

Neat Feat!

Our skipper may look like he's up in the air but his feet are planted firmly and *safely* on — of all things — a glass deck.

The glass? Why, it's just to give you a barnacle's-eye-view of the safest shoes you can wear on *any* deck— Tyer Ropeez Oxfords*† with *anti-slip* rope soles. They're unequalled for traction, comfort and wear. Ask for Tyer Ropeez at your dealer's or order direct.

† [illegible]



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** Low heels, [illegible] to 9
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CITY
ZONE STATE

The run to the West Indies was mostly a rough one with rain and heavy squalls much of the way. Off Turks Island they witnessed a total eclipse of the moon. Yankee ran on through the West Indies, pausing here and there to see old friends. After Thanksgiving (and a 23-pound turkey), she continued on to Panama. There, she loaded a cargo of supplies for the Galapagos Islanders. One night on the way to the islands, they experienced St. Elmo's Fire, the rigging glowing with electrical discharges. Christmas was spent in a snug cove of Albermarle. Soon after the New Year Yankee was on her way again, bound for distant Pitcairn and the islands of the South Seas.

A tale of tragedy came from the Gilbert Islands early in the year. The 60-foot auxiliary ketch Arakarimoa had sailed from Tarawa on December 28, 1955, with Maiana her destination, 24 miles distant. She had eight passengers and a crew of twelve. When she did not appear in due time, a Government vessel set out to look for her.

United States aircraft took up the search, and ships and coastal stations throughout the Solomons and Marshall Islands were alerted.

Sighted Near Guadalcanal

There was no sign of the ketch. All of January went by, and February. On the first of March, after 64 days of drifting, Arakarimoa was sighted off the south coast of Guadalcanal. In spite of heavy seas, natives pushed their canoes through the storm to the battered hulk, and managed to pick up twelve of the survivors. Before the remainder could be taken ashore, a howling gale drove the ketch off shore. Six men, still aboard the vessel when the gale hit, dived overboard to attempt the twelve-mile swim to land. Two made it; sharks probably got to the other four. On March 8, the two-master was found wrecked on Poole Reef off Laovi Point, with one dead man aboard. Apparently, the ketch had had motor trouble and, like so many craft of her type she did not carry sufficient sail to make port.

In May, the press reported a strange story from the Indian Ocean, a yarn equal to that of a Hitchcock thriller. It began at Majunga, on the west coast of Madagascar. There, the 120-ton, two-mast schooner Hiariako was fitted out for a voyage. Her owner was Eric Hunt, a 42-year-old Briton, a big game fisherman and trader whose home was Mombasa. He it was who first recognized the coelacanth prehistoric fish, the 'living fossil' which was caught in 1952. Hunt has been described as "probably the most knowledgeable layman in Africa," speaking French, Italian, and Swahili. A French newspaper once called him "the last adventurer of the Indian Ocean."

With eleven passengers and a crew of fourteen, the Hiariako set out on what the British press called a mysterious mission. After twenty days had passed without word from her, she was discovered a total wreck on a reef in the Comoro Islands. One newspaper reported that the vessel had set out for the Seychelles Islands in an attempt to rescue the imprisoned Archbishop Makarios of Cyprus. The French said that Hunt was the type of man who would undertake such a commission "pour le sport."

Build 13-Man Raft

Following the wreck of the schooner, Hunt and two others set off in a small boat to get help. They were never seen again although their upset dinghy was located. Three days later, the survivors on the wreck decided to try to make land on their own. Somehow, they were able to construct a raft that accommodated 13 people. Nine went aboard a small motorboat which took the raft in tow. Before long a fight erupted, and the tow line was cut.

The raft and her passengers were never seen again. Some days later, when the motorboat was picked up off Madagascar, only five of the occupants remained alive.

At the inquest held in Tanganyika, the acting Attorney-General somewhat spoilt the story of mystery by stating that Hunt was definitely not attempting to rescue the Archbishop at the time of the accident. He had merely been cruising with friends when his schooner was wrecked.

A few other windship notes are worthy of mention. The four-mast bark Angelita, formerly Joseph Davis's yacht Sea Cloud, today owned by Generalissimo Rafael Trujillo of the Dominican Republic, was in Jacksonville, at the end of 1956, for a general overhaul. She had been laid up during most of the year.

In the fall, a barge with the name Straits Maru arrived in tow at a Japanese shipbreaker's yard. She had once been the auxiliary ship Parthia, an iron screw steamer with sails. Built in 1870, she was a famous Cunard Liner during her young days, but is perhaps best remembered today as the Victoria of the Seattle-Alaska service. Many years ago she gave up all her canvas.

Versatile Vessel

Television viewers who watch the series called "The Buccaneers" may wonder about the old galleon which is seen from time to time. She was originally the British three-mast schooner Ryelands, launched in 1887. For sixty-two years, she was a busy coasting schooner. She had once been a topsail schooner, but when an engine was installed in 1931, her yards were sent ashore. In 1949, she was indoctrinated into Hollywoodland. Walt Disney used her in "Treasure Island" as the Hispaniola. Then, for several years, she was a museum and aquarium at Scarborough on the east coast. In 1954, she returned to the movies, this time as the Yankee whaler Pequod of "Moby Dick" fame. In 1955, she became the Dilipa, and after her

(*Continued on page* 334)

a blessed event for everybody!

"Pinky Toes"

In Clear Acetate Box

may be seen in

room 451 *200 fifth ave., N.Y.C.*

rooms 1222-23 *- hotel new yorker*

Meet **"Pinky Toes"**—P.M.A.'s brand new million-dollar baby! She's the cutest ever, with the most appealing lovable look. She's made of vinyl—drinks, wets, and comes in various sizes from 8" to 18" —from $2.98 to $7.98. And . . . her arms and legs are adjustable to a wide variety of positions. 'Pinky Toes" is sure to create immediate widespread interest and profitable sales . . . so get your share right now! Also P.M.A.'s famed promotional line on display.

P.M.A. *dolls, inc.*

Room 451 200 Fifth Avenue, New York, N. Y.
Rooms 1222-23 — Hotel New Yorker, N. Y., N. Y.

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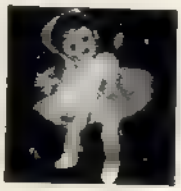
"Pinky Toes"



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Winners All!

Pagco Race Cars are "winners" in beauty, design detail, and performance. Made of the finest materials and inspected for quality during every detail of construction, they are sturdy and durable toys . . . guaranteed to provide hours of fun for both children and adults.

AMERICA'S FINEST TOY RACE CARS!

PAGCO JET RACE CAR
Model 2502

Here's the leader of fine toy race cars. Modeled after International Competition and Indianapolis Speedway cars, it is authentic in design, with life-like driver, custom rubber tires, and realistic engine sound. Its powerful spring motor provides runs of 200 feet at speeds up to 15 miles per hour! Constructed of shatter proof, hi-impact styrene.

$2.98 *suggested retail*

PAGCO JET "DRAG STRIP" PACKAGE
Model 2504

Here's a complete home or neighborhood "Drag Strip" that's designed to double your Pagco Jet sales! Kit consists of 2 #2502 Pagco Jet Racers, 2 50-foot Racing Strips, 2 Racing Tethers, 4 Case-Hardened Spikes, and complete instructions.

Attractively packaged for carry-away sales!

$6.95 *suggested retail*

PAGCO "POWER-JET" RACER
Model 2506

It's a champion in performance and sales! Here's Pagco's "DYNO-POWER DRIVE" in a ready-to-run 40 MPH racer completely packaged!

- Dyno-Power Drive
- Powerful .065 Gas Engine
- Disc Clutch
- Vibration-Free Engine Mount
- Realistic Rubber Tires
- Turbo-Flo Air Scoop
- Floating Wheel Suspension
- Durable Hi-Impact Styrene Body

Package includes Pagco "POWER-JET" Racer, Pagco "POWER-JET" Racing Fuel, Tether, and Starting Accessories.

$12.95 *suggested retail*

SEE US AT THE TOY FAIR • ROOM 1408, NEW YORKER HOTEL

The Pagco Race Car is manufactured by the makers of the original famous Rex Mays toy racer.

PAGLIUSO ENGINEERING COMPANY

113 West Harvard Street • Glendale 4, California, USA

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- Realistic Rubber Tires
- Turbo Fin Air Scoop
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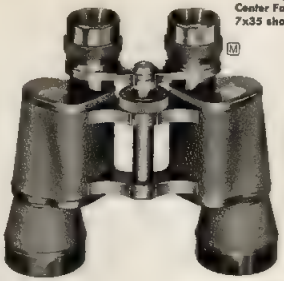
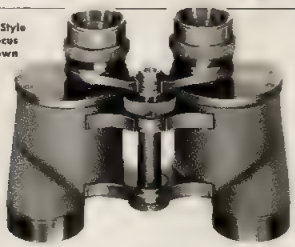
Zeiss Style
Individual Focus
7x50 shown

Zeiss Style
Center Focus
7x35 shown

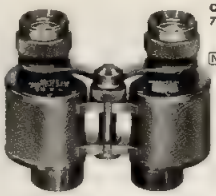


American Style
Center Focus
8x30 shown



PALOMAR

Wide Angle
Center Focus
7x21 shown



PALOMAR . . . "the best thing next to your eyes"

Known the world over for optical precision and durability . . . Palomar binoculars are yours to enjoy for very little cost

Into each Palomar binocular goes optical and mechanical precision worthy of its namesake . . . the Palomar Observatory, home of the world's largest and finest astronomical telescope!

To begin with, quality is traditional with Palomar. Experienced hands that make Palomar binoculars use the very best materials and observe the highest standards of manufacture.

All optical elements of Palomar binoculars are made of the finest optical glasses, ground and polished to microscopic tolerances. Anti-reflection *double-coating* of lenses and prisms reduces glare and increases light transmission. The results . . . crisp images and true colors in each enlarged, stereoscopic view of distant objects.

Each pair of precision-perfect Palomar binoculars comes to you in a lined, top-grade pigskin case with straps. Inside the distinctive gift box, you'll also find a written guarantee, a specially-treated lens cloth, a lens brush and lens protectors.

Each pair of Palomar binoculars is serially marked, for registration and insurance purposes. You can take them with you anywhere, knowing they're safely yours, and yours alone.

Whether you plan to study the habits of birds or to follow racers 'round a track, there's a Palomar binocular on the right for you. Put yourself behind Palomar . . . "the best thing next to your eyes".

(K) ZEISS STYLE, INDIVIDUAL FOCUS. Popular model and no wonder! It offers simplicity, sturdiness and moisture-resistance. Ultra high brilliance makes it an excellent choice for night use, yachting, horse races, etc.

25-1304 A2940 7x50. Field of view: 378 ft. at 1000 yds. **$49.00**

(L) AMERICAN STYLE, CENTER WHEEL FOCUS. Powerful and lightweight!

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
25-1553 A3260	8x30	419 ft.	21 oz.	$54.00
25-1561 A3150	7x35	372 ft.	22 oz.	52.50
25-1579 A4050	7x50	378 ft.	39 oz.	67.50
25-1587 A4300	10x50	315 ft.	33 oz.	75.00

(M) ZEISS STYLE, CENTER WHEEL FOCUS. Lightweight, perfectly balanced.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
25-1520 A2850	7x35	335 ft.	22 oz.	$ 47.50
25-1512 A2760	8x30	411 ft.	19 oz.	46.00
25-1538 A3300	7x50	378 ft.	35 oz.	55.00
25-1546 A6500	20x60*	183 ft.	42 oz.	110.00

*Extra light, strong, magnesium body

(N) DELUXE WIDE ANGLE, CENTER FOCUS. Compact but with tremendous field!

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
25-1603 A2800	7x21	525 ft.	12 oz.	$47.00
25-1611 A4500	8x40	499 ft.	30 oz.	75.00
25-1629 A4440	7x35*	578 ft.	26 oz.	74.00

*Extra wide angle; extra light, strong, magnesium body

WHAT IS MEANT BY 6x30, 7x50, WIDE ANGLE, ETC.

6x30: Magnifies size of object 6 times. Lens diameter, 30mm. Rel. brightness, 25

7x50: Brings image 7 times closer. Diameter of lens is 50mm, rel. brightness 25

8x30: Magnifies by 8. Lens diameter of 30mm achieves relative brilliance of 14.3

10x50: Image is seen 10 times larger. 50mm lens diam., rel. brightness 25

Wide Angle: Greater field of view than other lenses of equal magnification.

RETAIL PRICES on this page do not include 10% Federal Excise Tax

Wheel Toys

FIRE DEPARTMENT LADDER TRUCK—With Chain Drive. All steel construction. Length 42". Body white, decorated red and silver. Steering wheel and hand rails red. Ladders natural varnish. Red electric flasher light. (Batteries not included.) Tubular steel hand rails with two wood ladders. Rear seat. Chain drive with ball bearing pedal cranks. Rubber tires. Shpg. Wt. 35 lbs.
5611G1906 — Retail $28.95

FIRE DEPARTMENT LADDER TRUCK—All steel construction. Length 37". Body red, decorated white and silver. Plated fire bell with chain. Two wood ladders. Ball bearing rear axle supports. Adjustable pedals. 6" disc with nylon bearings. 5/8" rubber tires. Shpg. Wt. 30 lbs.
5608G1321 — Retail $19.95

Authentic New 1958 International Harvester FARMALL TRACTORCYCLE—For 3 to 8 year old. "Quick Hitch" lets young driver hitch and unhitch trailer—automatically! Gear Shift Lever boosts realism. Life-like tractor sound at a twist of the Gear Shift Lever! Glossy enamel finish. Ball-bearing action. Finger tip steering. Adjustable seat. Chain drive concealed for "motor-driven" look! Built to last!

100E2667-Tractor-Shpg. Wt. 40 lbs.-Retail $39.95
102E263 -Umbrella-" " 3 " " 3.98
101E600 -Trailer- " " 5 " " 9.95

KIDILLAC — One piece steel. Length overall 45 inches, width 20 inches. Two-tone combination of Golden Dust and Gardenia White. Electric headlights with shields, electric horn with controls on dash. (Batteries not included.) Aerial, rear view mirror, hub caps. Removable spare wheel and tire. Hood ornament. Speedy, easily operated chain drive with ball bearing pedal cranks. 8 inch wheels. Puncture proof semi-pneumatic tires. Shpg. Wt. 49 lbs.
5665G2867 — Retail $39.95

MARK V AUTO—New lower design. All steel construction. Length overall 37", Green, decorated ivory, red and silver. Wheels ivory. Facsimile license stenciled on rear of body. Wheels 8" discs with nylon bearings. 5/8" rubber tires. Shpg. Wt. 28 lbs.
5605G1121 — Retail $15.95

HOT ROD RACER—All steel body. Length 35". Yellow, decorated red and black. Wheels white, striped red. Plated radiator ornament and hub caps. Windshield. Chain drive with ball bearing pedal cranks. 1.75" puncture proof semi-pneumatic tires. Shpg. Wt. 38 lbs.
5723G1697 — Retail $24.95

TRACTOR—37" long, 20" wide, 25" high. Simulated spark plugs and ignition system. Spring mounted adjustable seat. Tow bar and hitch. Gear shift lever produces motor sounds when engaged. Ball bearing adjustable chain drive, enclosed for safety. Tractor tread semi-pneumatic tires. Baked-on enamel. Body red and white. Wheels white. Shpg. Wt. 39 lbs.
5620G1897 — Retail $27.95

MARK IX AUTO — A sturdy streamlined item for the youngsters garage. New lower design. All steel construction. Length overall 37 inches. Body Flamboyant Blue, decorated white. Wheels white with blue stripe. Facsimile license stenciled on rear of body. Windshield and realistic two-tone horn. Short turning steering mechanism. Ball bearing rear axle supports. Adjustable pedals. Wheels — 8 inch disc with nylon bearings ¾ inch rubber tires. Shpg. Wt. 28 lbs.
5609G1403 — Retail $20.95

SPEEDSTER—35" long, 21" wide, 25" high. One piece heavy gauge steel rigidly braced for maximum strength. Adjustable steel seat. Fifth wheel for easy turning. Ball bearing chain drive completely enclosed for safety. Ball bearing connecting rod, drive shaft, rear axle supports. Semi-pneumatic tires. Body yellow. Wheels black, striped yellow. Handle natural varnish. Shpg. Wt. 35 lbs.
5630G1497 — Retail $22.95

TRACTOR—Fully enclosed chain guard. All ball bearing. Adjustable bucket seat. 1-1/4" tractor tread tires. Double disc steel wheels. New chain adjustment feature. Length 37". Height 26", Shpg. Wt. 27 lbs.
5619G1296 — Retail $18.95

Wheel Goods

"ROYAL RACER" SLED — Streamlined, rear of sled lower than front. "T" shaped grooved runners of high carbon crucible steel. Big curl on runner ends for safety. Patented knees of heavy gauge stamped steel. Sturdy decks of selected hardwoods, nicely decorated in red and black color fast enamel, coated with natural varnish. All metal parts finished in brilliant red lacquer.

7136G297 — 36" length — 8 lbs. — Retail $3.98
7145G399 — 45" length — 10 lbs. — Retail 5.49
7154G522 — 54" length — 12 lbs. — Retail 7.49

SIDEWALK BIKE — Length 47", Height 30". Frame — Heavy tubing. Cross bar removable for converting into girl's model. Fork reinforced and equipped with long wearing Bronze bushings. Wheels — 16". Wire spokes, with easy rolling nylon bearings. Tires — 1.75" semi-pneumatic. Pedals — Two piece rubber. Two 5" removable trainer wheels. Heavy gauge sprocket. Chain guard. Metal saddle. Frame maroon, decorated white. Wheels and fenders white, decorated maroon. Handle bar and saddle white. Shpg. Wt. 35 lbs.
5616G1821 — Retail $27.95

SNO-FLAKE New coaster pan stamped out of 20 gauge steel, 27" diameter by 3¼" depth at center. Edges rolled. Handles of canvas webbing. Cone washers on underside serve as brake shoes. Shpg. Wt. 9 lbs.
1-7000G373 —
Retail $5.49

PEDAL BIKE
8" pedal wheel, rubber pedals. ½" rubber tires. Handle bars have rubber grips. Large metal saddle. Frame red. Handle bar and wheels are white. Shpg. Wt. 10 lbs.
1-6509G396 — Retail $4.98

WESTERN MARSHAL SIDEWALK BIKE
Length overall 38 inches. Height overall 23 inches. Wire spoke, 12 inches. Easy rolling nylon bearings. Two piece red and white opaque vinylex pedals. 1.75 inch puncture proof semi-pneumatic tires. Two 5 inch auxiliary wheels. ¾ inch tubular adjustable handle bar. Modern design fender. Wire basket. Windshield. Large bucket type adjustable saddle for extra safety. Red plastic hand guards and grips. Streamers. Frame red, decorated white. Fenders and wheel white, decorated red. White handle bar and saddle. Shpg. Wt. 25 lbs.
5512G1444 — Retail $20.95

VELOCIPEDE
Frame of 1¼ inch tubing. Spoke wheels. 1.50 inch semi-pneumatic tires. Adjustable handle bar. Metal saddle. Royal Garnet frame, decorated white. Fender white, striped garnet.

Cat. No.	Shpt. Wt.	Retail
3930G877 —	20 lbs.	$12.98
3931G978 —	22 lbs.	$14.98
3933G1116 —	22 lbs.	$16.98

VELOCIPEDE
1¼" tubing. Spoke wheels with barrel hubs. Nylon bearing rear wheels. Puncture proof semi-pneumatic tires. Adjustable handle bar. White grips and hand guards with streamers. Modern fender. Double coil spring saddle. Golden dust finish. Fender and wheels white, striped red and gold.

Cat. No.	Shpg. Wt.	Retail
3970G1265 —	22 lbs.	$18.95
3971G1365 —	24 lbs.	$19.95
3973G1497 —	29 lbs.	$21.95

Her charm and grace are made of many things
Pembroke EXPRESS 25
Length o.l. 25'
Beam 8'
Depth 54"
Construction lapstrake
Sleeping accommodations 4
Standard equipment complete
Power Interceptor 150 h.p.
Speed 33 m.p.h.
Featured in New York and New England Boat Shows, and by fine Dealers from Maine to Florida.
Pembroke BOATS INCORPORATED
EPSOM, N. H.

RED KOTE ANCHOR CHAIN

The new Red Kote anchor chair of Campbell Chain Company is rubber covered to protect the deck. The company says it gives more grab for anchor. The chain seats the anchor and keeps it down fast.

Over-sized links on each end make it easy to insert shackles.

The company has branches in York, Pa.; West Burlington, Iowa; East Cambridge, Mass.; Seattle, Wash.; Portland, Ore., Sacramento, San Francisco and Los Angeles, Calif.

EPOXY MARINE COATING

Epoxy Marine Coating is not a paint, but a revolutionary chemical coating with an amazing ability to stay on, says the manufacturer, Chemical Industries of America, 1 N. E. 79th St., Miami, Fla.

The company says that the coating resists impact, abrasive wear and the corrosive effects of sun and salt. It can be used on steel, all ferrous and non-ferrous metals, galvanized and plated fittings, wood, fiberglass and plastic.

No primer is necessary. Epoxy Marine Coating can be sprayed on, brushed, rolled or dipped.

NEW PROPULSION SYSTEM FOR LANDING CRAFT

A right angle drive propulsion system for landing craft, combining the advantages of an inboard engine with those of a fully steerable outboard propeller, has been developed by Waste King Corporation.

Boyd C. Marshall, manager of the Los Angeles firm's Engineering and Development Division, said that the new system has satisfactorily completed Navy acceptance trials and will undergo further testing by the Bureau of Ships.

It replaces the conventional rudder system in current model landing craft with an inboard engine driving an outboard propeller capable of rotating 360° or more without stops.

FINNCRAFT OUTBOARDS AND INBOARDS

An inboard version of their featured 19-footer is now being offered by Finncraft, Inc., 55 West 42nd St., New York 36, N. Y. This new model will be added to their regular line of clinker-built outboard utility skiffs.

Also added to the line is a new 21' raised-deck cabin sportsman. Power plant is optional. The boat has two built-in berths and a fully enclosed cabin.

Built by Scandinavian boatbuilders, all Finncraft hulls are riveted and glued at the seams for strength and extra long, watertight service, the company says. Finncraft boats are planked with either Philippine mahogany or Viking ship Northern Pine and are framed with white oak.

BOCA RATON MARINA COMPLETED

The new marina of the Boca Raton Hotel and Club in Florida has all the necessary facilities for living aboard, combined with all the services of a luxuriously fine hotel.

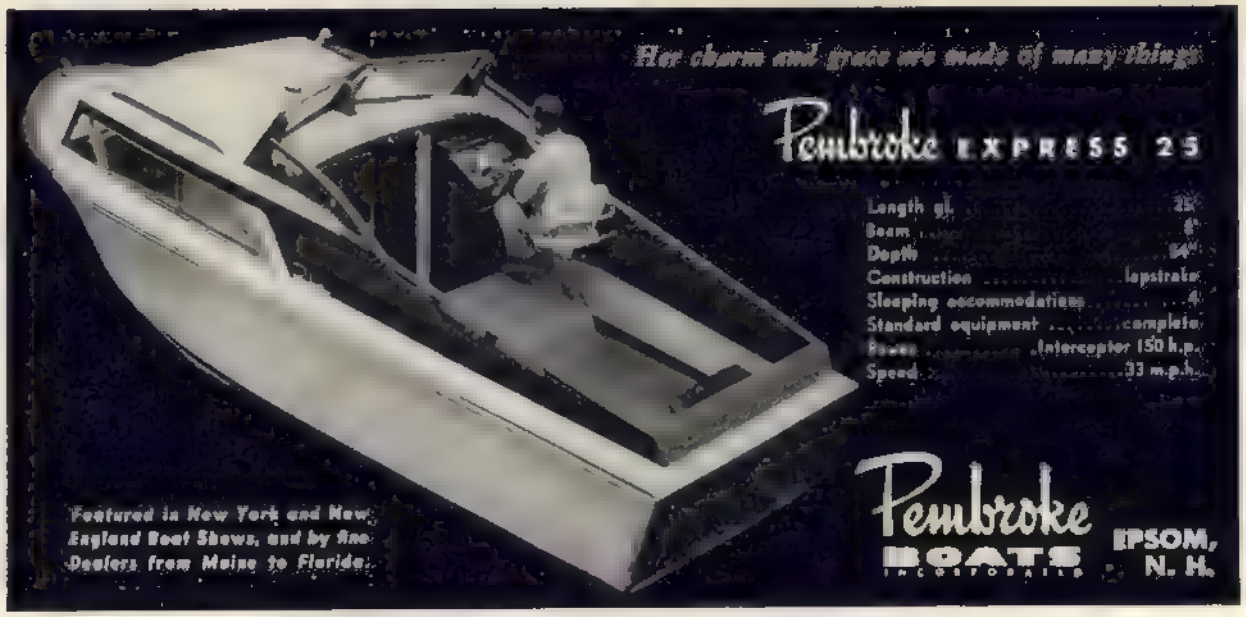
The Boca Raton Hotel and Club has completed a new marina, visiting yachtsmen will find it one of the most modern facilities on the Intracoastal Waterway.

The new yacht basin lies directly east of the hotel and club on Lake Boca which has been dredged to a depth of ten feet to accommodate the largest of ocean-going yachts. The 26 concrete slips are all equipped with outlets for electricity, water and telephone connections and dolphins have been added to afford further protection. Access to the Atlantic is possible through the Boca Raton Inlet.

Those who berth their yachts at the Boca Raton Hotel and Club this winter will have at their disposal all the facilities of this resort estate including 27 holes of golf, a step away from dockside. For crews' comfort, a day room has been built in the yacht basin area and ship's personnel will have the use of the employee canteen nearby.

TRAILER COMPANY EXPANDS

Breakframe Trailer Corp., Miami, Fla., recently celebrated the acquisition of a new plant for the manufacture of their Seminole boat trailers. Production at the new plant, which has an area of more than 11,000 square feet, has started and additional models are to be introduced in the near future.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Pembroke EXPRESS 25
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Beam 8'
Depth 54"
Construction lapstrake
Sleeping accommodations 4
Standard equipment complete
Power Interceptor 150 h.p.
Speed 33 m.p.h.
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EPOXY MARINE COATING

Epoxy Marine Coating is not a paint, but a revolutionary chemical coating with an amazing ability to stay on, says the manufacturer. Chemical Industries of America, 1 N. E. 79th St., Miami, Fla.

The company says that the coating resists impact, abrasive wear and the corrosive effects of sun and salt. It can be used on steel, all ferrous and non-ferrous metals, galvanized and plated fittings, wood fiberglass and plastic.

No primer is necessary. Epoxy Marine Coating can be sprayed on, brushed, rolled or dipped.

NEW PROPULSION SYSTEM FOR LANDING CRAFT

A right angle drive propulsion system for landing craft combining the advantages of an inboard engine with those of a fully steerable outboard propeller, has been developed by Waste King Corporation.

Boyd C. Marshall, manager of the Los Angeles firm's Engineering and Development Division, says that the new system has satisfactorily completed Navy acceptance trials and will undergo further testing by the Bureau of Ships.

It replaces the conventional rudder system in current model landing craft with an inboard engine driving an outboard propeller capable of rotating 360° or more without stops.

FINNCRAFT OUTBOARDS AND INBOARDS

An inboard version of their featured 19-footer is now being offered by Finncraft, Inc., 55 West 42nd St., New York 36, N. Y. This new model will be added to their regular line of clinker-built outboard utility skiffs.

Also added to the line is a new 21' raised deck cabin sportsman. Power plant is optional. The boat has two built-in berths and a fully enclosed cabin.

Built by Scandinavian boatbuilders, all Finncraft hulls are riveted and glued at the seams for strength and extra long, watertight service, the company says. Finncraft boats are planked with either Philippine mahogany or Viking ship Northern Pine and are framed with white oak.

BOCA RATON MARINA COMPLETED

The new marina of the Boca Raton Hotel and Club in Florida has all the necessary facilities for living aboard, combined with all the services of a luxuriously fine hotel

The Boca Raton Hotel and Club has completed a new marina; visiting yachtsmen will find it one of the most modern facilities on the Intracoastal Waterway.

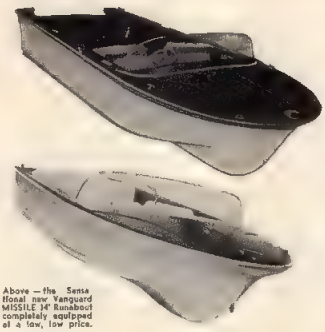
The new yacht basin lies directly east of the hotel and club on Lake Boca which has been dredged to a depth of ten feet to accommodate the largest of ocean-going yachts. The 26 concrete slips are all equipped with outlets for electricity, water and telephone connections and dolphins have been added to afford further protection. Access to the Atlantic is possible through the Boca Raton Inlet.

Those who berth their yachts at the Boca Raton Hotel and Club this winter will have at their disposal all the facilities of this resort estate including 27 holes of golf, a step away from dockside. For crews' comfort, a day room has been built in the yacht basin area and ship's personnel will have the use of the employee canteen nearby.

TRAILER COMPANY EXPANDS

Breakframe Trailer Corp., Miami, Fla., recently celebrated the acquisition of a new plant for the manufacture of their Seminole boat trailers. Production at the new plant, which has an area of more than 11,000 square feet, has started and additional models are to be introduced in the near future.

Big . . . Roomy . . . FISHABLE



Above — the Sensa floral new Vanguard MISSILE 14' Runabout completely equipped at a low, low price.

Vanguard

17' JUPITER

Big boat comfort . . . safety . . . stability built into the Vanguard JUPITER—especially designed for off-shore fishing or family cruising. Have safe, maintenance-free boating for years with all fiberglass seamless hull construction . . . full length flotation. Centerline measures 16' 10"; beam, 84"; rear cockpit 68" x 99". Designed to take the biggest 1958 outboards and *really perform.*

See the JUPITER . . . other Vanguards . . . at the Chicago and Miami Boat Shows or write for FREE FULL COLOR FOLDER.

Peninsular Fiberglass Products, Inc.

956 W. 20th Street **Hialeah, Florida**

SNIPE CLASS STILL GROWING

A pair of Snipes battle it out for some racing honor. Since the 15½' sloop was designed in 1932 by William F. Crosby the class has grown until there are now 11,000 registered in 437 fleets that are world-wide.

Twenty-five years old and growing!

That's the Snipe Class International Racing Association, the most truly numerous of all one-design yacht fellowships.

Tokyo to Turkey, behind the "Iron Curtain," and Mozambique to Oslofjord, Snipers hail newcomers by hundreds each year. Since the late William F. Crosby designed the 15½-foot sloop in 1932, more than 11,000 have been registered, in 437 fleets in 27 nations and territories. The United States of America counts Snipes in two dozen states and the District of Columbia.

Proud, and sure that theirs is a steed unique in some ways—a happy medium of speed, safety, size, cost, upkeep, trailability, and regulated equality. Snipe skippers and crews will continue to break precedent at the 1958 Boat Show, exhibiting a bright new Snipe complete with live sailors to answer questions and greet friends in the Snipe Class or any other persuasion. In their first amateur venture at the New York show, the sailors are chipping in—talents and money—to present the modest, fourth-floor Coliseum display where folksy words from the "men who own one" will replace big-time commercial pitch.

North Atlantic District Snipe sailors will stand "watches" over their "show boat," chatting and handing out thousands of copies of a special printed information brochure about the Snipe Class. Global maps and real flags of Snipe fleets and clubs, from near and distant oceans, seas, sounds, harbors, rivers, will provide a festive scene for the exhibit.

PLASTIC FABRICATIONS ADDS THE IROQUOIS

Makers of various Thunderbird outboard boats, Plastic Fabrications, Inc., now offers the all fiberglass inboard, the Thunderbird Iroquois.

After Feb. 1, the company will be located at a larger plant, 940 S. W. 69th Ave., Miami, Fla.

The Iroquois which is 20' has a 7' 11" beam and is powered by 109 hp Gray engine. It has two berths, toilet, hatch, convertible top and side curtains.

MANY CHAMPIONS USE HARD SAILS

The dacron sails made by Hard Sails, Inc., 203 Main St., Islip, L. I., New York, were used by many 1957 sailing champions.

Among them were the Lightning Class World championship won by Bill Cox; Raven Class National championship won by Jim Roosevelt; Atlantic Class championship won by Harry Platt, Finn Class North-American won by Glen Foster.

Herman F. Whiton, winner of the Seawanhaka Cup and Mel Gould who won the 5.5 Meter Canadian National championship also used Hard sails.

include PENN REELS in your plans!
Your boat is not fully equipped until you provide for the best in fishing tackle . . . PENN REELS!
"The Reels of Champions"
Penn REELS
SEND FOR BEAUTIFUL 36 PAGE CATALOG NO. 21
PENN FISHING REELS Philadelphia 32, Pa.

"Any tub will go in a gale of wind," he says, "but to design and build a boat which will go in an apparent calm is a real accomplishment."

His ideas certainly work, for his boats move even in the faintest air. This is true even of his multi-hull boats.

His first catamaran was to Piver a revelation. He had a boat which he could drive and drive, the more wind the more speed.

Various characteristics of the boat led Piver to believe that he could start from scratch and build a better one. This he did, and his 20' Pi-Cat has been flying around the Bay ever since.

Not having any experience in lofting, and not wanting to waste what seemed like unnecessary time in drawing lines all over the floor, he worked out a system of involving straight lines, angles, and arcs. By his method, a prospective builder could ring him on the telephone, and in a half-hour have enough information to build the boat without ever having seen a plan.

Piver chuckles about his novel method. He feels he contributed little to the art of boatbuilding with it. He still does practically no lofting. He works from a rough scale drawing, which seems to do well, at least for the comparatively simple craft he builds.

After sailing his second catamaran for a while the enthusiast began to wonder why many sailors would not even ride in it and why there seemed to be a great deal of coolness toward it, even though its performance and comfort were freely acknowledged. He came to the conclusion that people did not like his catamaran because of its unusual twin hull appearance.

"I always thought a boat had to be business existing unless it were beautiful," he said, "and so I assumed these people resented the appearance of the catamaran. To me, however, it is like a plain but highly virtuous wife—the performance is so satisfactory that you forgive the looks."

Piver then decided that he could build a conventional boat that would perform nearly as well as the multi-hull does.

The result was Nutshell, so-called because of its shape and the color of its natural wood, a boat in which the designer and I had more fun in a couple of seasons than the average small boat man has in a lifetime.

Nutshell is a 16' dinghy with an extreme beam of 6' 4" across the flaring gunwales, a draft (unloaded) of only two inches, and 140 square feet of sail.

It weighs 200 pounds in sailing trim, or about half of what would commonly be considered lightweight. The hull itself weighs 155 pounds; it is strip planked of 3/8" aircraft spruce covered with fiberglass.

The designer does not believe in a weighted centerboard because "the weight does no good as a stability factor unless the boat is well heeled, and because a heeled boat won't plane anyway. I don't want the extra weight so that we can plane in a lighter breeze."

And plane it does. With one aboard it planes in almost a zephyr; two people can keep it on its feet going to windward in a wind up to about 20 miles an hour.

Planes When Hard on the Wind

The boat will actually plane even when hard on the wind—it is the only one I ever heard of which will. With two aboard it has planed many times close-hauled to windward at 8 mph with three aboard up to 11 miles an hour.

Our first beat was a revelation. Piver had been somewhat concerned that such a light boat might not do well in a chop to windward because of her lack of weight and bluff bow.

What a vain fear! We started out to windward in a typical San Francisco Bay chop. A 26' racing yacht ahead was quickly passed and we knew we had something! The speedometer registered a steady 7 mph.

The boat proved to be tremendously seaworthy, and a story concerning a mishap will give you a clue what light weight and a roll gunwale will do. *(Continued on next page)*

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America's first and finest boat trailer brings you

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Airollers make "difficult" launching places easy! Park your trailer at side of road, unload your boat onto 2 Airollers—almost frictionless, large canvas-rubber lined cylinders, inflated to a low pressure by mouth. Roll even heaviest boat to water on this cushion of air over mud, rocks or soft sand with no damage to hull or paint!

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"Super Tuff" Airoller	boats to 1800 lbs.	$24.50 each
CATAMARAN	boats to 3000 lbs.	$39.50 each

the AIROLLER CO., 13 Broad Street, Guilford, Conn.

Like so many other fine custom craft DYNA has refrigeration by LASTCO

LAWRENCE STAHL & CO., INC.
10-17 43rd Road Long Island City 1, N. Y.

We started sailing Nutshell in the winter. In San Francisco at that time of year the wind usually is either very light or very heavy—little in between.

We had a streak of light weather and were anxious to wring out the boat, so one day we sailed over the main ship channel inside the Golden Gate. We met almost more than we had bargained for. There was a strong west wind which, coupled with an outgoing tide, made for a stretch so disturbed that the usual whitecaps were actually breaking seas.

We entered this local condition and things began to happen! The wind was so strong we couldn't keep the boat on an even keel so we ran off before the seas.

We fairly screamed down the face of the first one and, as experienced small boat sailors, knew that at that speed and angle of descent we were going to ram the bow clear under water at the bottom of the wave. And there we were in an undecked boat! We could not slow down because the wind was pressing the sail against the shrouds.

A Time When You Don't Look Back

You know, that bow went down and down until the gunwale lip hit the water—spray flew 30 feet on each side, and the bow stayed up! What a thrill, and what a relief!

For a while after that, everything was sheer joy. We just went whistling down those waves. It was one of those occasions when you don't dare look back or the sight of the following, menacing waves will scare you half to death.

We then discovered another fact about the boat. We did not ship one drop of spray from those breaking seas. The boat was so light it stayed right on top of the foam. We rode like a duck. Suddenly there was a crash and down came the mast.

Fortunately, a 30' sloop came along shortly after our dismasting and towed us to a nearby park. Here was another advantage of ultra-light weight. We paddled the boat to the beach, jumped out and, with one on each side, easily carried it up to the roadway.

The cause for the breaking of the mast was an aluminum through-bolt, which sheared off at the lower spreader. The bolt was replaced by a stainless-steel one and there was no further trouble.

The mast, incidentally, is another example of the designer's ideas. It is made of 18-gauge aluminum TV tubing, and weighs, rigged, 13 pounds, or about half the usual weight of a wooden spar. The boom is made of the same material, and its lightness accounts for our successful technique of jibing this little boat in winds up to 40 miles an hour with never a mishap.

"In an ordinary jibe there are two forces which can lead to a capsize. The first force is the actual turning of the boat itself, with the weight aloft swinging outwards with centrifugal force. The other force occurs when the boom swings over and, as the boat is usually by this time beam-on to the wind, the two forces together can be strong enough for a capsize.

Boom Pushes the Boat Ahead

"In our method, we run the boat approximately straight down wind, and heave in the main sheet—it is better for the crew to do the pulling, rather than the skipper. When the boom is amidships is the critical moment. In order to have it jibe you must have gone a little past directly down wind —as soon as the boom starts actually to jibe, which it will do lightning-fast in strong winds, the crew helps the boom across dead center while the skipper quickly turns the boat *back* toward the direction from which you have just come, which reverses the usual force. So, when the boom hits the shrouds, the boat is heading almost down wind again, and the resultant force of the boom going forward pushes the boat ahead instead of heeling it. Of course, you have to have very light and strong gear. Nutshell's boom weighs about three pounds."

The first time we jibed in such a manner was a revelation to me, although Piver previously had worked out the technique. We were in Raccoon Straits near San Francisco, and a violent squall was pushing us onto a steep, rocky headland. The wind was so strong that the boat simply wouldn't go

SOME NEW BOATS BUILT TO OUR DESIGN THE PAST YEAR

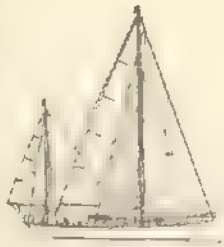
SIX "IDLER" CLASS
25'0" x 20'0" x 8'0" x 5'10"

"CUBANA"
28'6" x 21'0" x 8'0" x 4'6"

"TRUANT"
30'4" x 24'0" x 8'10" x 4'9"

THREE MARINER CLASS SLOOPS
36'0" x 24'0" x 9'3" x 5'3"

"SANTANDER"
42'3" x 29'0" x 10'6" x 6'0"



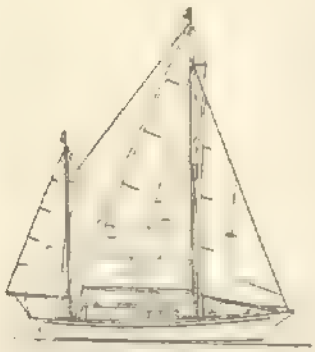
SKYWAVE
43'0" x 29'0" x 11'3" x 4'7"

THREE 44 FT. OFFSHORE CRUISERS
44'0" x 40'0" x 13'1" x 4'6"

CLEO IV
42'3" x 29'0" x 10'6" x 6'0"

THREE "NASTY" SLOOPS
45'0" x 32'0" x 11'9" x 5'0"

"CAPER"
56'3" x 38'0" x 12'0" x 8'0"



"LA BELLE SOLE"
64'0" x 47'6" x 17'4" x 5'6"

BAR-L-RICK
90'0" x 75'0" x 21'6" x 6'0"

CURLEW III
98'3" x 72'6" x 23'7" x 6'6"

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PW27E430 ..... Retail **$ 6.95**

FIRST STEP .. for a wonderful trip ... an "All-Times" enjoyable companion. **30-HOUR DESK/TRAVEL ALARM.** Distinctive genuine leather case, harmonizing color lining. Luminous figures and hands. 3-½×3-¾". Specify color: brown alligator, tan, red, green, blue.
PW28E430 .. .. Retail **$ 6.95**

KING-PIN .. A pocket-sized "Big-Time". **30-HOUR DESK/TRAVEL ALARM.** Leather case, gilt trim. Raised gilt indicators, luminous figures, hands hour dots. 3×2-½". Specify color: red, brown alligator, pig, blue.
PW25E470 . ..... Retail **$ 7.95**
PW73E610 Same, with 7 jewels Retail **$ 9.95**

Phinney-Walker

DAYS

TRIUMPH .. for dependability ... for accuracy for convenience. **8 DAY DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Gilt figures, luminous hands, hour dots. 3-¾×3-½". Specify colors: brown lizard, tan or red pig, brown alligator.
PW80E765 Retail **$ 11.95**

CHIEFTAIN .. It's the Tops! Wind once weekly for "care-free" time **8 DAY 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case, gilt trim. Raised gilt figures. Luminous hands, hour dots. 3×2-¾". Specify color: pig, brown alligator, blue, red
PW87E960 Retail **$ 14.95**

PARADISE ... truly divine! You can see it "tick-off" the happy hours. **30-HOUR DESK / BOUDOIR ALARM.** Clear plastic case, raised gilt figures, hour indicators. Luminous hands, hour dots. Beautiful gay pastel colors. Specify choice: clear-white, rose, light blue, amber. 3-¾×3".
PW32E560 Retail **$ 8.95**

REPEATER-ALARM

SOUND-OFF! Thrilling new alarm. It wakes you ... It gives you that relaxed "Morning-Start". Featuring a soothing intermittent ringa that nudge you gently, followed by a steady ring, sufficient to arouse the heavy sleeper. **30-HOUR BOUDOIR/TRAVEL ALARM.** Sturdy Texol case, gilt trim, Raised gilt figures, indicators Luminous hands, hour dots. 3×2-¾". Specify color: tan, brown alligator, red, blue.
PW56E610 ..... Retail **$ 9.95**

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originality ... plus charm

COLONIAL CANDLE-STICK CLOCK... highlighting a new concept in fashion ... a classic in simplicity. **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Gilt case, raised gilt figures, hour indicators; luminous hands, hour dots. 3-½×5-¼".
PW45E1065 ..... Retail **$ 16.95**

DESK-MATES... colorful ensembles... superb for time ... poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Gilt case, swivel pen holder, gilt figures, indicators ; luminous hands, hour dots. 4-¾×3-¼". Paper-Mate desk pen matches dial. Specify color: black, red, white.
PW36E815 ..... Retail **$ 12.95**

day...date...time...at a glance

SMART SET ... appointment for a good time ... conveniently shows day, date and time. **30-HOUR DESK/CALENDAR ALARM.** Streamlined gilt case, novel flip-date unit, with day, month indicators. Raised gilt figures, indicators, luminous hands, hour dots. 4-½×4-⅝".
PW66E1065 ..... Retail **$ 16.95**

MERRY NOTES ... to awaken you with a smile ... a cheerful "Good Morning" every day. **30-HOUR MUSICAL ALARM.** Distinctive enamel finish metal case, gilt trim. Raised gilt figures, hour indicators; luminous hands and hour dots. 4×3". Specify color: white, pink, light blue, black, green.
PW50E935 ..... Retail **$ 14.95**

(Y) HEART-THROB... brilliant rhinestones... with heart-shapes that'll express your true sentiment. Resplendent in color. **30-HOUR BOUDOIR ALARM.** Gilt case; raised gilt figures, hour indicators. Luminous hands, hour dots. With black faille envelope case. 3×2-⅝". Specify color: ice-blue, rose, crystal.
PW42E875 ..... Retail **$ 13.95**

(Z) BIG MOMENT ... blazing rhinestones ... dainty, dazzling, divine... to set her heart "aglow". **30-HOUR BOUDOIR ALARM.** Gilt case, raised gilt figures, indicators, luminous hands, hour dots. With black faille envelope case. 2-⅝×2-⅜". Specify color: rose, crystal, ice-blue.
PW34E815 ..... Retail **$ 12.95**

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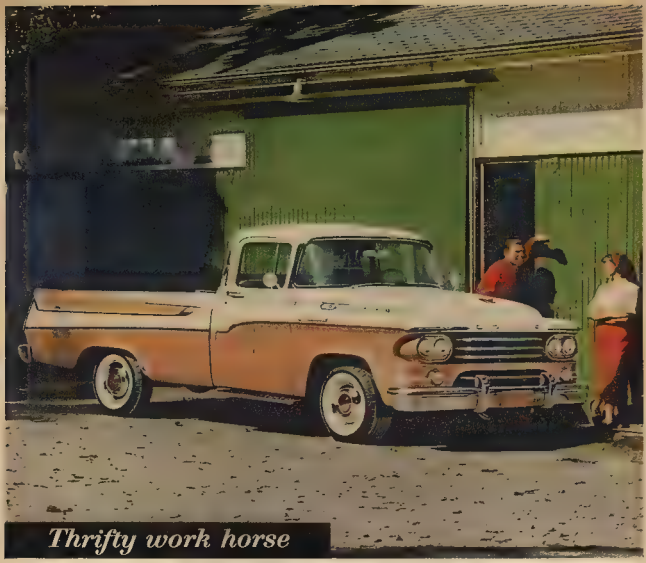

Hard worker . . . light appetite! Dodge Power Giants are 4-way leaders of the low-priced 3!

Dodge *Power Giants* are hungry for just one thing—work. Your *Power Giant* is always eager to tackle your toughest hauling job out in the field, and is so easy-riding and eye-catching you'll be proud to drive it on trips to town. Fact is, once you've gotten behind the wheel, you're sure to agree that Dodge leads the low-priced three *all four ways:*

Dodge is first in styling! You get style that *stays* in style—sculptured, flowing lines, massive chromed grille, striking dual headlights.

Dodge is first in V-8 power! Up to 27.5% more power than competitive farm trucks—for extra pulling power . . . safer highway passing . . . less engine strain and wear. Thrifty Dodge Sixes, too!

Dodge is first in payload! *Power Giant* construction adds strength without weight, to let you haul up to ½ more each trip. Saves time and fuel!

Dodge is first in economy! Dodge has low *first* cost, low *operating* cost. Exclusive Power-Dome V-8 engine design gives top mileage and stays healthy on low-cost *regular* gas!

Buy your next truck the way you buy your other farm equipment: *compare* before you buy. And be prepared to be surprised at your Dodge truck dealer's deal—thrifty, dependable, hard-working *Power Giants are priced with the lowest.*

DODGE *Power Giants*

THIS EMBLEM IS YOUR GUARANTEE OF SATISFACTION

Blue Bell, Inc., Empire State Bldg., New York, N.Y.

RUGGED MATCH FOR ANY JOB! Matched sets let a man work in comfort and style. We tailored Ivy style pants team with poplin jacket. Both outfits in washable quality cottons. Men's, boys' sizes. **$2.98-$4.95**

BLUE BELL

Clothes for all the family

Put up hay in 2 days

ALL of a sudden, hay conditioning is catching on with a bang.

Machines that crimp, kink or otherwise crush and crack open the stems to speed up drying are selling at a rate that surprises even the makers.

Six or seven companies have machines on the market and several others now have models on test.

Why this upsurge in interest?

"Today's machines work better and cost less than the first ones out," says H. D. Bruhn, University of Wisconsin agricultural engineer. Most of the newer crushers and crimpers sell in the $700 to $800 range. Mower-crusher combinations cost around $1,200.

These machines cut field curing time just about in half in decent haying weather. This means you put your first cutting up in two days instead of three. And that's important, most years.

"We hit two drying days in a row often enough to get 90% of my hay up without getting rained on," says Ray Kern, Rice County, Minn., who has been keeping weather records the last two years. "And it rained often enough the third day that *over half of my hay crop would have been damaged* if I hadn't used a crimper."

Another Rice County farmer, John Olson, figures that his crimper *saves one hay crop in three from rain.*

Olson crimped part of a 7-acre field one morning last year and baled it the next day. Uncrimped hay in the same field got rained on the second night and had to stay in the field 10 days.

"That crimped hay was rich feed. Our butterfat production went up two pounds per cow per month over the year before," says Olson.

Alfalfa leaves contain 70% of the protein and 90% of the vitamins in hay. "Because a crimper or crusher saves leaves, a 10% saving in total dry matter can easily become a 20% saving in feed value," explains Rodney Briggs, University of Minnesota scientist.

Don Rupert, Columbiana County, Ohio has been using a crusher for about seven years and figures it costs him an extra $1 per ton.

"If you're baling hay, a conditioner will pay for itself quicker than a dryer," says Wisconsin's Bruhn. "It's a toss-up if you're mow-drying. You're really in velvet if you have both a conditioner and a dryer."

—Dean C. Wolf

America's Lowest-Priced Pickup!

Only $1595*

Studebaker Scotsman

Studebaker brings you a rugged all-purpose pickup at a price so low that competition can't touch it . . . *let's compare, for this is where savings start!*

SCOTSMAN	—$1595*	America's lowest-priced pickup
Truck D	—$1854†*	Buy a Scotsman and SAVE $259
Truck F	—$1873*	Buy a Scotsman and SAVE $278
Truck C	—$1884*	Buy a Scotsman and SAVE $289
Truck IH	—$1905*	Buy a Scotsman and SAVE $310
Truck GM	—$1969*	Buy a Scotsman and SAVE $374

And gear ratios carefully matched to its efficient "6" engine gives Scotsman superior gasoline economy—this means greater savings that will continue every day. Get the complete story—see your dealer today.

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PLEASANT, PROFITABLE WORK

for men presenting proven plan to merchants. Car necessary. Home most nights. Work starts immediately after complete instructions at training school at our expense. Write Box 333, c/o Farm Journal, 230 W. Washington Sq., Philadelphia 5, Pa.

Husbands

(*Continued from page 39*)

thick towels and a man-size bar of soap on hand. Better yet, have her make a wrap-around outfit of toweling.

Have her hang up a clean shirt, pants and socks within grabbing reach. Get her to buy you some comfortable lounging slacks and light-weight sports shirts.

Good to have those moccasin-style slippers, too. When you've been a few inches deep in chores, kick off the over-shoes and shoes on the porch and slip into these moccasins—even at noon.

A Minnesota man gave us this idea: Have paper toweling on a roller beside the lavatory for the first drying after you've been really greased up.

About shaving—there may be some ideas you haven't tried. Folks with electric shavers swear by them, say it makes shaving every day no harder than brush-

YOU CAN HINT, he ought'a use it —only hope he won't refuse it!

ing teeth. Several men praised shaving cream dispensers, said they add a little fun to a tiresome chore.

Now then, about the one that still makes some men snort: men's deodorants. Sales have skyrocketed. Few people realize that after-shave lotion and deodorants for men already outsell women's perfumed products.

Sissy stuff? Not if you'll believe a Kansas farmer with 500 acres to sweat over: "I don't want any of my neighbors' smells, and I don't want the folks at the bank or at meetings to have to put up with me! I don't want to smell like a hick. People look down a little on the guy who doesn't smell clean."

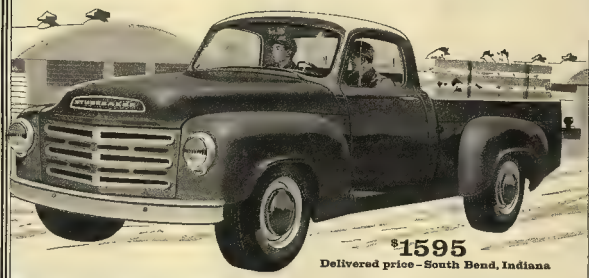
His wife wrote us: "He's a big, husky, outdoor-lovin' man, and sets such a good example, that showers and clean underwear are routine for our boys, too. We buy deodorant six jars at a time. Our littlest boy said once when daddy was using it: "Daddy, put some on me so I smell like a man."

Well, men, there you have it, the impassioned pleas of women who have asked us to say: "Dear stinker, we love you as you are, but we'd love you even more if you smelled a little less!" **End**

Announcing

THE SCOTSMAN PICKUP

Latest Advance in Trucking Economy



$1595

Delivered price – South Bend, Indiana

Lowest first price, low upkeep with rugged Scotsman design

The Scotsman is the lowest-priced, full-sized pickup on the market . . . a rugged truck of proven economy and functional design.

Lowest first cost, plus low upkeep, make it a practical pickup for the smallest user. Dollar economy, plus utility, make it practical as the fleet truck of largest user. It features: widest clear floor pickup body, greatest gas economy, dependable Econ-O-miser "6" engine; Studebaker Transtar 5-coat finish for long body life; optional Twin Traction for sure-footed go-ahead in ice, snow, and mud.

See and test-drive the Scotsman pickup . . . put it in use today.

The Scotsman, America's lowest-priced, full-sized 4-door sedan.

The Panel-Wagon, a station wagon that doubles as a panel delivery.

Studebaker-Packard
CORPORATION

Where pride of Workmanship comes first!

NEW!

JUST ONE MORE EXAMPLE OF WHY PLAY-DOH OUTSELLS ALL COMPETITION COMBINED BY MORE THAN 3-TO-1!

NOW! Play-Doh Gives You More ...*Play-Doh Gives You FOUR!*

PLAY-DOH FOUR PAK (PD-259):

Four cans of Play-Doh Modeling Dough . . . Red, Yellow and Blue, which blend perfectly into every color of the rainbow, plus White for blending pastel shades. Absolutely non-toxic, won't stain furniture, clothing or hands. Carries Parents' Magazine Commendation Seal. (Packed 12 to shipper, wt. 28 lbs.)

STILL $1.00 SUGGESTED RETAIL

And Because It's From Rainbow Crafts, You Know You Can Count On:

- **CONSUMER TELEVISION PROMOTION**
- **POINT-OF-SALE DISPLAY MATERIAL**
- **MATS, GLOSSIES, ELECTROS, REPRO PROOFS, ETC.**

IMPORTANT!

Play-Doh now has regional representation. If your local representative has not been in touch with you, send orders direct to:

SEE IT AT THE
TOY FAIR
Room 944
Hotel New Yorker

RAINBOW CRAFTS, INC. • 2815 HIGHLAND AVE. • CINCINNATI 12, OHIO

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JUST ONE MORE EXAMPLE OF WHY PLAY-DOH OUTSELLS ALL COMPETITION COMBINED BY MORE THAN 3-TO-1!

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Room 944
Hotel New Yorker

RAINBOW CRAFTS, INC. • 2815 HIGHLAND AVE. • CINCINNATI 12, OHIO

POLAROID Land CAMERAS

NEW! Just Out!

POLAROID PATHFINDER KIT! (Too late to illustrate)

Most versatile Polaroid ever! 127mm f/4.7 4-element Cooke lens with shutter speeds to 1/300 sec. Built-in superimposed image rangefinder, focus 3 ft. to inf. Kit includes: Camera, Leather compartment case, Flash gun, Bounce Bracket, 2 rolls PolaPan 400, 25 Postcarders, 2 albums. Available only after Labor Day, 1957.

Model 110A Camera and Kit.
33-09036-16720 . . . . . Retail **208.95**
33-09028-13560 Camera only. . **169.50**

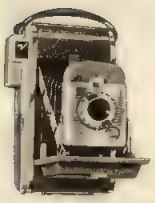
POLAROID

Complete Highlander Outfit

Snap it . . . See it! No other camera gives you the fun and excitement of the Highlander camera and complete accessory outfit. Camera makes sharp, clear, non-fading finished 2¾x3¼ in. prints 60 seconds after exposure and they last like any other pictures. Focuses from 3½ ft. to infinity. One dial to set; it selects the right combination for excellent pictures under any lighting conditions. Has multi-speed shutter with speeds up to 1/100 seconds, tops for action shots. Coated Cooke triplet lens. Complete kit includes: Model 80A camera, Polaroid flash gun and 2 rolls of PolaPan panchromatic 200 film. Each roll makes 8 clear, detailed prints. Easy to make, inexpensive copies and enlargements. 12 G.E. bulbs and scuff-resistant vinyl covered accessory carryall case with luggage style post handle rounds out the all purpose kit.

33-09002-8125
Retail **107.39**

Highlander Camera and Accessories



POLAROID HIGHLANDER CAMERA
33-03252-6020 Camera. . . . **72.75**
Carton of Standard (Type 31) Film.
33-03468-705 6 Rolls Retail **8.34**
PolaPan 200 (Type 32) Film.
33-03393-771 6 Rolls . Retail **9.18**
Highlander Accessories
33-03302-1075 Flash Gun. **12.95**
Bounce Back Bracket for Flash Gun
32-03336-225 Retail **2.95**
33-03401-1208 Exposure Meter. Retail **14.50**
33-03427-475 Filter Kit **5.95**
33-03443-715 Close Up Lens Kit **8.95**
Carryall DeLuxe Leather Case.
33-03351-1595 . . . . . Retail **19.95**

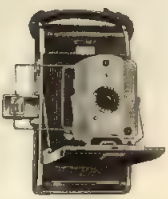
POLAROID

Complete Speedliner Outfit

You'll have hours of fun with this handsome Speedliner camera and useful accessory kit. There's no other camera like it that produces finished 3¼x4¼ in. pictures in 60 seconds and gives you such sharp, clear, long lasting, non-fade prints. You just click the shutter, pull a tab and lift out the dry print a minute later. Only one dial to set. It selects the right lens-shutter combination for perfect pictures under any lighting conditions. Camera focuses 3½ feet to infinity. Shutter speeds to 1/100 second. 3-element 135mm Cooke triplet lens. Complete kit includes: Model 95B Camera, Polaroid B.C. flash gun, 2 8-print PolaPan panchromatic land picture rolls, and 12 G E. flash bulbs and a handsome luggage-style, scuff-resistant accessory carryall case covered in long wearing vinyl coated fabric. It's a complete outfit that will provide you with a wonderful new hobby.

33-09010-10025
. . . . . Retail **131.00**

Speedliner Camera and Accessories



POLAROID SPEEDLINER CAMERA.
33-03260-7880 Camera. . **94.50**
8 Standard Film (Type 41) Rolls.
33-03476-945 . . . . Retail **11.34**
6 Rolls of PolaPan Film
33-03484-995 200 (Type 42) **11.88**
33-03492-1100 400 (Type 44) **13.14**
Speedliner Accessories
33-03310-1130 Flash Gun. **13.95**
Bounce Back Bracket for above.
33-03344-131 Retail **1.75**
33-03419-1208 Exposure Meter Retail **14.25**
33-03427-475 Filter Kit **5.95**
33-03443-715 Close-Up Lens Kit Retail **8.95**
33-03369-1985 Leather Carryall Retail **24.95**

Polaroid Land Cameras, film and accessories are available to premium users, who purchase for prizes and incentive awards and to retailers buying for resale, located in towns of 5,000 population or less and outside of any metropolitan areas. Also, this merchandise is not available for re-sale in any city or town, regardless of size in which a regularly authorized Polaroid photographic dealer is located

NEW! Metrawatt Meter

A high-sensitivity meter for all Polaroid cameras. Handles film speeds up to 1000 ASA and higher. To be used with all Highlander and Speedliner Polaroid cameras with new stop settings, or for Polaroid cameras mfg prior to March 1957 with original settings.

33-03385-1406 . . . . . Retail **16.95**

ARGUS

100mm Telephoto Lens
Wide Angle Lens
are Sold Separately
Precise bayonet-type lens mount . .
lets you change lenses in seconds!

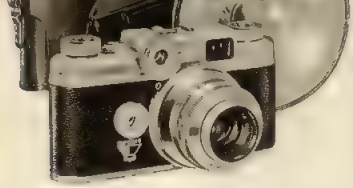
Argus 35 mm. Cameras

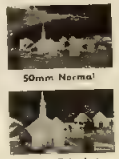
ARGUS C-3 COLORMATIC. The world's most popular 35 mm cameras. This pace setter has everything you need. When you focus the range-finder, the lens is in focus!
Lens: Coated 50 mm (2 in.) Argus Cintar F:3.5, color-corrected, anastigmatic; interchangeable with supplementary lenses. Sextant-type complete rangefinder for focusing, 3-ft. to infinity.
Shutter: Behind-the-lens; 5 gear controlled speeds; 1/10 to 1/300 and bulb ("B"). Gives fast action under any light condition. **Viewfinder:** Optical, enclosed eye-level type. **Flash:** Plug-in type. Accommodates all midget bulbs. Synchronized at 1/25 second, with "X" (Zero delay).
Colormatic Settings: For distance, lens opening and shutter speed. Red settings for black-and-white film, Yellow settings for color film, and Green shutter settings for flash
Film: 35mm, 2x2 in , 20 color or 36 black-and-white exposures.
Other Features: Body-type shutter release, exposure counter, leather case with shoulder strap, sockets for tripod and cable release

33-05505-5550	C 3 Camera, Flash Gun, Case	Retail 69.50
33-05513-3950	4 element F:4.5 100mm Telephoto Lens	Retail 49.50
33-05521-395	Telephoto Lens Case	Retail 4.95
33-05539-3950	4-element F:4.5 Wide Angle Lens	Retail 49.50
33-05547-395	Wide Angle Lens Case.	Retail 4.95

NEW ARGUS C-44. A lightweight 35mm miniature camera featuring bayonet-mount interchangeable lenses. New in external design and smooth operating mechanism. Now you change your lenses in seconds!
Lens: New 4-element 50mm F:2.8 anastigmatic Argus Cintagon, color-corrected and hard-coated. Depth of-field scale on barrel
Focus Superimposed-image-type rangefinder combined with optical viewfinder and coupled to lens. Variable focus, 3-ft. to infinity
Shutter: Behind-the-lens, five gear controlled speeds, 1/10 to 1/300 seconds and bulb ("B"). **Flash:** Lock-on type fits accessory shoe or extension bracket Uses all midget bulbs, has used lamp ejector. Synchronized at all speeds and for "M" and "X" (zero delay) equipment
Colormatic Settings: Provides correct shutter, lens aperture and distance settings for outdoor black-and-white and color pictures.
Film: 35mm roll, 20 2x2 in. color or 36 black-and-white exposures.
Other Features: Body-type shutter release, exposure counter, leather case with shoulder strap, sockets for tripod and cable release

33-05638-9360	C-44 Camera, Case, Flash Gun	Retail 117.00
33-05646-4750	4-element 100mm F:3.5 Telephoto Lens	59.50
33-05653-395	Telephoto Lens Case.	Retail 4.95
33-05661-4520	4-element 35mm F:4.5 Wide Angle Lens. . . .	56.50
33-05679-395	Wide Angle Lens Case.	Retail 4.95





ARGUS
Variable Power Viewfinder

ARGUS C-4 COLORMATIC. You'll find this 35mm camera almost does the thinking for you! Simplified "Colormatic" settings make it easy for a beginner to get perfect shots every time. Yet, there is enough range of shutter speed and lens opening to satisfy the most advanced photobug **Lens:** 50mm F 2.8 Cintar, color-corrected, coated anastigmat ideal for "natural or existing" light candids, even in full color stops down to F:22 for razor sharp outdoor shots. **Shutter:** Behind-the-lens type with five gear-controlled speeds from 1/10 to 1/300 of a second, plus bulb. **Rangefinder:** Split image type coupled to the lens, and combined with the viewfinder. **Flash:** Clip-on type to camera, uses all bayonet-base bulbs. Synchronized for class "M" (regular flash-bulbs), and "X" (zero delay for electronic flash units). **Also:** Body shutter release and exposure counter

33-05554-7995	Complete with case, flash gun	99.50

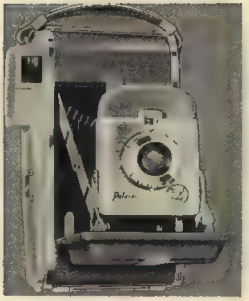
- **End parallax error forever regardless of what lens you use!**
- **Exact field of view for Argus accessory lenses 100mm telephoto, 35mm wide angle, and 50mm normal, and you get a large, bright image for every one—no stingy masks to make viewing difficult.**

Three optically precise magnifications assure you of full command of the field of view when using accessory lenses on your Argus C-3 or C-44 cameras. Precision parallax adjustment—your lens puts on film exactly what you see in the viewfinder whether you use the 100mm telephoto, the 35mm wide angle or the 50mm normal lens. Designed especially for the Argus cameras, but it can be used on any camera having an accessory boot on top of the camera. Saddle leather carrying case is included to protect the finder when not in use.

33-05732-1150	Variable viewfinder with case	Retail 14.50

Make beautiful finished pictures in **60 seconds** *with a*

polaroid land camera



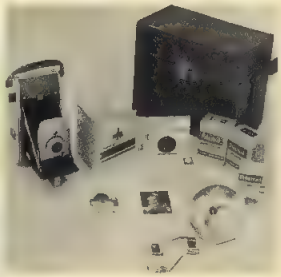
The Highlander

This pocket-size Polaroid offers all the famous Polaroid features at a popular price. Makes wallet-size 2¾x3½" prints in 60 seconds. Easy to use—single dial selects correct lens and shutter combination. No complicated "F" stops. New long-base viewfinder frames pictures exactly as they will appear in finished print. Top-quality anastigmat lens assures sharp, clear pictures. Metal body handsomely finished in two-tone gray. Internally synchronized for flash. Simple drop-in film loading.

6Q19-5966.....RETAIL **$72.75**

SHOULDER CASE. With adjustable strap
11Q44-818.....RETAIL **$8.95**

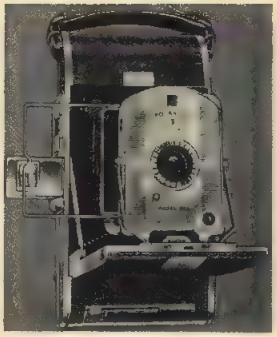
FILM
Type 32, ASA 200 Panchromatic
5Q33-753.....RETAIL, **Box of 8 rolls $8.18**



Polaroid Kits

Highlander model produces unusually sharp and clear pictures in a minute. Makes a wallet-size picture, just by clicking the shutter, pulling a tab and lifting out the print 60 seconds later. Set only one dial. Focuses from 3½ feet to infinity. Shutter has speeds to 1/100 second. Kit also includes: two polapan land picture, panchromatic rolls of film with speed rating of 200 daylight (ASA equivalent), each roll makes eight 2¾x3½" prints; bounce flash bracket and flash gun—a simple new attachment lets you make terrific bounce flash pictures; orange filter—developed specifically for use with panchromatic land picture rolls, makes dramatic cloud shots, cut through distant haze in scenic shots; compartment case of top grain cowhide—specially designed to carry and protect the Highlander model and all its accessories; polaroid postcarders—make your own personal postcards, affixes easily to your polaroid prints; polaroid write-in albums each holds 16 prints, pages are die-cut for corners or prints—plenty of page space to caption pictures. Ship. wt. 10 lbs.
10Q35-9016.....RETAIL **$109.92**

Speedliner Land Camera and Kit. Same as above, but with Polaroid Speedliner camera (Shown at right). Ship wt 10 lbs.
10Q36-11016.....RETAIL **$134.95**



The Speedliner

Polaroid's most popular all-around model. Turns out sparkling prints 3¼x4¼" with attractive deckle edge in just 60 seconds. Coupled rangefinder color-corrected anastigmat lens coated to eliminate glare. Focuses from 3-ft. to infinity. Single adjustable dial gives advantage of 4 shutter speeds and 5 lens openings. Internally synchronized for flash. Eye level and brilliant frame viewfinders. Simple drop-in film loading.
6Q20-7749.....RETAIL **$84.50**

FILM
Type 42, ASA 200 Panchromatic
5Q34-974.....RETAIL, **Box of 8 rolls $11.88**

Type 44 ASA 400 Panchromatic
5Q35-1077.....RETAIL, **Box of 8 rolls $13.14**

polaroid accessories

EXPOSURE METERS. Simple to use, highly accurate photo-electric cell meters that assure correct camera adjustments. Just point meter at subject and set shutter number of camera to match meter reading. Clip to camera to use.

For "Highlander" camera
11Q50-1189 . . . . . RETAIL **$14.50**

For "Speedliner" cameras:
11Q51-1189.....RETAIL **$14.50**

FILTER KITS. Give exciting effects of clouds or distant shots. Kits include polarizing filter, haze filter and neutral filter. In genuine leather case.

For "Highlander" and "Speedliner" cameras.
11Q54-488 . . . . . RETAIL **$5.95**

FLASH ATTACHMENTS. Use your polaroid indoors and at night too! Highly efficient modern capacitor type flash guns . . . with built-in guides for correct settings.

For "Highlander" camera
11Q47-1082. . . . . RETAIL **$12.95**

For "Speedliner" camera:
11Q48-1143.....RETAIL **$13.95**

CARRYING CASES. Genuine top-grade cowhide leather

Master compartment type—holds Speedliner camera and all accessories.
11Q45-2046 . . . . . RETAIL **$24.95**

DELUXE COMPARTMENT CASE. For Highlander" camera and accessories
11Q125-1636.....RETAIL **$18.95**

NOTE: WE ARE AUTHORIZED POLAROID DISTRIBUTORS. ORDERS FILLED ONLY TO DEALERS IN TOWNS HAVING NO FRANCHISED POLAROID DEALER

BOLSEY CAMERAS

FAMOUS "JUBILEE" THREESOME COMPLETE KIT

featuring exclusive SET-O-MATIC shutter

Bolsey "Jubilee" takes perfect pictures automatically, night and day . . . an unprecedented action in camera history. Daylight Set-O-Matic has been added to the exclusive Bolsey Set-O-Matic shutter, becoming the first automatic camera on the market for night and day pictures. For automatic daylight pictures, turn the automatic daylight exposure ring to match the light conditions with the type of subject. Then rangefind and shoot. The automatic exposure ring finds the correct "f" stop on the descriptive markings are aluminum [illegible] provides contrast color or black and white film at any desired shutter speed. **Features: High speed F2.8 45mm Bolsey-Steinheil Lens and the internationally-known Gauthier Shutter.** Uses any flash bulbs with patented base. Unique focus and lens system easily achieves razor sharp focus. A new rapid pacer system in the viewfinder quickly transports film fast and easy. **No double exposure possible.** Shutter release and frame counting automatic. Shutter is dustproof, [illegible] and rainproof. Has brilliant military type split image rangefinder. Shutter release located on top of camera body. All scales easily read from operating (top) position. **Uses standard 35mm film, takes double frame 1x1½" pictures.** Case of precision die-cast aluminum. Included are flashgun and Eveready top grain cowhide leather case in an attractive gift box.

BQ22-5982 . . . . . RETAIL $79.50

AUXILIARY CINE LENSES FOR EASTMAN, KEYSTONE and DEJUR CAMERAS

8MM CAMERA LENSES

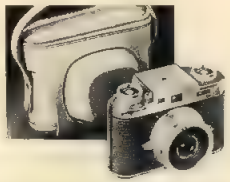
F:2.5 Wide Angle Lens. Fixed focus
7Q25-2987 . . . . . RETAIL **$39.95**

F:2 5—38MM Telephoto Lens. Focus mount
7Q28-3745 RETAIL **$45.95**

16MM CAMERA LENSES

F:1 5—13MM Wide Angle Lens
7Q27-7280 . . . RETAIL **$95.70**

F:2 9—75MM. Telephoto Lens. Focus mount
7Q28-4759 . . . . . RETAIL **$83.45**

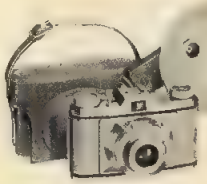


BOLSEY MODEL B-2 WITH CARRYING CASE. A masterpiece of precision for the sharpest pictures. **High speed F:2.8 45MM Bolsey-Steinheil lens; Gauthier shutter with speeds from 1/10 to 1/200 seconds, and "B" diaphragm F:2.8 to F:32.** X-Type synchronization provides electronic flash at all shutter speeds. Balanced focusing knob allows easily achieved razor sharp focus. Automatic [illegible] and frame counting. Brilliant military type split image rangefinder, is internally flash synchronized with new fast system, built right on camera. No visible wires. Of diecast aluminum with Gray leatherette aluminum and Black trim. Complete with eveready leather carrying case.

10Q15-4504 . . . . . RETAIL **$59.95**

Flashgun for above camera.

11Q115-898 . . . . . RETAIL **$9.95**



BOLSEY 35MM "EXPLORER"

MINIATURE CAMERA, FLASHGUN and CASE

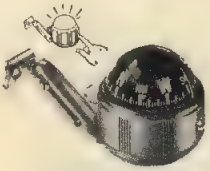
High speed, color corrected F:2.8 45 MM Steinheil lens. Gauthier shutter masters all speed shots with ease. Rapid wind system transports film counts exposures left, and cocks shutter for next speed shot in one flick of finger. Built right on camera body. Brilliant view finder, body shutter release no double exposure feature. Depth of field ring shows distances at which objects will focus perfectly at various apertures. **Shutter speeds range from 25 to 200; apertures from F:2.8 to F:16 and B.** All metal die cast aluminum body with gray leatherette covering and black trim. Genuine leather Eveready carry case and metal two position battery flashgun included. **Sold as complete set.**

10Q18-3596 . . . . . RETAIL, SET **$47.95**

RANGER, CAMPER'S COMPASS

TYPE 15 RANGER. Made [illegible] Approved and used by professional people around the world. For foresters geologists surveyors engineers, etc. Sighting mirror for precision readings. Magnifying base plate highly magnetized needle encased in liquid. Sapphire jewel bearing [illegible] points. Waterproof. Dial graduated 0 to 360 degrees. Size, 4x2¾x¾". Wt 5 oz. Ruggedly constructed of non-ferrous metal. May be used for signaling. Complete with neck strap.

1Q34-1100 . . . . . RETAIL **$13.75**



AIRGUIDE AUTO COMPASS

No Wires To Attach. Self contained battery gives soft green light. Easy to read compass dial. Alnico V magnet, multi magnet compensators. Universal mounting. Choice of Gray or White

1Q27-413—Specify color. . . . . RETAIL **$5.95**

Car battery Model. Suitable for either 6 or 12 volt systems. Available in Gray or White

1Q28-413—Specify color. . . . . RETAIL **$6.95**

AUTO COMPASSES

DINSMORE AUTO COMPASS

Easily attached to current from car battery. Universal mounting for use on 1-piece or center post windshields. Hermetically sealed case. Micrometer type compensators make adjustment easy. Choice of Gray or Black

1Q29-323—Specify color. . . . . RETAIL **$5.95**

EVERLAST

REG. U.S. PAT. OFF.

NEW for '58

Popeye
BOXING GLOVES

GOLDEN CHAMP
Gloves, Trunks and Robe

Glovemaster
BASEBALL GLOVES

Jack Dempsey
BOXING GLOVE SET

ROOM 405
5th AVE. BLDG.

WEINBERG-ROSENBLUM 200 FIFTH AVE. NEW YORK 10, N. Y. OREGON 5-5556

Factory Everlast Sporting Goods Mfg. Co. Inc. 175 Walnut Ave. Bronx 54, N.Y.

SCIENTIFIC PRODUCTS COMPANY PRESENTS

MISSILE

AND REMOTE LAUNCHER

COMPLETELY SAFE

Designed by Missile Engineers

- Ready for Many Flights
- All Auxiliary Equipment Included
- Designed to Travel Over 150 Feet
- Adjustable Launching Direction
- Dramatic Display Package — 16" x 9" x 3⅝"

Suggested Retail Price **$4.98**

No. 105
Packed: 1 Doz. to Carton
Shipping Weight: 30 lbs.

SALES OFFICE — SHOWROOM
Room 405
200 Fifth Avenue
New York, New York
Oregon 5-5556

FACTORY
SCIENTIFIC PRODUCTS CO
Richmond, Virginia

CALIFORNIA IVY . . . by Poppy Trail. As modern as you wish . . . yet perfectly at ease with provincial settings. In colors straight from the garden . . . luscious sun-ripe green ivy leaves on warm brown vines rest on a background of pure white . . . give your table that "fresh-as-spring" feeling. Hand decorated, glazed semi-porcelain, oven-safe.

70-9006 C1150 16-pc. Set. Contents on page 536 . . . . . **$14.95**
70-9014 C810 8-pc. Set (4 each salad plates, soups) **13.40**
70-9022 C995 7-pc. Table Service. Contents on page 536 **16.60**

PEACH BLOSSOM . . by Poppy Trail of California. Created especially for you, the lover of the beautiful and unusual. Each Peach Blossom petal is realistically raised in "orchard-fresh" detail. Casual and functional, yet daintily at home with your best linens and silver. Fine semi-porcelain, the lovely design is hand decorated under glaze.

70-9923 C1325 16-pc Set. Contents on page 536. . . . . **$16.95**
70-9055 C867 8-pc. Set (4 each salad plates, soups). **14.60**
70-9048 C1060 7-pc Table Service. Contents on page 536 **17.70**

HOMESTEAD PROVINCIAL . . by Poppy Trail. A touch of history, in the modern mode! Quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. You'll like the interesting shapes . . . just like those made during the homestead era. Glazed semi-porcelain; oven-proof.

70-9097 C1150 16-pc. Set. Contents on page 536 . . . . **$14.95**
70-9113 C980 8-pc. Set. 4 each: salad plates, soups. . . . **16.60**
70-9105 C1040 7-pc. Table Service. Contents on page 536 **17.40**

MELROSE . . . so beautifully done! Dramatic, graceful sprays of pure white roses with exquisite pink centers, delicately accented with crisp green leaves . . . on a snowy white background. Really stunning whether you use it on a white cloth or set it against a gay color. Highly glazed American semi-porcelain, modern coupe shape.

70-8255 C1000 35-pc Set (for 6). See contents on pg. 536. **$14.95**
70-8263 C1550 53-pc. Set (for 8). See contents on pg. 536. . **22.95**
70-8271 C2750 93-pc. Set (for 12). See contents on pg. 536 **41.50**

CAPRI . . . highly glazed American semi-porcelain. Set your table with enchantment . . . this striking new modern possesses all the delicacy and beauty its name implies! On the stark white background rhythmic charcoal black lines upped with soft camellia pink seem to symbolize an abstract bouquet caught in motion. Platinum edges. Modern coupe shape.

70-8107 C1395 35-pc. Set (for 6). See contents on pg. 536. **$20.95**
70-8115 C2196 53-pc. Set (for 8). See contents on pg. 536 **32.95**
70-8123 C3833 93-pc Set (for 12). See contents on pg 536 **57.50**

FESTIVAL . . by Knowles. Lighthearted, gay . . . this delightful new pattern is the very essence of warm hospitality. Wheat shafts and leaves form a pinwheel of color . . . yellow, green, gray, brown on the white background spattered with yellow and brown. Glazed American semi-porcelain in modern coupe shape. Uniquely designed cups, sugar, creamer.

70-8073 C1796 35-pc. Set (for 6). See contents on pg. 536. **$26.95**
70-8081 C2663 53-pc Set (for 8). See contents on pg. 536 **39.95**
70-8099 C4663 93-pc Set (for 12). See contents on pg 536 **69.95**

PEBBLEFORD . . . semi-porcelain in a delightful array of speckled colors to fill your mealtimes with a blithe, carefree mood. Now in the versatile 45-pc. Buffet Set that consists of 8 each: dinner plates, salads, cups, saucers (2 each in marble white, pink, turquoise, sunburst yellow), turquoise covered sugar and creamer, yellow vegetable dish, pink salt and pepper, marble white chop plate . . . plus yellow covered casserole and pink coffee pot with warmer stands and candles.
70-8776 C1750 45-pc Buffet Set (service for 8) **$24.95**

Pebbleford 20-pc. Set. 4 each: 10″ dinner plates, cups, saucers, cereal-soups, bread-and-butter plates. 1 setting in each color shown.
70-8750 B375 20-pc Set (service for 4). **$8.35**

Pebbleford 7-pc. Table Service. Includes 13¾″ marble white oval platter, sunburst yellow open vegetable dish, turquoise creamer and covered sugar bowl, pink salt and pepper shakers
70-8768 B490 Pebbleford Table Service **$6.95**

DESERT LILY . . semi-porcelain in simple, modern shapes. Chartreuse and forest green, splashed with warm desert red and dark brown, make a lovely raised enameled lily pattern on ivory ground. Cups, bowls, sugar and creamer in solid chartreuse. Desert Lily presents such a friendly invitation to dine. Contents of sets on page 536.
70-8164 C930 23-pc. Set (service for 4) **$13.95**
70-8172 C1415 35-pc. Set (service for 6). **20.25**
70-8180 C2160 53-pc. Set (service for 8). **30.95**

AMERICAN PROVINCIAL . . . Pennsylvania Dutch pattern with a cheery point of view that's welcome any time, any place. You'll love the bright gaiety of the quaint, stylized figures and flowers in definite shades of red, black, deep blue and green (plus a dash of chartreuse, on white semi-porcelain. Contents of sets on page 536
70-8727 C1100 23-pc. Set (service for 4) **$16.50**
70-8735 C1675 35-pc. Set (service for 6) **25.00**
70-8743 C2565 53-pc. Set (service for 8). **37.95**

FROLIC . . a blithe spirited new pattern in highly glazed American semi-porcelain. Sets a gay scene that appeals to all with its black scroll and turquoise star-studded design centered on white ivory. A studied sprinkling of turquoise "diamonds" highlight its heavenly charm. Wonderfully adaptable! See contents of sets on page 536.
70-8826 C815 23-pc. Set (service for 4). **$12.25**
70-8834 C1265 35-pc. Set (service for 6). **18.95**
70-8842 C1935 53-pc. Set (service for 8). **28.95**

DAISY DANE . . . takes its color-cue from a sunny day to brighten every mealtime. Dimensional brown and yellow daisy chains grace the pebble-marked white plates, platter, sugar bowl lid. Solid-tone yellow cups, bowls, sugar and creamer add an extra bit of cheer. Ovenproof semi-porcelain with zircon-hardened glaze for germ-free protection
70-8008 C1000 35-pc. Set (for 6). Contents on pg. 536 **$14.95**
70-8016 C1430 53-pc. Set (for 8). Contents on pg. 536. . . **21.95**
70-8024 C3000 93-pc. Set (for 12). Contents on pg 536 . . **44.95**

(A) DESERT RAY ELECTRIC EDGER-LAWN TRIMMER—Exclusive new Snap-O Matic hub assembly lets you change blades in seconds and new shift-o-matic blade lets you convert from edger to lawn trimmer at press of handle! 1/6 HP ollite sleeve motor; electrically-welded steel frame is lightweight, yet powerful, does edging on walks, curbs, trimming along walls, around trees. 3" composition wheels 6' spring steel blade is designed to produce suction action during operation, so light and easy to handle that lawn work becomes a pleasure. Ship wt. 10 lbs

223-1074 Index 1-2272, 3-2098 ..... Retail $34.95

(B) HANDYHOT CUSTOM EDGER-TRIMMER—An all-purpose trimmer that makes yard and garden care a pleasure. Powered by a high-speed 8000 RPM 100-watt 115 volt AC-DC motor, the Custom is a time and work saver. Maneuverable glide plate makes it simple to trim anywhere. Quick-change head converts easily to edging with guide plate in position to assure straight, even cut. Cord runs through tubular handle with a line switch for convenient fingertip control. UL approved. Ship wt. 12 lbs

120-2877 Index 1-1597; 3-1497 ..... Retail $23.95

(C) SKIL TRIMMER—Cuts 100 feet of hedge—top and sides—in 30 minutes. Lightweight design. Ideal for shaping, rounding or fancy cutting. Cuts a clean swath through even the toughest growth. Has 12" self-sharpening steel blades, 3-way adjustable top handle, extra powerful motor and precision gears and bearings. Weighs only 6 lbs. Built-in adapter for ⅜" extension pipe handle 23" long. 115 v. AC-DC.

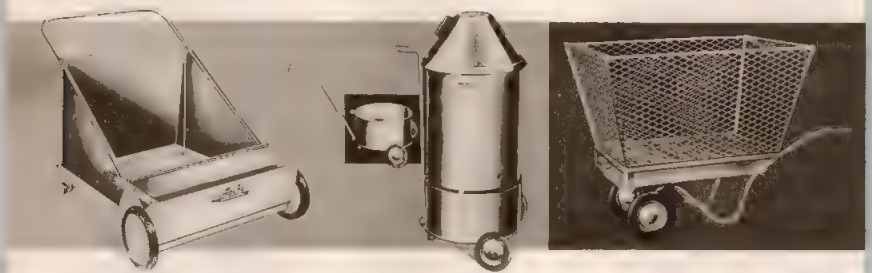
245-512 Index 1-3483, 3-3309 ..... Retail $49.75

(D) POWER GUIDE HEAVY DUTY CHAIN SAWS—Professional type for ruggedness and performance. Easy to balance; easy to handle, cuts logs 20 in. in diameter faster with rapid fire strokes—straight across or at any angle up to 90°. 3 HP 20 in. chain and guide. Grip Rite bar handles; dual accelerator control. Aluminum gas and oil tank. Ship. wt. 30 lbs. F.O.B. Chicago factory

D759-PGC18S-20 Index 1-13860 ..... Retail $198.00

As above but equipped with special diaphragm carburetor. Permits cutting at any angle

D759-PGC18D-20 Index 1-15610 ..... Retail $223.00



LAMBERT LAWN SWEEPERS—Join the loungers who sit and rest . . . get a Lambert Lawn-sweeper and do the job in 1/10 the time and with 1/10 the effort. Whisks up leaves stones twigs in a few minutes. Rot-proof hamper on rugged all-steel frame. Steel-backed brushes with fingertip brush height adjustment. Semi pneumatic tires won't mar lawn. Both wheels are geared. Bumper guard

21" RANCHETTE, 4½ bushel capacity. 40 lbs

229-5212A Index 1-2700, 3-2550 ..... $36.95

30" RANGER, 6 bushel capacity. Wt 49 lbs.

229-5303 Index 1-3430, 3-3240 ..... $46.95

USP PORTA BURNER—Really safe, roll-about trash burner! Wheel it 'round yard on its 6" rubber wheels. Balanced combustion burns 2½ bushels of sticks, leaves, trash safely—won't burn or scorch grass or driveway. No open flame or sparks—meets fire prevention and city ordinance regulations. Remove combustion section and hood—base (ash receptacle) becomes handy garden tote cart, 7" deep, 17¼" diam. Durable aluminum coated sheet steel resists heat corrosion. 42" high. Ship. wt. 32 lbs. F.O.B. Columbus, Ind.

D249-100 Index 1-1265, 3-1202 Ret. $18.95

USP NEW 3-WAY LEAF-TRASH BURNER—A 3-way top quality yard and garden tool that burns leaves, burns trash and quickly converts to a flatbed cart. Will not scorch the concrete. Eliminates messy burning areas. Semi pneumatic rubber wheels let you burn as you go. Holds 20 bushels, 10" wheels. Rubber grip handles. Basket is 48" wide overall, 24" high and 33" deep. Folds to 8"x 47"x23". Built to last for years and comes with an absolute money-back guarantee. Ship. wt 88 lbs. F.O.B. Columbus, Ind

D249-300 Index 1-3325, 3-3159 . Ret. $49.95

Beverly by PROLON

Another Prolon style-triumph . . . Never before such rare loveliness in fine Melmac® dinnerware! Delicately graceful dinnerware in glowing, fadeless color . . . Break-resistant quality and priced so low! It looks so delicate and "china-like", yet it's strong and durable—to give you years of service Safe in the hottest water of automatic dishwashers . . . won't crack, craze or fade . . . practically unbreakable

GUARANTEED: *not to chip, crack or break in 2 full years normal use.*

45-PIECE DINNER SET

A $39.40 open stock value for $29.95 retail
Contains eight each: 10-in dinner plates, 6¼-in bread and butter plates, 19½-in soup dishes, cups, saucers. One each: 14-in platter, vegetable dish, creamer, covered sugar bowl. Solid colors, or rainbow assortment —equal number of pieces in turquoise, white, pink, and yellow, service pieces in turquoise and pink Wt 16 lbs

16285A1997—Turquoise	Retail	**$29.95**
16286A1997—Pink	Retail	**$29.95**
16287A1997 Yellow	Retail	**$29.95**
16260A1997 Rainbow	Retail	**$29.95**

20-PIECE DINNER SET

A $16.20 open stock value for $12.95 retail
Service for four contains four each 10-in dinner plates, 6¼-in bread and butter plates, 19½-oz. soup dishes, saucers, and cups Rainbow assortment of turquoise, white, pink, and yellow Wt 6 lbs

16264A863—Rainbow	Retail	**$12.95**

BEVERLY OPEN STOCK

Minimum order **$20.00** at Retail Value Available in Turquoise, Pink, White or Yellow Allow 10 days for shipment from factory, F.O.B. Mass SPECIFY STOCK NO. and COLOR DESIRED

128-260D83 —Dinner Plate 10"	Retail	**$1.25**
128-261D60 —Bread & Butter 6½	Retail	**$ .60**
128-262D60 —Saucer 6½	Retail	**$ .60**
128-263D83 —Cup 7 oz	Retail	**$ .65**
128-264D83 —Soup Dish 19½"	Retail	**$ .95**
128-265D60 Fruit Dish 7 oz.	Retail	**$ .60**
128-266D117—Veg. Serving Dish	Retail	**$1.75**
128-267D183—Platter 14"	Retail	**$2.75**
128-268D167—Cream & Sugar Set	Retail	**$2.30**

melmac

Guaranteed by Good Housekeeping

LIFE

Florence by PROLON

Award-Winning Designs . . . Clear, Glowing Colors . . .
Beautiful, deep coupe styling with a delicately tapered edge . . . rich, jewel-like colors in the fadeless durability of Melmac® that enhance any table setting . . . Florence matches the beauty of fine semi-porcelain yet offers the lifetime service ability you can get only in Melmac® . . . It's fully chip-and-crack resistant—virtually unbreakable! Wash it in your dishwasher—the hottest water cannot harm its glowing, fadeless color nor mar its lustrous finish. It stays lovely as new, always . . . Florence dinnerware is odorless, non-toxic, non-flammable, and colors stay bright and clear, surfaces remain smooth and lustrous

GUARANTEED: *Not to chip, crack or break in 2 full years normal use.*

20-PIECE DINNER SET

A $24.60 open stock value for $19.95 retail
Service for four contains four each 10-in dinner plates, 6¼-in bread and butter plates, 14-oz bowls, cups, and saucers Available in two-color sets (equal pieces of each color) or a rainbow assortment of equal number of pieces in turquoise, yellow, copper, and beige. Shpg wt 8 lbs

16224A1330 Turq. & White	Retail	**$19.95**
16225A1330—Copper & Beige	Retail	**$19.95**
16226A1330—Rainbow	Retail	**$19.95**

45-PIECE DINNER SET

A $60.65 open stock value for $49.95 retail
Contains eight each 10-in dinner plates, 6¼-in bread and butter plates, 14-oz bowls, cups and saucers; one each, 14¼-in. oval platter, open vegetable dish, creamer, and covered sugar bowl Rainbow assortment contains an equal number of pieces in turquoise, yellow copper, and beige—all serving pieces in turquoise and yellow. Wt. 18 lbs

16223A3165—Rainbow	Retail	**$49.95**

FLORENCE OPEN STOCK

Minimum order **$20.00** at Retail Value Available in six solid colors Sunset Red, Beige, Yellow White Turquoise or Copper Allow 10 days for shipment from factory F.O.B. Mass SPECIFY STOCK NO. AND COLOR DESIRED

128-238D137 Dinner Plate 10"	Retail	**$1.95**
128-239D83 Salad Plate 7¾	Retail	**$1.25**
128-240D66 —B & B 6¼"	Retail	**$1.00**
128-241D60 —Saucer	Retail	**$ .90**
128-242D76 —Cup 9 Oz	Retail	**$1.15**
128-243D76 —Soup Bowl, 14 Oz.	Retail	**$1.15**
128-244D60 —Fruit Dish, 8 Oz	Retail	**$ .90**
128-245D217 Sm. Platter 12½" Oval	Retail	**$3.25**
128-246D283—Lg. Platter 14¼" Oval	Retail	**$4.25**
128-247D217—Vegetable Dish—open	Retail	**$3.25**
128-248D250—Vegetable Dish—div	Retail	**$3.75**
128-249D263—Cream & Sugar Set	Retail	**$3.95**

Flowers by PROLON

—translucent like fine china
—exquisite "molded-in" decorative patterns that cannot wear off
—only melmac® dinnerware line completely decorated

Here's exceptional beauty in today's most exciting decorated dinnerware . . . open lace patterns of soft white fine molded-in beauty that will thrill the most discriminating hostess. Florence DECORATED is the only Melmac® dinnerware which offers a fully decorated line even with patterns on all curved surfaces. Florence DECORATED is nationally advertised Melmac® quality. Melmac® dinnerware famous for beauty, long life, smoothness and ease. Florence DECORATED is virtually unbreakable, resists chipping, is not harmed by hottest water in automatic dishwashers. Four delightful patterns to choose from . . . REGATTA—refreshing as a cool sea breeze . . . its modern lines smart, symbolic design. GRANADA—dignity and charm in choice colors and exquisite patterns. CHORALEER—a whimsical spirited decoration that will cheer your every meal. ORIENTAL POPPY—a colorful, captivating whisper of the Orient

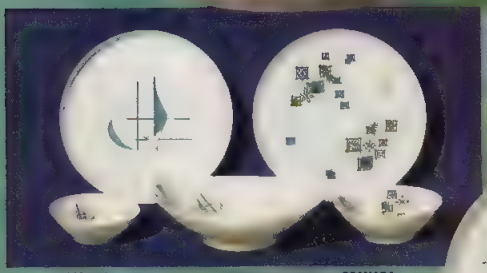
CHORALEER

SPECIAL NEW 20-PC DINNER SET

A $37.20 open stock value for $29.95 retail

Contains four each 10-in. dinner plate, 6¾-in. bread and butter plates, 14 oz. bowls, cups and saucers in one pattern. Shipping wt. 8 lbs.

16292A1997	Regatta	Retail $29.95
16293A1997	Granada	Retail $29.95
16294A1997	Oriental Poppy	Retail $29.95
16295A1997	Choraleer	Retail $29.95



REGATTA

GRANADA

ORIENTAL POPPY

SERVICE FOR TWELVE
Order 1-45 Piece Set and 1-20 Piece Set

DECORATED OPEN STOCK

Minimum order **$20.00** at Retail Value. Available in four patterns: Choraleer, Regatta, Granada and Oriental Poppy. Allow 10 days for shipment from factory. F.O.B. Florence, Mass. SPECIFY STOCK NO. and PATTERN DESIRED

128-250D200—Dinner Plate 10"	Retail	$3.00
128-251D150 Salad Plate 7¾	Retail	$2.25
128-252D107—B & B Plate 6¾	Retail	$1.60
128-253D90 —Saucer	Retail	$1.35
128-254D107—Cup 9 Oz.	Retail	$1.60
128-255D117 Soup Bowl 14 Oz.	Retail	$1.75
128-2560100 Fruit Dish 8 Oz.	Retail	$1.50
128-2570463 Lg. Oval Platter 14¼"	Retail	$6.95
128-2580300 Open Vegetable Dish	Retail	$4.50
128-2590330—Cream & Sugar Set	Retail	$4.95

melmac

as advertised in

LIFE

Guaranteed by Good Housekeeping

45-PIECE DINNER SET

A $90.80 open stock value for $74.50 retail

Eight each 10-in. dinner plates, 6¾-in. bread and butter plates, 14 oz. bowls, cups, saucers. One each 14-in. oval platter, vegetable dish, open, creamer, covered sugar. Please specify pattern desired. Wt. 18 lbs.

16288A4719—Regatta	Retail	$74.50
16289A4719—Granada	Retail	$74.50
16290A4719—Oriental Poppy	Retail	$74.50
16291A4719 Choraleer	Retail	$74.50

GUARANTEED: *Not to chip, crack or break in 2 full years normal use.*

MARX

BATTERY OPERATED REMOTE CONTROL TANK WITH LITED GUN AND "ACK-ACK" NOISE

Measures: 8" long, 4" wide, 3¼" high
Made of heavy gauge steel, finished in appropriate military color and design
Tank climbs over obstacles Mounted gun swivels freely from side to side (gun lites up and realistic ack-ack noise is emitted)
Runs on two standard size flashlight batteries which operate its forward and reverse action by two push buttons and a steering wheel for direction.

No. 2581-J1412 Each $3.98
Twenty four in a Carton

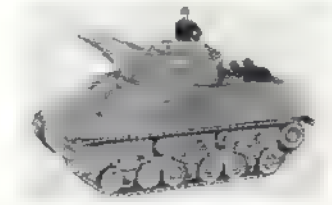
ELDON

O.D. TANK TRANSPORT

Authentic 20 inches over-all Tractor, low bed trailer, tank and rockets Removable tank captain. Swivel turret on tank. Cannon fires rockets. Olive drab only.

No. 980-908 Each $2.98
Six in a carton

O.D. COMBAT TANK

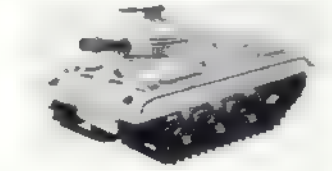


With firing rockets. Two rockets carried on rear deck. Swivel turret rotates. Firing cannon elevates Tank is 8" long. Olive drab, only

No. 982-952 ..... Each $1.00
Twelve in a carton

MARX

SUPER POWER SPARKLING COMBAT TANK



Measures 10½" long 6" wide, 5½" high
All steel construction. Powered with a recoiling cannon, which operates realistically as the tank moves along. Simultaneously, the 50-calibre machine gun, which is mounted atop the turret, emits harmless sparks and a rat-tat-tat machine gun noise
Powered by a long running, heavy duty clock spring motor, with key attached
Rubber traction treads enables it to climb over obstacles Equipped with a brake

No. 2022-1975 Each $3.98
Six in a carton

GENERAL MOLDS

REMOTE CONTROL

Forward-reverse, steers left and right Magazine loaded gun shoots pellets with battery case control. Tank commander sweeps left and right to observe action through field glasses. Powerful motor drives rubber cleated tracks over obstacles Rugged plastic construction with metal base Size: 8½" x 4¾" x 4¾".

No. 2269-035 Each $2.98
Twelve in a carton

MARX

PELLET SHOOTING TANK

Battery operated—remote control. Measures: 8" long, 4" wide, 5½" high. Steerable Realistic Army medium Tank Fires harmless pellets by remote control. Authentic treads and bogey wheels

No. 2057-2076 ..... Each $3.98
Twelve in a Carton

REMCO

U.S. ARMY BULLDOG TANK

Bulldog tank advances, retreats, climbs over obstacles, destroys barricades; loads 4 shells in brass casings to a clip. Fires projectile automatically from remote position Ejects empty brass shells after firing. Caterpillar tread has 14 working wheels 22½ inches long. All-aluminum cannon operates on 4 "D" flashlight batteries (not included

No. 1542-607 Each $12.98
Four in a Carton

BORGFELDT

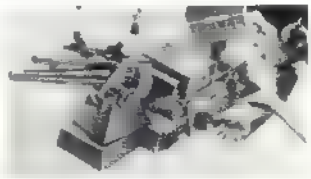
TANK

Electric Metal Tank with rubber wheels powered by 2 flashlight batteries. Moves along, stops while gun fires, and flashes and moves on again Measures 8½" long Batteries not included

No. 2508-531/62 ..... Each $2.98
Twenty four in a Carton

REMCO

ELECTRONIC RADAR ROCKET CANNON



Launches flying rocket plane Moving airplane targets appear on TV screen Large radar warning antenna rotates automatically and picks up beep signals. Complete electronic communication center with regulation microphone and head set. Telegraph key for code

No. 1548-103 ..... Each $7.95
Six in a carton

U.S. NAVY POM POM GUN

Gun is completely motorized (operates on 2 motors) From a remote position, rotate the entire gun 360 degrees by motor action . . . raise or lower the twin aluminum Pom Pom barrels by hand wheel gear action . . . Depress the firing trigger . . . The double Pom Pom barrels fire and recoil in steady synchronization (by motor action) . . . The firing light on the panel is illuminated

Overall dimensions are 19" long, 8½" deep, 8½" high Operates on 4 "D" flashlight batteries (not included)

No. 1556-106 Each $12.98
Three in a carton

MARX

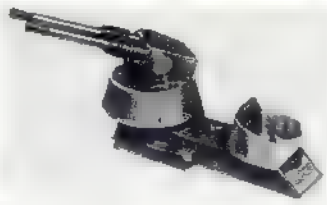
SUPERMAN TANK

Measures: 10½" long, 4" wide 5¼" high
Superman stops the Tank, pushes it forward, raises it into the air Then the Tank shoves Superman forward and he again conquers the Tank Colorfully decorated Heavy duty construction

No. 2533-2522 ..... Each $2.98
Twelve in a Carton

REMCO

U.S.S. HAWKEYE POM POM GUN

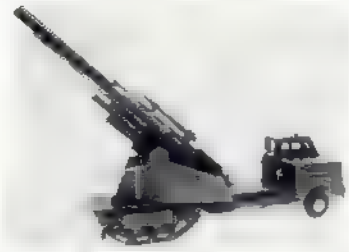


Works by remote control . . . has motorized twin guns, 360 degree rotation console barrel recoil action and good-'n-loud pom pom sound. Operates on 2 C flashlight batteries (not included)

No. 1555-603 ..... Each $4.98
Six in a Carton

MARX

MOBILE LONG RANGE ATOMIC CANNON TRUCK

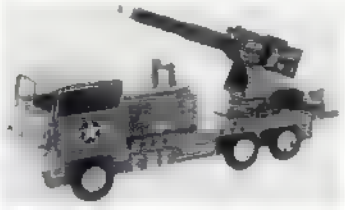


Measures 23" long, 5" wide, 9½" high. Electronically operated swivel action atomic cannon with push button control. Muzzle loaded simultaneously shoots caps and three 4" long soft-nosed projectiles.

No. 2045-3373 ..... Each $13.98
One in a Carton

FRICTION AIR CORPS TRUCK WITH POM POM GUN

12½" long, 4" wide, 5" high

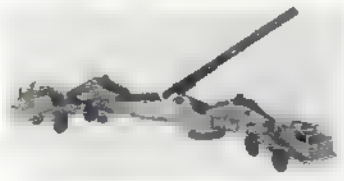


Battery operated! Pom Pom Gun has flashing light and recoiling barrel. Massive cab over engine style truck with tandem rear wheels. Tool box on rear.

No. 2069-2316 ..... Each $2.98
Twelve in a Carton

IDEAL

ATOMIC CANNON T-10

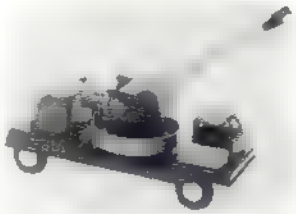


Authentic model of Army's mobile cannon. 17" metal cannon elevates, rotates, traverses and fires shells. Plastic, overall length 42". Comes with detachable twin cabs, 6 plastic-tipped shells.

No. 2285-4860 ..... Each $7.95
Six in a Carton

MARX

FRICTION AIR DEFENSE TRUCK WITH POM POM GUNS

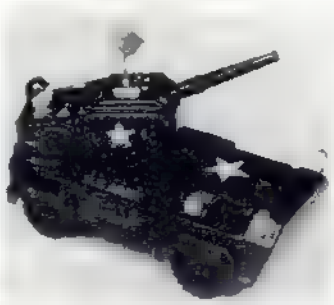


15¾" long, 8" high, 5¼" wide

Battery operated guns. Heavy duty construction Pom Pom Gun Carriage traverses 360° in either direction electrically. Lighted twin Pom Pom Guns retract and recoil automatically. They also elevate and depress automatically. Loud boom-boom sound, as the guns operate.

No. 2055-2214 ..... Each $4.98
Six in a Carton

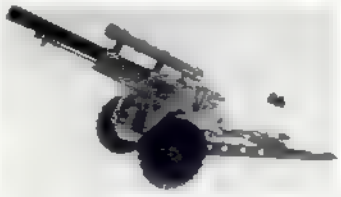
RADAR TRUCK



Electric Metal Radar Truck powered by 2 batteries. Car moves and stops while gun turret turns, gun flashes and radar screen lights up. Measures 9". Batteries not included.

No. 2509-736 ..... Each $2.98
Twenty four in a Carton

ATOMIC LONG RANGE CANNON



Measures 27 ½" long, 10¾" wide 8¾" high. This artillery cannon features 2 soft, rubber tipped polyethylene projectiles, 4" long. Cannon may be elevated and depressed for multiple range firing.

No. 2038-827 ..... Each $4.98
One in a Carton

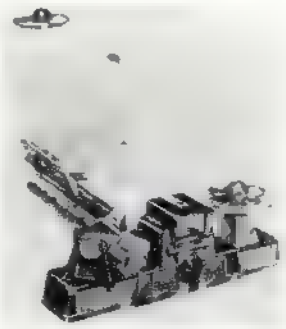
MOBILE AIR FORCE RADAR JEEP

Measures 11" long, 7¼" high, 5" wide. Air Force Radar Jeep with two large Air Force Driver Figures supplied

No. 2026-877 ..... Each $2.98
Six in a Carton

REMCO

I.C.B.M. VANGUARD

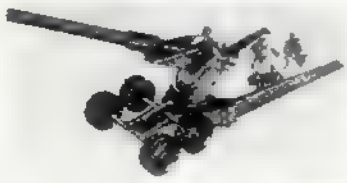


A faithful replica of the sensational Intercontinental Ballistic Missile, the Vanguard launches its own satellite accompanied by rocket escort! The radar screen lights up, "tracks" the satellite's progress . . . picks up radio "beep" signals! Launching platform revolves, elevates and lowers. Operates on 2 D flashlight batteries (not included)

No. 1559-602 ..... Each $6.98
Four in a Carton

ELDON

ROCKET-FIRING "155" CANNON



Here's excitement plus in this "Action Poly" toy. It's an authentic anti-aircraft 155 mm gun that actually shoots rockets. Manned by two soldiers. Equipped with a supply of six rockets this power-packed cannon is 14" long and 3½" high. Color: Olive Drab

No. 999-956 ..... Each $1.00
Twelve in a Carton

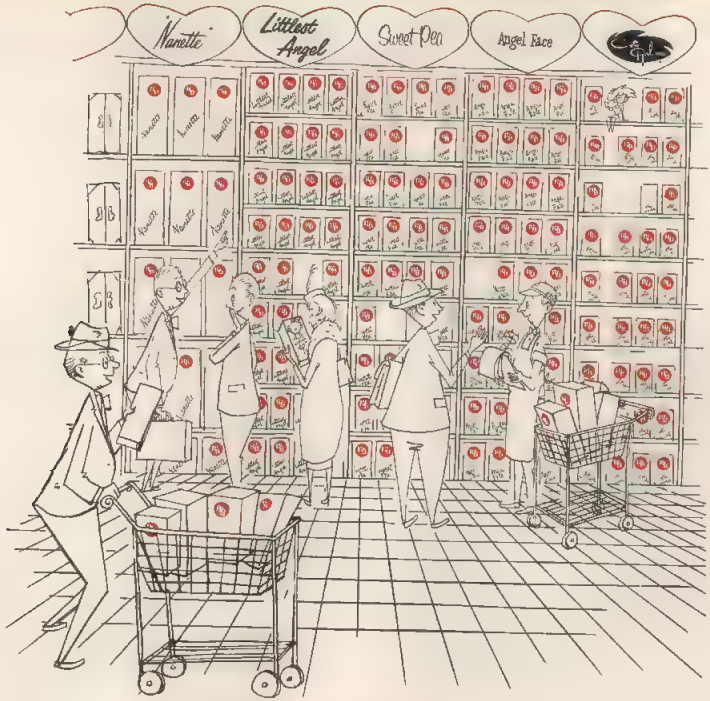
IDEAL

SKY SWEEPER TRUCK

Nike rocket launcher with built-in sight and projector searchlight mounted on trailer pulled by truck cab. Beam of light projects six different images on wall . . . even in daylight. Sighting device zeroes in target by elevating and rotating to track the image on the wall. Twin rocket launcher fires missiles tipped by suction cups. Projector has off-on switch, focusing dial and knob for changing targets. Launcher rotates 360 degrees and elevates 90 degrees. Truck has polyethylene wheels. Size: 24" long x 6½" wide x 8½" high

No. 2275-4875 ..... Each $7.98
Six in a Carton

ONE-STOP SHOPPING



there's much more to see at R&B

Room 1451 • 200 Fifth Avenue

All wrapped up and ready to go . . . the most complete quality line in our entire 40-year history! Everything—but everything that doll buyers are seeking is here . . . dramatically designed for record-setting sales, pepped up profits! Remember . . . with just one call you'll see them all . . . at R&B!

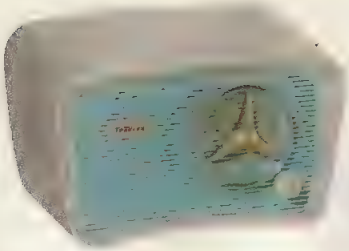
TEEN-AGE DOLLS • BABY DOLLS • TODDLERS
TEAR DOLLS • WARDROBE TRUNKS • NEW-BORN BABES

Arranbee R&B Doll Company, Inc.

200 Fifth Avenue, New York, N. Y. — Room 1451

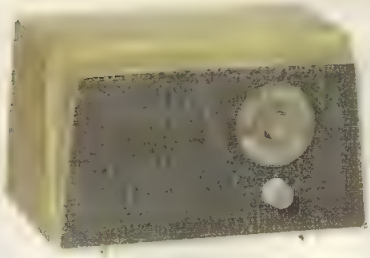
Our 40th year

Henry Weisser, Sales Manager



TRAV-LER "MODERNAIRE" TABLE RADIO. This budget-priced model fills a corner with beauty, fills an ear with pleasure. Look . . . not a single square edge in its sleek, free-form styled cabinet of wear-resistant plastic. Through the Alnico V speaker passes the finest tone range . . from low bass to high treble. Dial is expanded and calibrated for easy tuning, easy reading. Built-in loop antenna, two-gang condenser, 5 tubes including rectifier. Plays on AC-DC. 6x9¼x6¼" deep

77-6880 B1595 Ivory-and-Primrose Pink Cabinet **$19.95**
77-6872 B1595 Ivory-and-Prairie Blue Cabinet . . **19.95**



WESTINGHOUSE TABLE RADIO . . . thrifty in price, thrilling in its delivery! Silver safeguard chassis, exclusively yours from Westinghouse, assures you of longer service-free life. On-off knob operates with a push and a pull. Once the volume is set, automatic control prevents alternate fading or blasting. Smart, uncluttered lines and textured front panel with an island-like dial, top any table with good taste. 5 tubes including rectifier. Both AC-DC. 7x10¼x5¼" deep.

77-5346 B1877 Lemon Yellow Cabinet. **$23.95**
77-5353 B1877 Ivory Cabinet **23.95**

WESTINGHOUSE TABLE RADIO. Your favorite actors, comedians and musicmakers sound better than ever when you sit yourself within ear-shot of this charmer! It's those twin speakers! And cabinet is acoustically designed to radiate this room-filling sound. Slight push and slight pull turn radio on and off. Set-and-forget volume control frees you of sudden outbursts or gradual dwindling of sound. 5 tubes including rectifier. 7 x 11¼ x 6¼" deep, AC-DC.

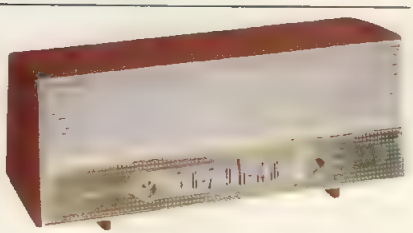
77-5361 B2249 Ivory Cabinet **$29.95**
77-5379 B2249 Green Cabinet **29.95**

ROLAND DELUXE "Bi-FIDELITY" TABLE RADIO. Roland's exclusive "Bi-Fidelity" audio system is worth cheering about—not just one, but *two* matched Alnico V speakers. And you can enjoy the rich sound in strict privacy, with the special earphone. Illuminated slide-rule dial, built-in loop antenna, phone jacks. 5 tubes including rectifier. Sturdy polystyrene plastic case, 13x6x5¼" deep. AC-DC.

77-5817 B2195 Charcoal Gray with white trim **$29.95**
77-5825 B2195 Oyster White with coral trim **29.95**
77-5551 A495 Earphone for private listening . . **6.95**

ROLAND "POWER HOUSE" TABLE RADIO . . . with exclusive "Bi-Fidelity" audio system! Here's extra power for long-range reception . . . for the radio fan who seeks his listening pleasure unlimited! No wonder it's named "Power House" . . . there's a total of 6 tubes including rectifier. "Bi-Fidelity" describes the glorious sound from the two matched and balanced Alnico V speakers. Illuminated slide rule dial, built-in antenna, phono jack. 13x6x7⅞". AC-DC.

77-5882 B2495 Mahogany Plastic Cabinet . . **$34.95**
77-5890 B2495 Ivory Plastic Cabinet . . . **34.95**



WESTINGHOUSE "SYMPHONAIRE SIX" . . . brings high fashion and high fidelity to table radios! Within that ultra-smart cabinet is just what it takes to pull in far-off stations loud and clear. Namely . . . 6 tubes including rectifier and extra-sensitive 3-gang condenser. Once the signal is captured, it's sent through a "Wide-Fi" speaker for splendid sound quality. On-off switch requires push-pull . . . set-and-forget volume control requires nothing more. Illuminated dial. AC-DC.

77-5387 B2994 Coral-and-White Cabinet, 6x14½x5¾" **$39 95**
77-5395 B2994 Ivory-and-White Cabinet, 6x14½x5¾" **39.95**

REGENCY All-Transistor Tubeless Radios

The more you listen, the more your wonder grows
that so much sound and beauty could be plucked from the airwaves
by a radio you can hold in the palm of your hand!

REGENCY 4-TRANSISTOR RADIO . . . now only $29.95
Regency originator of the transistor radio now puts this electronic miracle within the reach of everyone! A marvel in miniature . . . so small (3x5x1¼") it fits easily away in a lady's purse or a man's pocket . . . weighs only 12 ounces . . . yet plays with thrilling bigger tone and clarity, through super-dynamic speaker or private earphone accessory. In its distinctive case of shock-proof plastic it's a gay companion . . . the perfect gift

77-6559 A2295	Ivory Plastic Case	**$29.95**
77-6567 A2295	Red Plastic Case	**29.95**
77-6583 A2295	Black Plastic Case	**29.95**
77-6591 A119	Battery for Regency (1 needed)	**1.65**
77-6658 A265	Genuine Leather Carrying Case	**3.95**
77-6666 A495	Earphone for Regency Radio	**7.50**

REGENCY MIDGET TRANSISTOR RADIO . . only $14.95
Positively fantastic! A tiny radio . . . smaller than a pack of king size cigarettes . . . and weighing only 4 ounces . . . for your own private listening pleasure. Its miniature size (just 1½x2 4x3") lets you hide it in your shirt pocket . . . even up your sleeve! Its single transistor and crystal diode require so little power that it takes just three penlite batteries to keep it playing for weeks. Comes in sturdy, handsome red plastic case complete with earphone. Most amazing of all . . . it's by far the lowest priced transistor radio on the market! Now you need never be out of touch with the news, or your favorite program. Can you imagine a more exciting gift?

77-6690 A997	Regency Midget Transistor Radio .	**$14.95**
77-6708 A10	Battery (1 needed) Each .	**.15**

REGENCY TR-8 FAMILY RADIO
The handiest radio for all-around household use, or for going along wherever the family goes. Hardly a handful (only 4¾x3¼x4") it may be readily carried from room to room, yet its volume and tone are equal to radios many times its size. Plays 100 to 200 hours on its small, inexpensive battery. Safe for children . . . use it in bath, kitchen or laundry, can't ever shock. Metal case. Weighs only 24 oz.

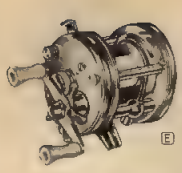
77-5197 A2997	Blue Enamel .	**$39.95**
77-5205 A2997	Yellow Enamel . .	**39.95**
77-5213 A2997	Pink Enamel	**39.95**
77-5247 A126	Battery (1 needed)	**1.90**

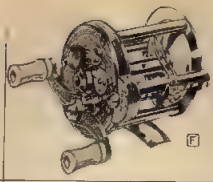
REGENCY TR-5 IN RICH COWHIDE
The tone quality and clarity of a big set . . . the trim compactness of an all-transistor audio system . . . you get all this and a dramatically beautiful leather binding too—in this new 5 transistor Regency! A deluxe companion in top-grain cowhide with smart gold trim and handy carrying strap. Powerful super-dynamic speaker, or plug in the earphone when you want to listen privately. 3¾x6¾x2"

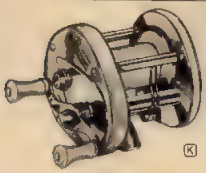
77-5221 A3371	Saddle Tan (shown)	**$44.95**
77-5239 A3371	Briarwood	**44.95**
77-5247 A126	Battery (1 needed)	**1.90**
77-6666 A495	Earphone Accessory	**7.50**

REGENCY TR-6 IN DELUXE LEATHER
Picture this little gem on your office desk or chairside table . . . at the beach or on an outing! It's a truly inspired creation by Regency, brilliantly engineered with 6 transistors for extra range and power; decorator designed in California Saddle or Briarwood top-grain cowhide with copper trim. Only 3x5x7", you can tuck it in a corner of your briefcase or travel bag, or carry it lightly by its leather handle. Truly, a gift supreme!

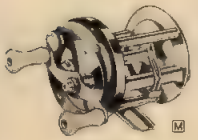
77-6732 A3747	Briarwood (shown)	**$49.95**
77-6740 A3747	Saddle Tan . . .	**49.95**
77-6682 A115	Battery (1 needed) .	**1.60**

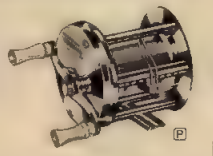






Here are his favorite Casting and Fly Reels





E GARCIA "AMBASSADEUR". The ultimate in luxurious design and faultless action, for fresh and saltwater baitcasting. Only reel with free-running spool, level wind and centrifugal brake.
38-5880 A2700 No. "5000" **$45.00**

F PFLUEGER "SUMMIT". For smooth action, durability, fine craftsmanship. Anti-backlash. Engraved cap, crank. Nickel silver with lightweight aluminum spool. Holds 145 yds. 15 lb. line.
38-5518 A990 "Summit" **$16.50**

G PFLUEGER "AKRON". Famous for excellent service and smooth casting. Anti-backlash. Aluminum spool. Extra wide line guide block of phosphor bronze. Holds 150 yds. 15 lb. line.
38-5526 A750 "Akron". **$12.50**

H PFLUEGER "TRUSTY". A top quality, low priced reel, ideal for beginner, or as a "spare". Brass and nylon gears; aluminum alloy frame. Anti-backlash. Capacity 145 yds. 15 lb test line.
38-5591 A357 "Trusty".. **$5.95**

K SHAKESPEARE "PRESIDENT". For those who love fine tackle! Light, sporty, forest green aluminum or "18-8" stainless steel. Carboloy bushings, nylon gears.
38-5633 A1950 Aluminum **$32.50**
38-5716 A2250 Stainless **37.50**

Garcia, Zebco, Pflueger, Shakespeare, South Bend . . . best names in fishing!

L PFLUEGER "SUPREME". Most flattering gift for a proud fisherman. Light, yet so rugged! Built with finest engineering and mechanical exactness, to provide a lifetime of fishing thrills.
38-5500 A2250 Supreme **$37.50**

M SHAKESPEARE "MARHOFF". Built for the skilled caster. Has "automatic thumb" drag, snap-on plastic arbor, smooth spiral cut gears, phosphor bronze bushings. Holds 100 yds. 15 lb. line.
38-6870 A1020 "Marhoff" **$17.00**

N SHAKESPEARE "WONDEREEL". Packed with value! Direct-drive and nylon gears make it free running for backlash-free action. Green anodized aluminum. Capacity 100 yds. 15 lb. test line.
38-5690 A837 "1921D" **$14.00**

P SHAKESPEARE 1915 WONDEREEL. Perfect for youngsters, vacationists, occasional fishermen. Stainless steel bearings, chromed brass frame, level wind. 3-unit takedown. Holds 50 yds. 15 lb. line.
38-5658 A597 "1915". . . . **$9.95**

R SOUTH BEND "1000". Anti-backlash reel for trouble-free fishing. Bail wire thumbs spool. Brake applied when lure hits the water. Chrome frame; bronze bearings. Cap. 100 yds. 20 lb.
38-5864 A1077 "1000" . . . **$17.95**

S SOUTH BEND ORENO-MATIC. For your most cherished fly rod. Quiet as a whisper. Balances perfectly; eliminates rod wobble. Automatic line brake. Folding trigger. Holds 43 yds. "D" line.
38-6946 A810 Fly Reel. . **$13.50**

T SUPER ZEBCO "22" REEL. Refined casting model. Fixed spool prevents backlash. Spinner head. Revolving thumbing device. Adjustable drag. Stainless body. With 100 yds 8 lb. monofil line.
38-5963 A1050 Model 22. **$17.50**

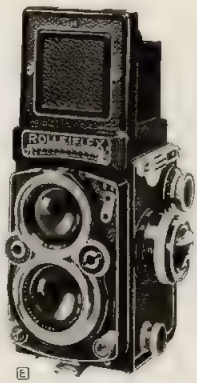
V ZEBCO "MODEL 11" REEL. Easily handles lures as light as ¼ oz. Guaranteed not to backlash. Handy thumb control allows long effortless casts. Anodized body. With 85 yds. 10 lb line.
38-5971 A750 Model 11. . **$12.50**

W TRU-ART DELUXE. Shakespeare automatic fly reel; gives you a "third hand" that saves both lines and fish. Free-stripping without touching lever. Instant retrieve. Holds 80 yds. "G" line.
38-5682 A777 "Tru-Art" **$13.00**

REFLEX CAMERAS

"Taken with a Rollei"

Most widely used credit line in the photographic world!



E

F

E NEW ROLLEIFLEX f/2.8E

- ***Experts cheer the new Rollei . . . now ahead of its time!***
- ***New built-in exposure meter! New depth-of-field scale!***

Improve the best? Rollei did it . . . because tomorrow's features are Rollei's today! Example: built-in exposure meter with two scales for accurate readings of dimmest to brightest light. Example: automatic indicator, always visible from above, that shows exact depth-of-field at all distances. Example: diaphragm-coupled Synchro-Compur shutter with speeds to 1/500 second . . . change one and the other adjusts automatically. Example: f/2.8 Zeiss Planar lens with new five-element, air-spaced construction for improved definition, more even illumination. Plus: Rollei's unique parallax compensation and unequalled automatic transport. Collapsible hood shades ground glass as full 2¼x2¼" image springs sharply into focus at the turn of a knob. Magnifiers allow eye- and waist-level focusing. With Eveready case.

21-7370 A27995 New Rolleiflex f/2.8E Reflex Camera. **$349.50**

F NEW ROLLEIFLEX AUTOMAT f/3.5

- ***A better-than-ever model of the best camera ever!***
- ***No depth-of-field confusion! No exposure guessing games!***

This new model of the world's most famous twin lens reflex camera challenges you to create your finest . . . whether you take pictures for love or money, for personal use or publication. New, exact, exclusive depth-of-field indicator extends the photographer's control, eliminates confusion by showing only the zone being covered. Now, the exposure problem belongs to the past . . . thanks to a linear-coupled Synchro-Compur shutter. You simply translate light reading from exposure table on back of camera to one setting for both lens and shutter speed. Adjust one and a mechanism changes the other. Light Value Scale permits rapid setting without recalculation. Ground glass viewing screen shows image in full 2¼x2¼" negative size. f/3.5 Schneider Xenotar lens. Built-in flash "synch". Eveready case.

21-7388 A19995 New Rolleiflex Automat f/3.5 Reflex Camera. . . . **$249.50**

G

H

G NEW ROLLEICORD Va . . . f/3.5

- ***Versatile . . . in everything from angle to size of picture!***
- ***Light Value Scale helps prevent error in determining exposure!***

Sound the trumpets and beat the drums . . . here comes one camera that takes five picture sizes! You get the following with interchangeable exposure counters on 120 film . . . 35mm, bantam, super-slide, 1½x2½" and 2¼x2¼". Candids, close-ups, worm's eye views, dramatic high angles . . . you're master of all with this new Rolleicord Va. Its Schneider Xenar f/3.5 lens takes sharp 'n sure pictures from 3 ft. to infinity. You take exactly what you see in the ground glass viewer . . . same composition, same details. Extra-large focusing knob tells film speed at a glance. Light Value Scale determines shutter control position . . . and, in turn, sets lens and shutter. Speed/stop selector stops down to f/22, speeds to 1/500 second. Internal flash synchronization. With 12 exposure counter, leather case.

21-7847 A11150 New Rolleicord Va Reflex Camera. **$139.50**

H ROLLEIFLASH FOR ALL LATE MODEL ROLLEI CAMERAS

- ***Mounts on lens, bayonet-style, without brackets!***

Capacitor-type for long-lasting 22½v battery. Crackle finish of 5½" reflector throws more light than smooth surface. Flexible coil spring prevents camera vibration. Built-in extension cord reel and extra-long cord for off-camera use. Open switch with safety lock, test light, bulb ejector.

21-7554 A1995 Rolleiflash for Rollei f/3.5 Cameras. **$24.95**
21-7562 A1995 Rolleiflash for Rollei f/2.8 Cameras. **24.95**

YASHICA • MINOLTA

Two Japanese imports, world-famous for craftsmanship!

K

L

K YASHICAMAT TWIN LENS REFLEX CAMERA

- ***Top quality . . . with an inviting price tag to top it off!***
- ***Sturdy die-cast body, leather-finished and chrome-trimmed!***

Here's the twin lens reflex camera you've always wanted . . . at the low price you've been waiting for! Every detail of this exciting new Yashicamat reflects quality . . . from the fully automatic shutter setting to the focusing knob with distance and depth-of-field scales. As for optics, Yashica craftsmen offer lenses befitting this masterpiece of camera engineering . . . a superb four-element Luxunar f/3.5 taking lens and f/3.2 viewing lens. Crank action not only advances film but sets 9-speed shutter for the next shot . . . prevents double exposures. Sportsfinder and magnifier for close-up shot. Synchronized for flash. Velvet-lined leather carrying case.

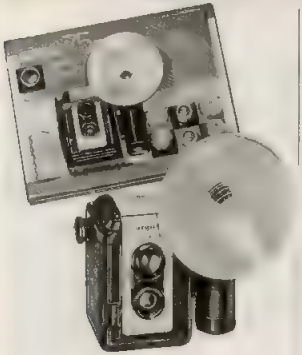
21-7836 A6825 Yashicamat Twin Lens Reflex Camera. **$85.50**

L MINOLTA AUTOCORD "L" TWIN LENS REFLEX CAMERA

- ***Revolutionary . . . from loading of film to system of focusing!***
- ***Lowest-priced reflex camera with a built-in exposure meter!***

"Exclusives" of its own plus features of more expensive reflex cameras . . . you really get your money's worth! For one perfect exposure after another, give credit to the built-in exposure meter. Super-simple . . . just add up diaphragm and shutter scales to equal light value. Exclusive helical focusing lever sweeps focus from 3 ft. to infinity, frees one hand entirely. By loading from top to bottom, film can't curl before exposure. Features galore: Fresnel viewing screen, four-element Rokkor f/3.5 lens, one-to-1/500th synchronized shutter speeds, automatic film transport, depth-of-field.

21-7810 A9950 Minolta Autocord "L" Twin Lens Reflex Camera . . **$124.50**
21-7828 A875 Case for Minolta Autocord "L". **10.95**



ARGUS

Argus "75" Camera and Accessories
• Includes camera, portrait lens, flashgun, roll of 620 film, carrying case, snapshot album.

Simply load the Argus "75", sight and get perfect pictures every time! Has fixed focus lens, Red-i-Dot double exposure protection. Portrait lens (included) fits on regular lens so you can take pictures at only 3 feet away. Flashgun plugs into camera without brackets or wires. Uses long-life batteries, midget bulbs. Carrying case has shoulder strap. You get a roll of 620 film, flashbulbs, batteries, handsome snapshot album.

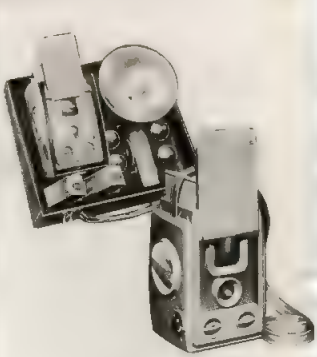
21-7059 A1875 Argus "75" Outfit **$23.50**

ARGUS

Argus Super "75" Outfit
• Includes the famous Argus Super "75" camera, flash outfit, 620 film and carrying case.

Argus Super "75" camera has color-corrected Argus Lumar f/8 lens with focusing from 3½ ft. to infinity. Optic viewing lens and over-size finder. Color-matic settings coordinate lens settings and focusing for natural or artificial light. Film advance cocks shutter, prevents double exposure. Flashgun plugs into camera. Outfit also includes batteries and flashbulbs, roll of 620 film and a carrying case with strap.

21-7067 A2550 Super "75" Outfit. **$31.95**



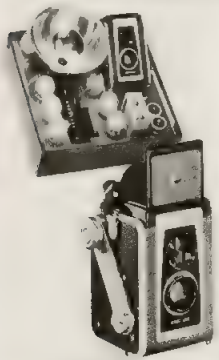
ANSCO

Anscoflex II Reflex Outfit
• Includes everything you need: camera, case, flash and bulbs, 2 rolls film, travel case

Anscoflex II reflex camera lets you preview each shot through gigantic finder. Two-element lens with built-in yellow filter that comes in at the twist of a dial. Focus for distance from 4-ft. to infinity. Built-in flash synchronization. Handy flash unit with bulbs and batteries. Includes 2 rolls of 620 film, handy Tan travel case with carrying strap that holds all accessories. Your fun begins when this is delivered.

21-8123 A2295 Anscoflex II Outfit. **$28.95**

Complete Outfits . . . nothing else to buy!

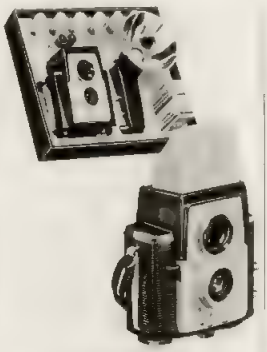


KODAK

•Kodak Duaflex IV Camera Outfit
You get the famous Kodak Duaflex IV, flash, batteries, 8 bulbs and 2 rolls 620 film

Kodak Duaflex IV is an easy-to-use reflex-type camera with big, brilliant, hooded finder. Factory adjusted, universal focus lens. Double exposure prevention and film advance signal. Synchronized for flash. Has adjustable neck strap, metal body. Takes 12 pictures on 620 film (2 rolls included). Comes with flash holder, 2 long-life batteries and eight No. 5 flashbulbs. It's an outfit that's loaded with fun for you.

21-8733 A2025 Duaflex IV Outfit. **$25.25**

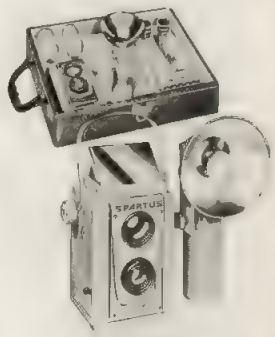


KODAK

New! Brownie Starflex Outfit
• Complete outfit includes camera with neck-strap, midget flashholder, batteries, bulbs and film

Brownie Starflex features an extra-large, hooded reflex finder. Speedy fixed focus lens with adjustable openings. Makes 12 exposures on 127 film, color or black-and-white. Comes with neckstrap so your hands are free until the moment you want pictures. Gift packaged outfit includes. Kodalite midget flash holder with 2 batteries and 6 M2 flashbulbs, two rolls of VP 127 film (24 shots). You're ready to shoot right away!

21-8727 A1320 Starflex Outfit..... **$16.50**

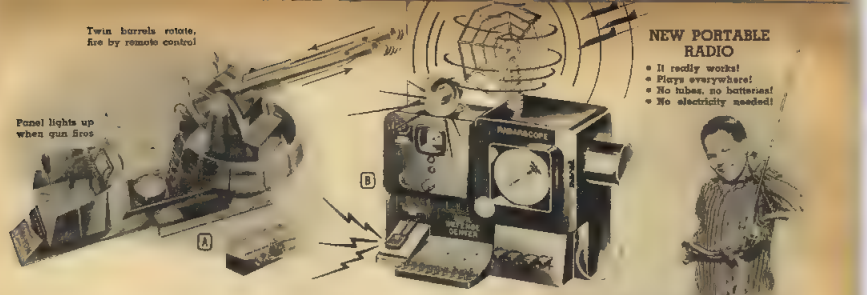


SPARTUS

Spartus 620 Reflex Outfit
• It's a complete outfit: camera, plug-in flash, batteries, bulbs, how-to-do-it books and case

The Spartus 620 Reflex is fool-proof. Yields topnotch pictures even if you've never snapped one before. Extra-large finder takes the guesswork out of composition. Lens focus is precision-set at factory. Synchronized for flash. And just look what comes with it. flashgun that plugs right into camera, 2 batteries, 4 flashbulbs, 2 how-to-do-it books on photography and handsome travel case with shoulder strap.

21-8941 A995 620 Reflex Outfit. **$14.95**



Newest Electronic-Type Toys

Give Hours of Pleasure—and They're Educational, Too!

Ⓐ REMCO U.S. NAVY POM-POM GUN

Exciting remote control toy will fascinate children gives them hours of fun. U.S. Navy Pom-Pom gun is a realistic copy of the anti-aircraft guns found on mighty navy vessels. Completely motorized gun turret rotates 360° in either direction. Controlled by easy-to-manage levers on emplacement. Twin aluminum Pom-Pom barrels raise or lower by hand wheel gear action. When firing lever is pressed the Pom-Pom double barrels fire and recoil in steady synchronization with realistic sound effects—firing light on panel lights up. Powered by two motors that operate on 4 size "D" flash light batteries (not included) Measures 19 x 8½ x 8½ in. high

67-7852 A 885—Shpg. wt. 3½ lbs.....**$12.98**

Ⓑ RADAR CIVIL DEFENSE CENTER

Amazing replica of modern military equipment for modern youngsters. A sound and action toy with 5 electronic controls, 5 manual controls. Rotating radar antenna and sky-scanner are synchronized. 18 planes focus on lighted screen with release and hold lever. Child duals identical plane on identification window. Signal lever lights up friend-foe button. Has sound alarm, sends code messages. Manual controls adjust antenna, turn loud-speaker locate and name 14 defense areas. Plot cities on USA map. Plastic case 13½ x 8½ x 14½ in. high. Powered by 3 "D" flashlight batteries (not included) Recommended for children 8 to 14 years old. Authentic details thrill all young radar defense volunteers.

67-5895 A 865—Shpg. wt. 3 lbs...Retail **$9.98**

Ⓒ NEW HEAREVER PORTABLE RADIO

World's first really portable crystal set—plays outdoors without being grounded to metal! Take it on hunting trips, hikes, picnics. No batteries, tubes, or transistors—self-powered diode rectifier lasts a lifetime. Tiny 4-in. plastic radio case with push-pull station selector. Hearever earpiece slips on easily, securely. Chrome-plated aerial for outdoor listening telescopes from 5 ft. down to 9 in. Fits in pocket or purse when not in use. Special clamp attaches unit to bikes, autos, boats, outdoor furniture—you don't even have to hold it. Adapter plug with alligator grounding clip for indoor use. Two bobbins for shortening wires

81-0895 A 398—Shpg. wt. ½ lb..Retail **$5.98**

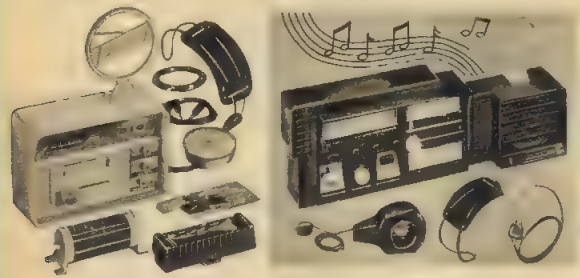
Ⓓ REMCO MASTER ELECTRIC WORKSHOP

A wonderful electrical workshop—provides hours of fun for young and old alike! Youngsters learn to understand electricity while they work with it, conduct actual experiments. Equipped to perform over 1000 experiments. Safe—works with batteries (included). Set contains 3 large plastic operating panels with electrical switches telegraph keys rheostat, electric motor, buzzer, bell, light beacons, electro-magnet, tool kit, 3 batteries, wire, bulbs, and hundreds of additional components. Instructions

67-7910 A 665—Set Wt. 4 lbs.....Retail **$9.98**

Intermediate Electrical Workshop. As above, but smaller. With instructions and equipment for over 500 electrical experiments.

67-7944 A 398—Set. Wt. 2½ lbs ..Retail **$5.98**



REMCO TRANSISTOR RADIO KIT

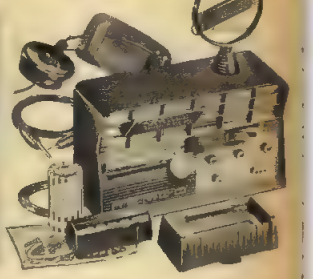
Newest electronic wonder—in easy-to-assemble kit form! Transistor-powered set makes radio tubes obsolete—actually picks up local stations. A screwdriver is the only tool needed to assemble this good-looking radio. Kit includes pre-assembled cabinet of high-impact plastic, sensitive station tuner, regulation head phone, diode detector, transistor amplifier, outdoor antenna, standard "D" battery, and all necessary hardware. Complete, step-by-step instructions come with the kit. Finished radio 8 x 3 x 9 in. high.

87-8454 A 665—Kit. Shpg. wt. 3 lbs.... **$6.98**

REMCO TRANSISTOR BROADCAST SYSTEM

Here is all the fun and excitement of building your own radio! Pick up your favorite radio programs on local stations or have fun announcing your own broadcasts at home. This professional set features a powerful radio with the new electronic wonder—the transistor. A screwdriver is the only tool needed. Complete with big 18-in plastic cabinet, 4-in. Alnico loudspeaker, broad cast microphone, head set, 3 batteries, diode detector, selective station tuner, instructions and all other parts for assembly.

87-7829 A 665—Kit. Shpg. wt. 4 lbs.....**$9.98**



EASY-TO-ASSEMBLE CRYSTAL RADIO SET

Build your own private radio set—it's fun and educational, too. This do-it-yourself crystal radio kit is designed especially for beginners. Easy to put together! Supersensitive crystal actually picks up local stations. Front panel has station tuner and regulating switches. Set is complete with high impact plastic cabinet 6¼ in. wide, regulation head phone, super-sensitive fixed crystal, tuning coil, antenna, and necessary wiring. Easy to instructions included. A Remco toy that will thrill any youngster.

87-8462 A 285—Kit. Shpg. wt. 1½ lbs..**$3.98**

Engine-Powered Model Planes—Completely Ready to Fly

TOP FLIGHT RUBBER POWERED PLANES

2 new exclusive models of Durolume—aluminum foil bonded to balsa—mirror-like surfaces make models look like real planes. Perfect for even the youngest pilot. Rubber-band driven, completely assembled, ready-to-fly—just wind prop. Silver Arrow and Ryan Trainer-models. Both models have 18-in. wing span—are adaptable for use with .020 engines. 2 extra rubber bands included

87-8447 A 265—Set. Wt. 1½ lbs...Retail **$3.98**

A COX NEW SUPER CUB 10S WITH MOTOR

Piper Cub trainer—in a realistic scale model. Modified to conform with the aerodynamics of ready-to-fly models. Smooth flying Super Cub is dependable. Has authentic molded-in details—complete to enclosed cockpit. Tough high-impact plastic. Thimble-Drome power—.049 engine. Unbreakable spring starter. 17½ in. wing span. Flight control is not included.

81-0572 A 532—Shpg. wt. 2 lbs...Retail **$7.98**

B COX TD-4T TRAINER WITH MOTOR

Learn to fly a model better, quicker, more economically! First dual plane—a trainer, or a stunt flyer! Engine mount adjustable—permits propeller thrust adjustment to individual's experience. Adjustable elevator control. Break-resistant plastic. Shock-absorbing rubber nose spinner. In crash, rubber-band assembly permits parts to separate without breaking—reassembles in seconds. .049 engine. 21¼ in. wing span. Flight control is not included.

81-4954 A 532—Shpg. wt. 2 lbs...Retail **$7.98**

C COX LI'L STINKER BIPLANE—MOTOR

A new class in model flying—world's first ready-to-fly Biplane. Scale model of the famous Pitts Special—an appealing model plane. Super maneuverability. Authentic design from wing struts to covered landing gear. Equipped with .020 PEE WEE engine with unbreakable spring starter. High-impact plastic. 10 in. wing span. Flight control is not included.

81-0960 A 599—Shpg. wt. 1 lb...Retail **$8.98**

D THIMBLE-DROME TD-1 PLANE—MOTOR

A real flying model—made by Cox. Just fuel it up and fly it! Aluminum air-cell wings ensure high lift. 24½ in. wing span. Wings won't warp, twist, or lose their flying characteristics. Completely assembled plane with motor—climbs, flies, stunts just like a real plane. .049 gasoline engine. Durable plastic body. Equipped with deluxe U-control flight guide handle. Winner of many official model contests.

81-2528 A 1332—Shpg. wt. 4 lbs. Retail **$19.98**

E COX TD-3 PLANE WITH MOTOR

Flying Circus plane—has fully-formed air cell wing for true flight characteristics. Flies fast or slow, responds instantly to control, quick, easy takeoff. Stunts gracefully. .049 gasoline engine needs no break-in. Unbreakable spring-action self-starter. 17-in. wing span. Tail assembly raised above area of wing turbulence. Polystyrene body. Flight control is not included.

81-3733 A 665—Shpg. wt. 2½ lbs. Retail **$9.98**

G COX NEW SUPER SABRE F-100—MOTOR

Magnificent replica of the Air Force plane that broke the sound barrier. Sleek lightning Super Sabre F-100 in ready-to-fly model form. Easy-starting PEE WEE .020 engine—world's smallest and most powerful model engine. Unbreakable spring starter. Highly detailed, streamlined, swept-wing authenticity—complete to official Air Force insignia. 10¾ in. wing span. Flight control is not included.

81-0978 A 485—Shpg. wt. 1 lb....Retail **$6.98**

THREE FAMOUS AURORA SCALE-MODEL GIANT BOMBER KITS

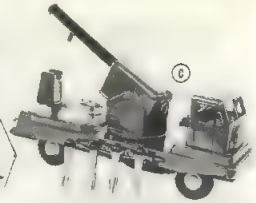
Three replicas of the giant bombers that covered the skies in World War II. Authentic scale models with super-detailing and dramatic realism. Plastic construction. Includes 22¼ in. wing span B-29 Super Fortress—the type that carried the first Atomic bomb, 17½ in. wing span B-25 Mitchell bomber—the plane General Doolittle flew for the first attack against the Japanese mainland, and 18½ in. wing span B-26 Martin "Marauder"—used for medium level altitude raids in Germany. Assembly instructions, cement and complete paint set and brush included.

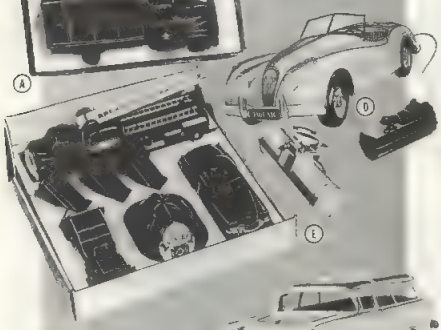
87-8439 A 532—Kit of three planes. Shipping weight 4½ lbs. Retail **$7.98**

LINDBERG'S SUPERSONIC JET BOMBER KIT WITH THREE MODELS

Three handsome scale model supersonic jet bombers—masters of the modern skies! Authentically duplicated—they look just like the original models. Expert precision detailing—includes movable controls, crew members, and hatches that open and close. Molded in plastic. Consists of famous multi-jet Delta bomber "Hustler" (72 parts), 13½ in. long; Blue Angel jet bomber (51 parts) 12 in. long, and the North American Thunderbird jet (67 parts) 13¾ in. long. Easy-to-follow assembly instructions and a supply of extra-strength glue are included.

87-8272 A 200—Kit of three planes. Shipping weight 2 lbs. Retail **$3.00**





Completely Realistic Replica of Anti-Aircraft Action!

Small 'Wars' Fought Here . . .

(A) UNBREAKABLE 5-PC. POLY MILITARY MOTOR POOL SET with MASTER "REMOTOFLEX" ELECTRIC CONTROL DRIVE—A wonderful, authentically-detailed 5-piece military set . . . with all pieces equipped with *special* geared axle arrangements that can be attached to electric motorized "Remotoflex" interchangeable battery control box. An amazing device that makes every unit in the set remote control! Includes 5 khaki colored vehicles: 10" Motor Truck, 7" Wrecker Truck, 7" Dump Truck, 10" Open Truck, 9" long Fire Truck. They all steer, go forward and reverse. Operates on 2 batteries (not incl.)
2T42X399 (Sh. wt. 3½ lbs.) ..... **List $5.98**
2R34X13 Battery for above ..... **List .20**

(B) UNBREAKABLE 3-PC. POLY MILITARY TRANSPORT SET with MASTER "REMOTOFLEX" ELECTRIC CONTROL DRIVE—As above with three 7" khaki colored vehicles: Staff Car, Wrecker Truck, Dump Truck. Operates on 2 batteries (not incl.).
2T43X200 (Sh. wt. 1½ lbs.) ..... **List $3.00**
2R34X13 Battery for above ..... **List .20**

(C) ELECTRONIC CANNON—A replica of the Army's new atomic cannon! Powered by a friction motor truck. Made of steel and finished in Olive Drab baked enamel. Has thick rubber tires. Gun is raised, lowered and fired by means of battery control . . . complete with four shells. Hand crank turns cannon in either direction. 14" long, 4¼" wide. Operates on 2 batteries (not included). Sh. wt. 2½ lbs.
2T92X399 ..... **List $5.98**
2R34X13 Battery for above ..... **List .20**

(D) REMOTE CONTROL JAGUAR SPORTS CAR—Has real lights! Steers left, right, goes forward and reverse All controlled from steering wheel control box. Rugged plastic construction with metal base. Powered by 2 batteries (not included). Size: 8¾x2¾". Sh. wt. 1 lb.
2T45X263 ..... **List $3.95**
2R34X13 Battery for above ..... **List .20**

(E) FIRE DEPARTMENT SET WITH REMOTE CONTROL FIRE FIGHTERS—Jr. Firemen race to the fire! Contains 6¼x2½x3" Emergency Wagon Jeep, 9½x3¾x2½" Fire Chief Car and 16x3¾x3¾" Fire Engine PLUS a fireman's helmet. All pieces go forward and reverse. Operates on 6 batteries (not included).
2T44X663 (Sh. wt 4½ lbs.) ..... **List $9.95**
2R34X13 Battery for above ..... **List .20**

(F) REMOTE CONTROL FORD COUNTRY SEDAN—Remote control PLUS power steering! New two-tone color, tinted wrap-around windows, chrome grille and bumpers, steel chassis, rubber tires. Two miniature electric motors for driving and steering. 2 regular batteries in control box supply power to turn wheels. Steers left or right. (Batteries not included.)
2T52X399 (Sh. wt. 1 lb.) ..... **List $5.98**
2R34X13 Battery for above ..... **List .20**

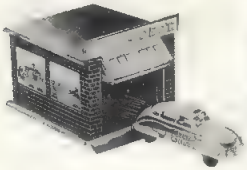
(G) REMOTE CONTROL FIRE CHIEF CAR WITH LITE—8" sedan goes forward, reverse, left and right. Siren sounds, lights flash! Made of steel with Red baked enamel finish. Zip action for immediate take-off. Operates on two batteries (not included).
2T91X132 (Sh. wt. 1 lb.) ..... **List $1.98**
2R34X13 Battery for above ..... **List .20**

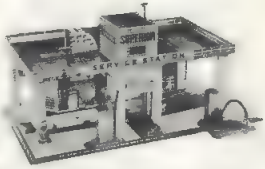
(H) U.S. NAVAL POM-POM GUN by REMCO—Completely motorized (operates on 2 motors). From a remote position on the gun emplacement, rotate the entire gun area 360° by motor action in either direction . . . raise or lower the twin aluminum Pom Pom barrels by hand wheel gear action . . . depress the firing trigger . . . the double Pom Pom barrels fire and recoil in steady synchronization. Size overall: 19" long, 8½" deep, 8½" high. Operates on 4 batteries (not incl.).
6T40X865 (Sh. wt. 3 lbs.) ..... **List $12.98**
2R34X13 Battery for above ..... **List .20**

(J) REMCO ELECTRONIC RADAR ROCKET CANNON—Giant electronic cannon launches flying rocket plane, moving targets appear on TV screen, radar antenna rotates and picks up "beep" signals. Made of high impact plastic. Complete with microphone, head set and telegraph key. Operates on 2 batteries (not included). 26" wide, 9" high, 4" wide.
6T71X532 (Sh. wt. 3 lbs.) ..... **List $7.98**
2R34X13 Battery for above ..... **List .20**

"Real-Life" Action Packed Toys

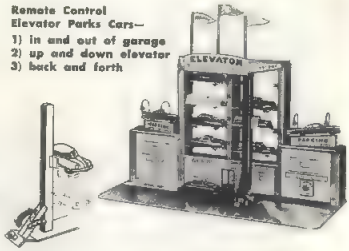
Automatic Action!





Real Working Service Station!

Remote Control Elevator Parks Cars—
1) in and out of garage
2) up and down elevator
3) back and forth



FIRE HOUSE & FIREMAN'S CAR—Fire Chief car propelled from fire house at touch of lever! Powerful mechanism — no winding, just place car in catapult cradle and release. Made of sturdy steel construction. Fire house 10x8x7½". Car 7¼x3¼x2¾". Sh. wt. 2 lbs.

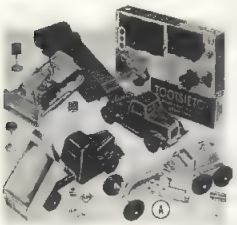
2T159X166 . . . . . **List $2.49**

ACTION-PACKED METAL SERVICE STATION—Fill up station for little cars! It's a realistic lithographed station. Elevator raises car to rooftop; 2 Gas Pumps hold water; movable Grease Rack; Auto Laundry that actually washes cars, plus 2 modern styled cars. Big, 25x16¾x10¼".

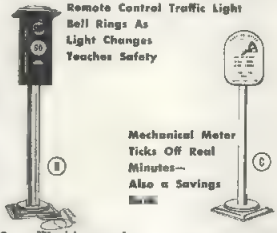
2T71X399 (Sh. wt. 6 lbs.) . . . **List $5.98**

KEYSTONE ELEVATOR TOWER GARAGE WITH 3 ACTIONS—Car can be completely parked and withdrawn . . . all by remote action. Durable wood construction. Complete with 8 easy rolling cars, roof signs, pennants and elevator. 24x9½x15¼" high. Sh. wt. 6 lbs.

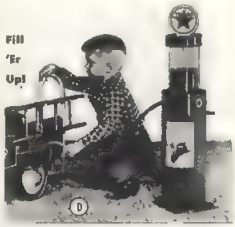
2T94X530 . . . . . **List $7.95**



Remote Control Traffic Light Bell Rings As Light Changes Teaches Safety



Mechanical Meter Ticks Off Real Minutes— Also a Savings Bank



(A) TOOTSIETOY ROAD CONSTRUCTION SET — Working scale models of durable die cast metal. Beautifully finished in high gloss enamel. Complete with 4"x2½"x1⅞" Caterpillar-Bulldozer, 5¾"x3"x2" Road Grader, 5½"x2"x2" Rugged Mack Dump Truck, 11¼"x2-1/16"x2⅛" Machinery Hauler and Cab, plus road signs 1½" high.

2T76X200 (Sh. wt. 3 lbs.) . . . . . **List $3.00**

(B) ELECTRONIC TRAFFIC SIGNAL WITH REMOTE CONTROL—28" high. Works like the real thing! Strong steel welded construction, finished in green baked enamel. Operates on 2 "D" flashlight batteries (not included). Sh. wt. 3 lbs.

6T104X532 . . . . . **List $7.98**
2R34X13 "D" Battery **List, ea. .20**

(C) MECHANICAL PARKING METER—It works like a real one! It's also a bank! Drop in a coin, turn key to the right and it ticks off the minutes (will also work without inserting coin). Stands 24½" high. Made of heavy steel and lithographed in brilliant colors. Sh. wt. 1¼ lbs.

6T103X166 . . . . . **List $2.49**

(D) FIRE CHIEF GAS PUMP—STANDS ALMOST 3 FEET HIGH—As the handle is turned, the gas level cylinder goes up and down to simulate the flow of gasoline, and a bell rings to clock-off the gallons. Sturdily constructed to withstand strenuous use and beautifully finished in bright red with green and white trim. Sh. wt. 4½ lbs.

6T41X463 . . . . . **List $6.95**

Plush Animals With Remote Control Action

REMOTE CONTROL 10" BARKING BOZO THE BRIGHT EYED WONDER HOUND — Eyes light up, tail wags, and nods his head from right to left as he goes prancing along. Plush body and plastic nose. Each leg moves independently. Has 5-ft. lead wire. Operates on 2 batteries (not incl.).

7T50X265 (Sh. wt. 1 lb.) **List $3.98**
2R34X13 "D" Battery **List ea. .20**

He Walks, Waddles, Turns His Head and Waves His Flappers!

REMOTE CONTROL PENGUIN WITH LIGHTING EYES — Enchanting 7¾" high Penguin that waddles forward waving his flappers and turning his head. Beak opens and closes! Black body. White breast. Complete with 5-ft. cord. Operates on 2 batteries (not included). Sh. wt. 1 lb.

7T47X199 . . . . . **List $2.98**
2R34X13 "D" Batteries . . . . . **List .20**

His Bright Eyes Light Up . . .

Drum Sounds!

REMOTE CONTROL 11" DRUMMER BEAR—Eyes light up, turns his head and shuffles along as he drums a song. Dressed in brightly striped corduroy slacks, and shiny metal shoes. Body is cuddly plush. Has 5-ft. extension cord. Operates on 2 batteries (not included).

7T46X265 (Sh. wt. 1 lb.) . . **List $3.98**
2R34X13 "D" Battery **List ea. .20**

HURD WHITNEY TO SALES POST AT GROSSET & DUNLAP

Hurd Whitney has joined Grosset & Dunlap, Inc., 1107 Broadway, New York City, to supervise the special sales to toy outlets, variety chains, drug stores and supermarkets. Mr. Whitney is a specialist in merchandising low-priced juvenile books and toys and, in the past, pioneered many "firsts"

Hurd Whitney

in developing sales volume for children's books in non-book outlets.

Before joining Grosset & Dunlap's sales department in 1957, Mr. Whitney headed his own sales representative company which specialized in mass marketing low-priced books and toys.

Prior to that, Mr. Whitney managed the merchandising department of Rand McNally's trade book division for more than eight years and was director of Simon and Schuster's General Merchandising Division

NEW JR. BOWLING SET OFFERED BY BAYSHORE

As a follow-up to its larger model bowling game, which was reportedly a sell-out last year, Bayshore Industries, Inc., Elkton, Md., introduces for 1958 a new Junior Size Bowling Set. Included are 10 white authentic-looking pins and two black balls, all made of vinyl and packed in a

polyethylene bag. A colorful, heavy-board saddle label is said to make the product ideal for rack merchandising.

Bayshore reports the product is now being shown to the trade and that immediate shipments in large quantities can be made from stock

Retail on the item is $1.98.

Three New Bunny Numbers from Elka for Easter Merchandising

Three popular entrants for Easter selling —an All-American Bunny, Ice Cream Bunny and Vagabond Bunny—are strong items in the 1958 line of Elka Toys, 30 W. 24 Street and 200 Fifth Avenue, New York City

The company reports that the original and imaginative styling of these new stuffed rabbits have resulted in January-February shipments running 50 per cent ahead of those in the same two months last year. Capacity production on the numbers is scheduled through March.

First of the trio, the #1776 All-American Bunny is a white plush number elegantly attired in red and white striped pants, a blue jacket, red lapels and gleaming gold stars. He comes in two sizes, 15" to retail at $2.98; 30", $3.98.

The Ice Cream Bunny, complete with a large pom-pom "ice cream" cone is 15" and retails at $2.98.

Also in the 15" size is the Vagabond Bunny, all set to scamper away with a carrot tucked in his back pocket. The novel design combines plush with a crew-neck jacket and contrasting pants. He retails at $2.98

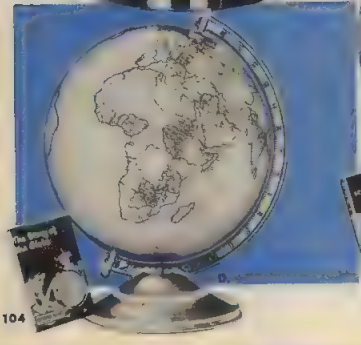
Rempel Producing "Bath Buddies"

Rempel "Bath Buddies," a gay, new trio of tub toys with squeeze voices, have been announced by D. G. Rempel, president of Rempel Mfg., Inc., 396 Morgan Street, Akron, Ohio. Each retails at 98¢.

The brilliantly colored tub toys are the newest additions to Rempel's popular "Little Folk from Sunnyslope" series. They consist of "Flashy" the Frog, 8¾" long, "Flippy" the Fish, 7½" long and "Sally" the Swan, 6" long.

Expertly molded of pure natural latex, Rempel "Bath Buddies," with their lookalive colors, whimsical expressions, and cheerful squeeze voices, are expected to have instant appeal for youngsters and parents. All three designs are coated with Rempel's exclusive Urethane finish, a non-toxic, non-cracking, non-peeling coating that is completely safe—even for teething babies. It is easy to clean and can be sanitized in boiling water.

"Sally" the Swan and "Flippy" the Fish are constructed with permanently molded concave bottoms to keep the toys upright in water



REPLOGLE GLOBES

A ILLUMINATED 12-INCH "STARLIGHT" GLOBE . . . illuminated globe with beautiful "Starlight" map. Dark blue black oceans contrast attractively with vivid land colours. Map shows 6,410 place names for outstanding reference. Beautifully designed base and full numbered meridian have rich chrome plating. Includes 32-page book of globe uses and games.

IG225—(59FA—2500)—$37.50

B GYRO-MATIC CONTEMPO . . . 12 inch Replogle floor model globe, with Gyro-matic mounting. A decorative floor stand globe at an outstanding value! Has exceptional reference value. Shows 6,410 place names, all in large, easy-to-read type. New Gyro-Matic mounting makes globe swing forward or backward, revolves at a touch! Brings any place on the globe instantly into view. Map in 10 beautiful colours has glossy, washable surface. Stands 34" high for comfortable viewing on an attractive, walnut-finished, pedestal base. Numbered meridian for locating places on the globe and assembly are brass finished. Comes with 32-page book "The Story of the Globe."

P100—(59FB—1434)—$21.50

C NEW GYRO-MATIC GLOBE 12" Replogle Gyro Matic Globe is mounted with a gyro like assembly that makes the globe swing back or forth, revolves at a touch. Places "down under" such as Australia or Antarctica come instantly and completely into view. Up-to-date globe shows 6,410 place names in large type for excellent reference. Full meridian calibrated in degrees and assembly are brass-finished; new, modern base has rich satin brass-plating. Includes free deluxe 96 page book "See the World on a Globe."

P112—(59FC—1130)—$16.95

D THE "STUDENT" GLOBE . . . an 8-inch diameter, all-metal Replogle globe. Helps think of the world as it really is . . . a round ball with every country in its true geographical relationship. Map is lithographed in 7 brilliant colours and all names are in bold type. Has more than 200 square inches of map surface. Globe is washable. Brass finished half-meridian is useful in locating places. Sturdy metal base, attractively finished to harmonize with any room decor. Globe stands 10" high. Includes 32 page book "The Story of the Globe."

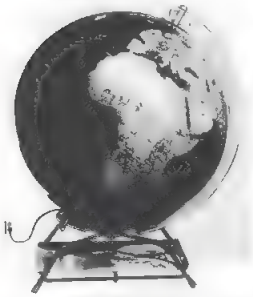
LM85—(59FD—360)—$5.39

E "COMMANDER" GLOBE . . . a 12-inch Replogle globe, the size used in most classrooms. Has 452 square inches of map surface. Shows over 6,000 place names in large, readable type. Washable, up-to-date map in 10 brilliant colours. Children can trace routes, highspot places related to their home work in ink or crayon on the glossy map surface, then wipe it clean with a soft, damp cloth. Brass finished half meridian useful in locating places. Globe is 16½" high. Includes "See The World on a Globe" . . . a 96 page book.

P212—(59FE—864)—$12.95

EDUCATIONAL TOYS

REPLOGLE GLOBES



Illuminated Globe

Handsome 12-inch illuminated Starlight globe contrasts to gleaming chrome base and meridian. Highly detailed maps in beautiful colors, enhanced by illumination. "Story of the Globe" booklet.

No.	List Each	1-5	*6/M
M26-1280	$24.98	16Z67	15Z00

Packed 1 each, 10½ lbs.

Floor Stand Gyro-Matic Globe

12-inch globe with beautifully colored accurate maps. Gyro-matic action permits movement in any direction for unobstructed study of any part. 360 degree meridian. Sturdy, furniture finished wood floor stand.

No.	List Each	1-5	*6/M
M26-1240	$14.98	10Z00	09Y00

Packed 1 each, 11 lbs.

REPLOGLE GLOBES

12-Inch Globe

Ideal for students. Full 12 inch diameter with more than 6,000 place names. Maps in 10 colors. On wrought iron base. Fact-picked "World-O-Fun" booklet included.

No.	List Each	1-5	*6/M
M26-1220	$9.98	06Y67	06Y00

Packed 1 each, 7 lbs.

10-Inch Globe

Accurately detailed with maps in 10 colors, mounted on modern wrought iron base. "Story of the Globe" booklet.

No.	List Each	1-5	*6/M
M26-1010	$7.98	05Y34	04Y80

Packed 1 each, 4 lbs.

OHIO ART

9 Inch World Globe

9 inch metal globe litho'd in brilliant full color. Litho'd metal base with astrological symbols. Gold colored graduated arm. Each in a box.

No.	List Each	L.P.L.	P.L.
M26-86	$1.98	01X34	01X20

Packed 12 each, 28 lbs.

WOLVERINE

State Capital Quiz

Amusing, educational. When side levers are pressed down names of four states appear. Raising flap above discloses state capital and order of entrance into union. 48 states represented. Colorfully lithographed metal.

No.	List Each	L.P.L.	P.L.
M26-43	$1.98	01X34	01X20

Packed 12 each, 19 lbs.

*6 or more assorted globes quality for P.L. price.

New, Bigger-Capacity Pools In 1958's Million-Air Line

Rigid-wall Koroseal wading pools said to be deeper, stronger and easier to erect are now available, announces the Million-Air Play Plastics Division of U. S. Fiber and Plastics Corporation, Stirling, N. J.

Robert A. Goodfellow, sales manager, said the new pools are designed to hold approximately six more inches of water than others of comparable size. Assembly of the pools has been simplified by eliminating the outside skirt and providing a specially extruded plastic coping that holds the liner in place, he said.

The new pools are circular, can be assembled without screws, nuts or bolts and are available in diameters ranging from 4 to 22 feet. Suggested retail prices start at $8.

Color of the new pool is a solid aquamarine, designed, Mr. Goodfellow said, to provide a pleasing, subdued appearance.

The new pool is said to have an exceptionally long life-expectancy. High-tensile strength (115,000 pounds per square inch) steel wire is used for the sidewall. This will support the weight of an adult without bending or sagging, Mr. Goodfellow said. Heavy gauge B. F. Goodrich Koroseal vinyl is used for the liner. This material is weatherproof and will it is claimed, not crack, rot or mildew.

Mr. Goodfellow pointed out that the large family pools are of 20 gauge (20/1000 in.) Koroseal. Pools ranging from 8 to 12 feet in diameter are made in 12-gauge and the smaller pools in 10-gauge.

In packing the pools, the wire fencing is rolled up so that it can fit into a small space, thus facilitating economical storing and handling. The carton size for a 58 inch pool, for example, is only about 12" by 12" by 14". All the pools are equipped with garden hose drains.

Following are the sizes and suggested retail prices: 20-gauge liner—12-foot diameter by 30" deep, $100; 18-foot diameter by 36" deep, $200; 22-foot diameter by 40" deep, $300. Twelve-gauge liner—8-foot diameter by 20" deep, $25; 10-foot diameter by 20" deep, $40; 12-foot diameter by 24" deep, $60. Ten-gauge liner—48" diameter by 12" deep, $8; 58" diameter by 14" deep, $10; 68" diameter by 16" deep, $15; 7 foot diameter by 18" deep, $20.

M. SELLER'S FORMER TOY MANAGER JOINS GILBERT

Bill Sethre, young and popular manager for several years of the Toy Division of M Seller & Company, Portland, Ore., is joining The A. C. Gilbert Company in an executive sales capacity, according to an announcement by Harvey Rath, vice-president, A. C. Gilbert.

Bill Sethre

Mr. Sethre is moving his wife and two children from Portland and expects to establish residence in the Westchester, N. Y., area, where he will be convenient both to A. C. Gilbert's New York City Hall of Science as well as to the factory.

Mr. Sethre has had approximately 10 years in the merchandising of housewares and toys. In his position at M. Seller as manager of the Toy Division he had been not only the buyer but the sales director as well. He also managed the toy departments of several medium-sized department stores in the Portland area and so is completely familiar with department store toy operations.

RICHTHOFEN'S FOKKER DR-1 REVELL'S NEWEST PLANE KIT

"Action designed" is the word for Revell's new 70-piece large-scale #270 Fokker DR-1 Triplane kit, closely following the Spad in the company's new series of 1/27 scale historic World War I planes. Loaded with real moving parts, the $1.98 plastic Fokker kit features a completely detailed easy-to-

assemble rotary engine which actually turns with the propeller. The engine cowling, disk-type landing wheels and pilot's control stick are all movable.

To spark sales at the point of purchase, Revell has developed an eye-compelling dealer display for the Fokker Triplane. Taking up a small 8½ by 9-inch base area, the full-color die-cut 14-inch high displayer is designed in a pyramid shape with the Fokker model silhouetted on the peak, ready to fly into action in building impulse sales. The three life like sculptured figures of Germany's ranking World War I ace Baron Manfred von Richthofen and two mechanics, which are included in the kit, are prominently displayed on a cut-out section on the base of the pyramid.

Dealers can obtain this action-packed merchandiser absolutely free with Revell's built-up model of the Fokker. Also offered without charge is a spectacular full-color window poster measuring 13½" by 22" and featuring Revell's flame-red Fokker and olive drab Spad flying into action. This brilliantly-designed poster dramatically points up the collecting theme by whetting the appetite of the hobbyist to start a W. W I fighter collection.

Precision-engineered from authenticated blueprints, the Revell three-wing aircraft model is realistically endowed with every detail of the prototype. Exactingly reproduced in plastic are the canvas textured covering of the aircraft and two Spandau machine guns mounted in front of the pilot.

Two-color decals are detailed with the official markings of Baron von Richthofen. Wingspan of the model is 10 5/16".

HAYES ADDED TO STAFF OF THE SHELDON COMPANY

The Sheldon Company of Greensboro, N. C., sales representatives for over 12 years in the southeast, have added another associate to their organization.

C. Gentry Hayes, who has had experience in the toy field, is going to assist Irwin A. Morgenstern in covering the eastern parts of Virginia, South Carolina, and North Carolina.

This gives the Sheldon Company five men in this territory, which enables them to cover their accounts very often, states Mr. Morgenstern.

Mr. Hayes, who lives in Greensboro, will be in attendance at the coming Toy Fair.

CONSTRUCTION KITS

FERRARI SPORTSCAR

Revell's exciting replica of the 4.1 litre sportscar has especially fine wire wheel detail; figure of racing driver at wheel and separate figure of "starter" with checkered flag, 4-7/8" long.

	S.R. 69¢	Each
K711-012	Sportscar Kit.....	$0.90

(Mfr. No. H74)
24 per ctn.; wt. 5 lbs.

JALOPY RACER

Revell's 1932 Ford features a detailed V-8 engine—16x550 tires in front, 16x750's in the rear. Included in the kit is the figure of a racing driver.

	S.R. 69¢	Each
K711-111	Jalopy Kit.....	$0.90

(Mfr. No. H80)
24 per ctn.; wt. 5 lbs.

CADILLAC BROUGHAM

The fabulous Brougham in a deluxe 8" model featuring metalized chrome parts, clear plastic windshields, detailed dashboard, separate brake pedal, throttle, mirror, autronic eye, etc., 2 figures.

	S.R. $1.49	Each
K711-210	Cadillac Kit.....	$2.00

(Mfr. No. H1214)
24 per ctn.; wt. 11 lbs.

CHEVROLET IMPALA CONVERTIBLE

Authentic 1/25th scale model of the 1958 Chevy slightly over 8" long. Plastic kit contains customizing accessories such as louvres, fins, mirrors, spotlight, antenna, etc.

	S.R. $1.29	Each
K711-319	Auto Kit.....	$1.70

(Mfr. No. 7CK)
12 per ctn.; wt. 9 lbs.

FORD SUNLINER CONVERTIBLE

Similar to above except for model.

	S.R. $1.29	Each
K711-418	Auto Kit.....	$1.70

(Mfr. No. 3EK)
12 per ctn.; wt. 9 lbs.

PLANE KIT ASSORTMENT

Plastic model kits of famous aircraft. Display case assortment contains 36 only assorted space era and air age models. There are at least 6 different models in each case.

	S.R. 49¢	Each
K711-517	Plane Kit Asst. of 36	$23.00

(Mfr. No. 36—50)
Weight per case, 11 lbs.

PLANE KIT ASSORTMENT

Plastic model kits of famous aircraft and rockets. Display case assortment contains 24 only assorted models.

	S.R. 98¢	Each
K711-616	Plane Kit Asst. of 24	$26.66

(Mfr. No. 24—98)
Weight per case, 8 lbs.

PLANE DISPENSER DEAL

All metal dispenser with beautifully lithographed metal sign is FREE with assortment of Testor's Ready-to-Fly Airplanes consisting of 4 dozen 10¢ Go-Hi, 1 dozen 25¢ Go-Hi, 1 dozen 29¢ Dart, 1½ dozen 49¢ Little Dipper. Each in poly bag.

		Each
K711-715	Plane Deal of 90 (Mfr. No. 57X)	$24.00

ASSORTED PLANE KITS

True-to-scale, faithful reproductions of famed jets and fighters. Beautifully molded plastic, rich in realistic detail; high-gloss finish, authentic colors. Clear plastic pedestals, correct decals, simple plans. Assembled in a matter of moments.

Assorted Plane Kits	Wing-span	Mfr. No.	S.R.	Each
K711-814	5½"	PL29	29¢	$0.32
K711-913	7"	PL39	39¢	.54

CONSTRUCTION KITS

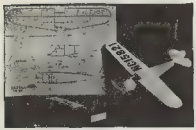
GLIDERS

Complete ready to fly all balsa. Slotted body printed wing, 6 inch span.

		Suggested Retail 5c	Per 100
K712-051	Glider Kits (Mfr. No. P100) 48 per ctn.		$6.70

FLYING MODEL KITS

Die-Cut Balsa



Plane Kits	Wing-span	Mfr. No.	S.R.	Per 100
K712-101	18"	26DC	25¢	$34.00
K712-150	24"	50DC	59¢	80.00

PLANE CEMENT

Revell's specially formulated fast-drying "S" type cement. Flows evenly and smoothly for permanent welding of styrene plastics. Packed in colorful self-applicator 1 oz. tube.

S.R. 15¢ Each

K712-200 Plane Cement (Mfr. No. H1602) $0.20

VANGUARD SATELLITE

The U.S. entry into the space era reproduced in plastic with all interior parts of the satellite as well as the antennae. Model measures 4" in diameter, overall span 12". Band of yellow gold capped by 2 clear plastic hemispheres allow inspection of instrument package and test devices.

S.R. 98¢ Each

K712-408 Satellite Kit (Mfr. No. 515) 36 per ctn.; wt. 15 lbs. $1.34

GUIDED MISSILES KIT

Three of the U.S. Army's top missiles scaled ¼ inch to the foot—the Dart, Little John, and LaCrosse—all with their own stands, plus a handsome background and display stand on which you can create a realistic launching operation. Colorful checkboard decalls complete the kit.

S.R. 50¢ Each

K712-457 Missiles Kit. (Mfr. No. 614) 36 per ctn.; wt. 8 lbs. $0.66

CORPORAL MISSILE

Accurate ½" scale model of the U.S. Army's Corporal missile. Molded in off-white with a striking full-color decal, this model rests on its launching pad awaiting the impulse to send it into space. Kit comes complete with Radar unit and Hawk display diorama background.

S.R. 98¢ Each

K712-507 Missile Kit. (Mfr. No. 503) 36 per ctn.; wt. 16 lbs. $1.34

ATLAS I.C.B.M. MISSILE

Atlas measures 18½" high and has a base span (fin to fin) of 4½". Model has three stages that actually separate to reveal the rocket engine jets. Top stage carries the Vanguard satellite in its translucent nose. Molded in silver with authentic USAF decal.

S.R. $1.98 Each

K712-606 Missile Kit. (Mfr. No. 200) 18 per ctn.; wt. 17 lbs. $2.66

NIKE MISSILE

The famous Nike reproduced in dramatic detail. 81 parts, molded in authentic white and olive drab colors. Scale model is 14½" long and 8½" wide. Projectile, missile rail, elevating rail, elevating mechanism completely operative when model is assembled. Kit complete with 3 lifelike crew members consisting of Commander, Sentry, Technician. Authentic decals included.

S.R. $1.49 Each

K712-655 Missile Kit. (Mfr. No. M550) 12 per ctn.; wt. 8 lbs. $2.00

REVELL

SHERMAN TANK

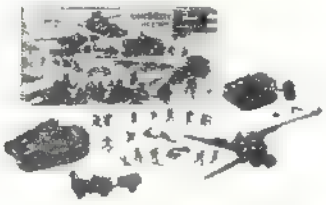
SHERMAN TANK

Accurately scaled to exact specifications 7¼" long model has movable suspension wheels and tracks, 75mm turret gun and .50 cal. machine gun which can be elevated and revolved. .30 cal. machine gun, 3 hatches with hinged covers front periscope and decals. Figures include 5 action-posed G.I. foot soldiers armed with bayonets, rifles, grenades, plus the figure of the tank commander who directs the action.

No. 1641-522 ..... Each $1.49

Twelve in a Carton

ARMY COMBAT TEAM GIFT SET

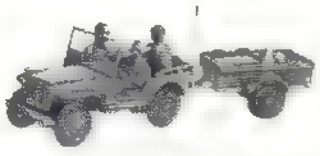


Set includes M-4 Sherman Tank famous in World War II. 17" model of the "Long Tom" big artillery gun, high-speed caterpillar tread M-4 Tractor, plus frontline-contact Radio Jeep and Communications Trailer. Each vehicle has many moving parts. 23 action-posed G.I. figures handling equipment complete the set.

No. 1673-G527 ..... Each $4.98

Six in a Carton

RADIO JEEP AND COMMUNICATIONS TRAILER



The M-38 jeep has two-way radio installed in rear; pulls amphibious M-100 trailer carrying 2 wire reels, a pole for stringing wire, generator, instrument trunk, and blanket roll. Jeep windshield is adjustable, wheels on both vehicles move. Complete with three action figures.

No. 1618-525 Each $0.79

Twenty-four in a Carton

LONG TOM GUN WITH TRACTOR

A 17" model that features many moving parts. Two-way swivel and pivot actions adjust firing position of the gun barrel, wheels turn, limbers "V"-out from transport to firing position. M-4 tractor has real moving caterpillar treads. Kit includes a 5-man artillery crew in exciting action poses.

No. 1642-H523 ..... Each $1.98

Twelve in a Carton

G. I. BATTLE ACTION FIGURE SET

The 36-piece kit includes latest types of army equipment with the crews to handle them. There's a rocket launching bazooka squad, 60 mm. mortar and .50 caliber machine gun squads, individual men handling flame throwers, mine detectors, rifles, and sub machine guns plus officers and foot soldiers in real action poses.

No. 1670-H526 ..... Each $0.98

Twenty-four in a Carton

M 20 ARMORED COMBAT CAR

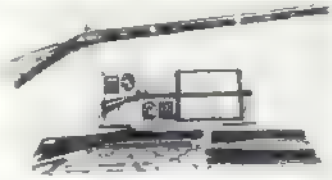
The M 20 has movable ring-mounted anti-aircraft machine gun, movable wheels, carries rifles and a supply of land mines on side racks. Action crew of four, plus rifleman and mine detector man are included in the 69-piece kit. Length 9".

No. 1617-H521 Each $0.89

Twenty-four in a Carton

PYRO

FRONTIERSMAN KENTUCKY RIFLE



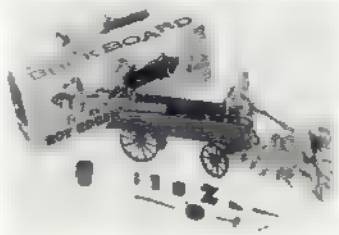
An authentic reproduction in plastic. Construction kit provides man or boy with hours of entertainment. Almost to exact size of real rifle.

No. 1488-C195 Each $3.98

Six in a carton

IDEAL

ROY ROGERS BUCKBOARD



Plastic western buckboard with sculptured figures of Roy Rogers and Dale Evans and two horses. Buckboard uncouples from front wheels and horses can be unhitched by removing vinyl reins. Accessories include: bucket, tool chest, money box, hammer, jack, 2 wheel chocks, rifle, pry bar, hand lantern, triangle, pot, fry pan and coffee pot.

No. 2299-4550 ..... Each $2.98

Twelve in a Carton

MARX

WELLS FARGO "CONCORD" STAGECOACH MODEL KIT

Measures 27½" long, 7½" wide, 9½" high. Over 225 parts, detailed of plastic and requires no sanding or other preparation to fit and cement together.

No. 2051-5715 Each $12.95

Three in a Carton

ADAMS

155 MM. SELF-PROPELLED GUN AND 4-MAN CREW

All plastic kit with moveable parts.

No. 2197-K151 ..... Each $1.69

Twelve in a Carton

HONEST JOHN ATOMIC MISSILE

Another scale model construction kit with excellent detail.

No. 2196-150 ..... Each $1.98

Twelve in a Carton

T-181 280 MM. ATOMIC CANNON

An outstanding model.

No. 2195-153 ..... Each $3.98

Twelve in a Carton

"HAWK" MISSILE BATTERY

A tracking and radar unit, missile loader and launching platform, plus six "Hawk" Missiles. Model is 15 inches long.

No. 2194-K154 ..... Each $1.98

Twelve in a Carton

"OPERATION MISSILE SUPPORT" GIFT SET

Authenticity with fully operating parts. Set includes: Atomic Rocket with Launching Platform, over 13"; 155mm Self Propelled Gun, 10¼" in length; and 6-inch long "Annie Oakley" Gun Emplacement set. Includes cement, paints and brush.

No. 2193-G155 ..... Each $4.98

Six in a Carton

RENWAL

SCALE ½ in. = 1 ft.

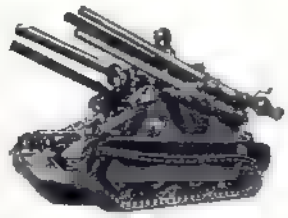
WALKER BULLDOG LIGHT TANK

Kit contains 172 precision parts . . . completed model has 44 moving parts for realistic operation featuring a unique suspension system achieved by individual metal spring mounting of road wheels . . . gun elevates on rotating turret and hatches and grill doors open to expose detailed interior and many other features. Authentic decals and life-like combat crew of 5 are included

No. 1821-M554 Each $1.98

Twelve in a Carton

ONTOS



Mounts six 106mm rifles. Model of Ontos - a Greek word meaning "The Thing"—faithfully captures every feature of this deadly vehicle. Kit contains 111 precision molded parts, 30 of which are movable so that operating features include firing tubes that can be rotated and elevated while rear doors, ammunition storage cover hatches, breech mechanism, wheels, flexible tracks and gun traveling lock operate in the same manner as the prototype. Kit complete with six rocket shells, decals and three life-like crew members

No. 1824-M557 Each $1.00

Twenty-four in a Carton

TWIN FORTY 40mm ANTI-AIRCRAFT GUN

182 engineered parts, including 43 that operate. Operating parts feature the Twin 40mm guns that elevate and rotate. Other operating parts include 30 calibre machine guns mounted on turret, accessories door, grille door, engine grille doors and hatches, flexible tracks and road wheels independently suspended by metal springs. Kit complete with six shells, authentic decals and five life-like crew members

No. 1822-M555 ..... Each $1.98

Twelve in a Carton

75mm RADAR AA GUN SKYSWEEPER

Every detail is faithfully reproduced with 134 precision parts. Completed model has 34 individual operating assemblies including gun barrel that actually demonstrates recoil action. Magazine contents shells which can be loaded or unloaded thru rotating munition retainer. Kit complete with 5 lifelike crew members consisting of Commander, Radar Operator, Computer Operator, Loader and Asst. Loader. Authentic decals included

No. 1819-M552 Each $1.69

Twelve in a Carton

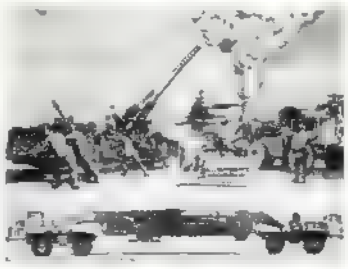
GENERAL PATTON II MEDIUM TANK

The life-like commander and loader automatically take over their proper stations when tank is in traveling position and conceal themselves when tank is ready to fire. Additional operating features include moveable idlers, road wheels, gun mount and tracks, rotating turret that elevates gun, machine gun that swivels in all directions; hatches and grille covers that authentically open and expose detailed power plants. 173 engineered parts in kit complete with decals and five crew members

No. 1823-M556 Each $2.49

Twelve in a Carton

280mm GUN ATOMIC CANNON



279 parts to make up this detailed model (actually 3 Kits in 1). Super detailed throughout, the finished model is fully operative. It does everything but fire. Cannon is detachable from trucks and elevates by hand wheel and gear train. Gun barrel telescopes 6" from travelling position. Each truck has six free rolling wheels. Kit complete with 7 lifelike crew members consisting of Commander, 2 drivers, 2 munition haulers with cart and shells, 2 gunners. Authentic decals included

No. 1820-M553 Each $4.98

Four in a Carton

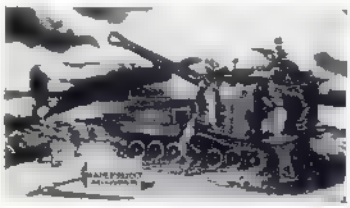
SURFACE TO AIR GUIDED MISSILE NIKE

The famous Nike reproduced in detail. 81 parts molded in white and olive drab colors. Projectile, missile rail, elevating rail, elevating mechanism completely operative when model is assembled. Kit complete with 3 lifelike crew members consisting of Commander, Sentry, and Technician. Authentic decals included

No. 1817-M550 ..... Each $1.49

Twelve in a Carton

SELF PROPELLED 8 INCH HOWITZER



138 parts make up detailed kit. Positive assembly and exclusive "NO SHOW" cementing design eliminates all messy stains. Assembled model has 37 authentic operating parts that include all doors, hatches, gun, turret, engine, tread and wheel. Detailed interior is visible through operating doors. Kit comes with 6 lifelike crew members consisting of Commander, Driver, Gunner, Loader, Radio Operator and Technician. Authentic Decals included

No. 1818-M551 ..... Each $2.98

Twelve in a Carton

REVELL

M-4 TRACTOR

Has flexible moving caterpillar track, moving gear wheels, elevating ring-mounted gun, interior cab detail, realistic tarpaulin finish, crew figures and official decals

No. 1606-536 Each $0.98

Twenty-four in a Carton

ARTILLERY GUN

The U.S. Army's mighty M-2 gun, filled with such action features as recoiling gun barrel, 2-way aiming motion moving rubber-tired wheels, and trails that spread and come together. Artillery crew included

No. 1605-535 Each $1.29

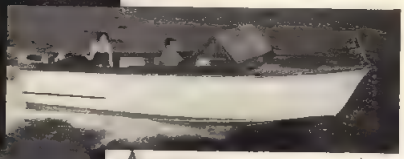
Twenty-four in a Carton

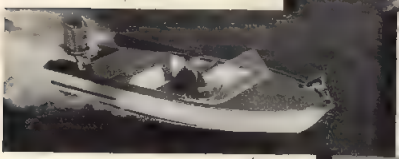
HITCH YOUR BOATING FUN TO

Revel Craft —THE BRIGHTEST STARS for '58

21' SEA SKIFF
(HARD TOP CRUISER)

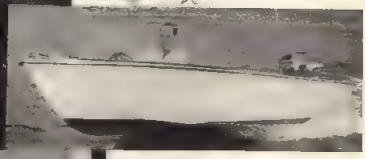
21' SEA SKIFF
(CONVERTIBLE CRUISER)





15' CUSTOM DELUXE

15' CUSTOM SKIFF
(WALK-THRU MODEL)



22' EXPRESS CRUISER

Set your sights on these all-new Revel Craft and you too will know that here are the outstanding stars for Boating '58. Their long, clean lines foretell dry, dependable, complete boating enjoyment for years to come . . . and at a price that you can afford.

All Revel Craft feature sea-tested mahogany construction, brass and bronze fastened throughout and they are fully equipped with all fittings. The 21-footers have two 7' bunks and a marine toilet. The 22-footer has a complete galley in addition.

See the entire line . . . New skiffs . . . New Utilities . . . New Cruisers . . . 14 models in 15', 19', 21' and 22' sizes . . . and you will know why in '58, America will turn to Revel Craft for Boating Fun.

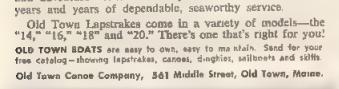
Revel Craft MANUFACTURING COMPANY P. O. BOX 20, ARNOLD, MARYLAND

Get the feel of this boat, sailor! She's framed for speed and dashing performance. With trim, slim lines she planes easily. She's alive to your quickest signal, ready for fun and adventure. And like every Old Town, she's set for years and years of dependable, seaworthy service.

Old Town Lapstrakes come in a variety of models—the "14," "16," "18" and "20." There's one that's right for you!

OLD TOWN BOATS are easy to own, easy to maintain. Send for your free catalog—showing lapstrakes, canoes, dinghies, sailboats and skiffs.

Old Town Canoe Company, 561 Middle Street, Old Town, Maine.



OLD TOWN BOATS

PNEUMATIC

RUBBER BOATS

ONE-TWO-SEVEN-MAN

BRAND NEW

Manufactured 1956

Every Boat tested for Dependable Service

ONE-MAN DELUXE

Model with one locks. Two man size with Nylon Reinforced Bottom without corlocks **$27.95**

$29.95

★ Made from VIRGIN RUBBER (yellow), NOT SYNTHETIC. Ideal for hunting, fishing and water sports. Multi-purpose rope lines on all boats except one-man standard model. PRESSURE TESTED AND COMPLETELY INSPECTED before leaving the factory. These boats are similar to those used by overseas airlines and the Air Force.

Seven-Man size complete with seats **$89.95**

Add 75 cents to prices for 1 and 2-man boats and $2.00 to 7-man boat for shipping charges.

Discounts on orders for 12 or more

AMERICAN JOBBING COMPANY, INC.

104 CANAL STREET NEW YORK 13, N. Y.

Safe — Secure —

UNSINKABLE

MOORING BUOY

A new lightweight buoy, 12"x18"x12". Will last 20 years of 3/16" or 30 feet of 3/8" galvanized chain. 3/8" drop forged galvanized eye bolt, runs through the buoy. Swivel eye on end fastened with rust and mutual cotter pin. Made of solid molded cellular plastic. This amazing buoy will not absorb water and it cannot be stuck! Will not scratch or mar boat finish. Sparkling white.

Price $16.50

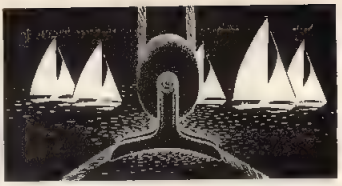
Write Dept. BB58 for Special Marine Leaflet

James BLISS & CO., INC.

342 ATLANTIC AVE. BOSTON 10, MASS. Tel: HU 2-4130

★ **OUR 126th YEAR** ★

DEALER AND DISTRIBUTOR INQUIRIES INVITED



SAILING CHAMPIONS — 1957 —

NATIONAL SAILING CHAMPIONS:

Men (Mallory Cup) George D. O'Day Marblehead Mass
Women (Adams Cup) Mrs. Robert E. Page, Chicago Y.C.
Juniors (Sears Bowl) John Mumford, Pequot Y.C.

CLASS CHAMPIONS.

Star (World), North Star III—Lowell North, San Diego
Star (North American) North Star II—Lowell North, San Diego
Star (Atlantic Coast) Shannon—E. W. Etchells, Old Greenwich
Atlantic Lantana Harry Platt, Cold Spring Harbor
Comet (World) Tym Fly, Eagle Low, Atlantic Highlands Y.C.
Lightning (International): Zig Zagger—Bill Cox, Noroton, Conn.
Jackets 16 Jack Vilas, Chicago
One Ten Black Cow—Malcolm McNaughton Hingham, Mass.
Two Ten, Alan—F. Gregg Bemis, Cohasset
Six-Meters (North American) Buzzy I—Bill Goodertham, Royal Canadian Y.C.
Penguin Jim Carson, Metedeconk, N.J.
Raven Old Crow—P. James Roosevelt, Seawanhaka Corinthian Y.C.
Rebel Bruce Goldsmith, Devil's Lake, Mich
International 14-ft. dinghies (National Championship) Allegro—Richard Vine, Royal Canadian Y.C.
Dragons (O'Keefe Cup—Great Lakes Championship): Puzzle Ryckon Surdam, Royal Canadian Y.C.
Snipe (National) Fred Schenk, Newport Beach, Calif
Snipe (World) J. M. Alonso Allende, Spain
Flying Dutchman (World): Rolf Mulka, Hamburg Germany
Flying Dutchman (North American): Nautigal II—Harry Sindle, Lavallette, N.J.
Wood Pussy: Herb Bixbe, Shelter Island, N.Y.
Rhodes Bantam Bringer, Toledo
National One-Design: John Niland, Great Lakes
5.5 Meters. Flame—Albert Fay Houston, Texas
Jet 14 Calvin J. Eagle, Island Heights, N.J.
Thistle Black Jack—Jim Hendrickson, Sandusky Ohio
Highlanders Lt. Comdr. O. C. Bailey, Corpus Christi Tex
Amphibi-Con OED—Charles Angle, Rochester, N.Y.
Moth Class (World Championship—Artemis Trophy) Polywog—Mrs. John Duane, Delray Beach, Fla
Finn Monotype (North American Championship) Glen Foster, Seawanhaka Corinthian Y.C.
Jolly Boat North American George O. O'Day Boston
Firefly North American Dennis Posey, Stamford, New York
Dragons (North American) Top Hat, Phillip LeBoutillier, Jr., Toledo
Y-Flyer (International) Pierre Desjardins Royal St. Lawrence Y.C.
Interclub leagiate J. S. Nava Academy J. M. George, Calvin Reed Dick Tillman)
Interscholastic Pomfret Will am S. Cox, Jr., Darien, Conn.

OCEAN AND LONG DISTANCE RACES

Newport R. to Santander, Spain: Carina—R. S. Nye, Indian Harbor Y.C.
British Fastnet Rock Carina—R. S. Nye, Indian Harbor Y.C.
Los Angeles-Honolulu Legend—Charles Ullman Los Angeles Y.C.
Annapolis-Newport Manitou—C. Raymond Hunt, Eastern Y.C.
Storm Trysail (Block Island). White Water—John U. White, Norwalk Y.C.
Miami-Nassau Finisterre—Carleton Mitchell, Annapolis, Md
Freeman Cup (Lake Ontario) Sashay—E. J. Doyle, Youngstown, N.Y.
St Petersburg-Havana: Criollo—Dr. L. H. Vidgen, Havana
Port Huron-Mackinac: Dyna—Clayton Ewing, Green Bay, Wis.
Corpus Christi-Galveston: Ca Va—J. W. Hershey, Texas Corinthian Y.C.
Southern Ocean Racing Conference Lyra—Dr. L. H. Vidana, Havana
Lake Ontario: Vanhoe II—Roy Engholm, Royal Canadian Y.C.
Chicago-Mackinac: Meteor I—Henry Burkhard, Detroit
Havana-Varadero: Wanda—John T. Hayward, Clearwater Y.C.
Florida Ocean Racing Association Wanda—John T. Hayward, Clearwater Y.C.

Falcon Cup (Lake Erie) Indigo—S. K. Wellman, Mentor Harbor Y.C.
Marblehead-Halifax Gallivant—Edward Newbold Smith, Philadelphia
Stamford Vineyard Mother—Paul Hoffmann, City Island Y.C.
Mount Desert Rock Nimrod V—Robert L. Hall, Storm Trysail Club
Monhegan Island, Dolphin—Britton Brothers, Boothbay Harbor Y.C.
Mills Trophy (Lake Erie) Meteor III—Henry Burkhard, Detroit
Virginia Cup Celerity—Raymond M. Brown, Jr., Hampton Y.C.
Indian Harbor-Stratford Shoals Icefire—Jakob Isbrandtsen
Around Marthas Vineyard (Verona Trophy) Temptation—T. K. Boyd Osterville
City Island-Cape Field Lightvessel, Angelique—C. N. Granville, Norwalk
Bayside-Cape Field Lightvessel Carol Linn—V. Ostling North Shore Y.C.
Swiftsure Lightship Manuia—John Graham, Seattle, Wash.
Tri-Island Rebel—Douglas Sherwood, Seattle, Wash.

(*Continued on page 375*)

HITCH YOUR BOATING FUN TO *Revel Craft* —THE BRIGHTEST STARS for '58

21' SEA SKIFF
(HARD TOP CRUISER)

21' SEA SKIFF
(CONVERTIBLE CRUISER)

15' CUSTOM DELUXE

15' CUSTOM SKIFF
(WALK-THRU MODEL)

22' EXPRESS CRUISER

Set your sights on these all-new Revel Craft and you too will know that here are the outstanding stars for Boating '58. Their long, clean lines foretell dry, dependable, complete boating enjoyment for years to come . . . and at a price that you can afford.

All Revel Craft feature sea-tested mahogany construction, brass and bronze fastened throughout and they are fully equipped with all fittings. The 21 footers have two 7' bunks and a marine toilet. The 22-footer has a complete galley in addition.

See the entire line . . . New skiffs . . . New Utilities . . . New Cruisers . . . 14 models in 15', 19', 21' and 22' sizes . . . and you will know why in '58, America will turn to Revel Craft for Boating Fun.

Revel Craft MANUFACTURING COMPANY P. O. BOX 20, ARNOLD, MARYLAND

SPEED!

Get the feel of this boat, sailor! She's framed for speed and dashing performance. With trim, slim lines she planes easily. She's alive to your quickest signal, ready for fun and adventure. And like every Old Town, she's set for years and years of dependable, seaworthy service.

Old Town Lapstrakes come in a variety of models—the "14," "16," "18" and "20." There's one that's right for you!

OLD TOWN BOATS are easy to own, easy to maintain. Send for your free catalog—showing lapstrakes canoes, dinghies, sailboats and skiffs.

Old Town Canoe Company, 561 Middle Street, Old Town, Maine.

OLD TOWN BOATS

PNEUMATIC

RUBBER BOATS

ONE-TWO-SEVEN-MAN

BRAND NEW

Manufactured 1956

Every boat tested for Dependable Service

ONE-MAN DELUXE

Model with oar locks $27.95

Two-man size with Nylon Rubber rail Bottom without carpets **$29.95**

★ Made from VIRGIN RUBBER (yellow), NOT SYNTHETIC. Ideal for hunting, fishing and water sports. Multi-purpose rope lines on all boats except one-man standard model. PRESSURE TESTED AND COMPLETELY INSPECTED before leaving the factory. These boats are similar to those used by over-seas airlines and the Air Force.

Seven-Man size complete with seats **$89.95**

Add 75 cents to prices for 1 and 2-man boats and $2.00 to 7-man boat for shipping charges

Discounts on orders for 12 or more

AMERICAN JOBBING COMPANY, INC.

104 CANAL STREET NEW YORK 13, N. Y.

Safe — Secure —

UNSINKABLE

MOORING BUOY

A new lightweight buoy, 12"x12"x12". Will float 50 feet of 5/16" or 30 feet of 3/8" galvanized chain. 5/8" drop forged galvanized eye bolt runs through the buoy. Swivel eye on end fastened with nut and monel cotter pin. Made of solid molded cellular plastic. This amazing buoy will not absorb water and it cannot be sunk. Will not scratch or mar boat finish. Sparkling white.

Price $18.50

Dept. MB58 for Special Marine Leaflet

James BLISS & CO., INC.

342 ATLANTIC AVE. BOSTON 10, MASS.

Tel: HU 2-4130

★ ***OUR 126th YEAR*** ★

DEALER AND DISTRIBUTOR INQUIRIES INVITED

SAILING CHAMPIONS – 1957 –

NATIONAL SAILING CHAMPIONS

Men's Mallory Cup: George D. O'Day, Marblehead, Mass.
Women's Adams Cup: Mrs. Robert E. Pegel, Chicago Y.C.
Juniors (Sears Bowl): John Merrifield, Pequot Y.C.

CLASS CHAMPIONS

Star (World): North Star III—Lowell North, San Diego
Star (North American): North Star III—Lowell North, San Diego
Star (Atlantic Coast): Shannon—E. W. Etchells, Old Greenwich
Atlantic: Lantana—Harry Platt, Cold Spring Harbor
Comet (World): Tym Fly, Roger Low, Atlantic Highlands Y.C.
Lightning (International): Zig Zagger—Bill Cox, Noroton, Conn.
Luders 16: Jack Viles, Chicago
One Ton: Black Cow—Malcolm McNaughton, Hingham, Mass.
Two Ton: Alar—F. Gregg Bemis, Constance
Six-Meters (North American): Buzzy III—Bill Gooderham, Royal Canadian Y.C.
Penguin: Jim Carson, Matedeconk, N.J.
Raven: Old Crow—P. James Roosevelt, Seawanhaka Corinthian Y.C.
Rebel: Bruce Goldsmith, Devil's Lake, Mich.
International 14-ft. dinghies (National Championship): Allegro—Richard Vine, Royal Canadian Y.C.
Dragons: O'Keefe Cup—Great Lakes Championship): Puzzle II—Ryehen Sayre, Royal Canadian Y.C.
Snipe (National): Fred Scherk, Newport Beach, Calif.
Snipe (World): J. M. Alonso Alcalde, Spain
Flying Dutchman (World): Rolf Maike, Hamburg, Germany
Flying Dutchman (North American): Nautigal III—Harry Sindle, Lavallette, N.J.
Wood Pussy: Herb Blake, Shelter Island, N.Y.
Rhodes Bantam: J. Eisinger, Toledo
National One-Design: John Niland, Great Lakes
5.5 Meters: Flame—Albert Fay, Houston, Texas
Jet 4: Cavalier—Edgewater Heights, N.J.
Thistle: Buccaneer—Jim Hendrickson, Sandusky, Ohio
Highlanders: Kay—Simon C. C. Bailey, Corpus Christi, Tex.
Amphibi-Con: OED—Charles Angle, Rochester, N.Y.
Moth Class (World Championship—Antonia Trophy). Polywog—Mrs. John Duane, Delray Beach, Fla.
Fish Monotype (North American Championship): Glen Foster, Seawanhaka Corinthian Y.C.
Jolly Boat (North American): George D. O'Day, Boston
Firefly (North American): Dennis Posey, Scarsdale, New York
Dragons (North American): Top Hat, Philip LeBoutellier, Jr., Toledo
Y-Flyer (International): Pierre Desjardins, Royal St. Lawrence Y.C.
Intercollegiate: U. S. Naval Academy—(Jim Googe, Calvin Reed, Dick Tillman)
Interscholastic: Pomfret—William S. Cox, Jr., Darien, Conn.

OCEAN AND LONG DISTANCE RACES:

Newport, R.I. to Santander, Spain: Carina—R. S. Nye, Indian Harbor Y.C.
British Fastnet Rock: Carina—R. S. Nye, Indian Harbor Y.C.
Los Angeles-Honolulu: Legend—Charles Ullman, Los Angeles Y.C.
Annapolis-Newport: Heritage—C. Raymond Hunt, Eastern Y.C.
Storm Trysail (Block Island): White Water, John U. White, Norwalk Y.C.
Miami-Nassau: Pandora—Carleton Mitchell, Annapolis, Md.
Freeman Cup (Lake Ontario): Sashay—E. J. Doyle, Youngstown, N.Y.
St. Petersburg-Havana: Criollo—Dr. L. H. Vidana, Havana
Port Huron-Mackinac: Dyna—Chrysler Ewing, Green Bay, Wis.
Corpus Christi-Galveston: Ca Va—J. W. Hershey, Texas Corinthian Y.C.
Southern Ocean Racing Conference: Criollo—Dr. L. H. Vidana, Havana
Lake Ontario: Ivanhoe II—Ray Engholm, Royal Canadian Y.C.
Chicago-Mackinac: Meteor III—Henry Burkhard, Detroit
Havana-Varadero: Winifred—John T. Hayward, Clearwater Y.C.
Florida Ocean Racing Association: Winifred—John T. Hayward, Clearwater Y.C.
Falcon Cup (Lake Erie): Dodge 5, K. Wellman, Mentor Harbor Y.C.
Marblehead-Halifax: Gale Island—Howard Newbold Smith, Philadelphia
Stamford-Vineyard: Hothead—Paul Hoffmann, City Island Y.C.
Mount Desert Rock: Nimrod V—Robert L. Hall, Storm Trysail Club
Monhegan Island: Delight—Burton Brothers, Southbay Harbor Y.C.
Mills Trophy (Lake Erie): Meteor III—Henry Burkhard, Detroit
Virginia Cup: Security—Raymond M. Brown, Jr., Hampton Y.C.
Indian Harbor-Stratford Shoals: Icefire—Jakob Isbrandtsen
Around Marthas Vineyard (Vanona Trophy): Temptation—T. K. Boyd, Osterville
City Island-Corn Field Lightvessel: Angelique—C. N. Granville, Norwalk
Bayside-Corn Field Lightvessel: Carol Linn—W. Ostling, North Shore Y.C.
Swiftsure Lightship: Merrie—John Graham, Seattle, Wash.
Tri-Island Series: Rebel—Douglas Sherwood, Seattle, Wash.

(Continued on page 375)

Revlon DOLLS . . . by IDEAL

Three Beauties . . .

THE FABULOUS 18" REVLON DOLLS by IDEAL — America's most famous fashion model dolls in the outstanding styles of the year. The full formed figure of a teenager and the face of an angel. Features the exciting *turning waist* enabling her to bend forward and backward . . . turn around as gracefully as a model. Revlon's "Magic Touch" skin is a synthetic material . . . more pliable than plastic—firmer than vinyl. Long, finely formed fingers and nails. Beautifully molded vinyl head with rooted Saran hair that can be washed.

REVLON 18" KISSING PINK DOLL —A little girl's dream come true! And she's almost as big as little sister . . . and almost as lifelike! Her wardrobe includes an assortment of dresses with crinoline slip, undies, high heel shoes, nylons, pearl necklace, and earrings. Sh wt. 2 lbs.

8T106X799 **List $11.98**

REVLON SNOW PEACH 18" BRIDE DOLL — Beauty of the doll world! In breathtaking bridal gown! Long sleeved and jewel-necked with delicate lace bodice and lace overlay skirt. She's carrying a wedding bouquet with crown set with orange blossoms. Includes pearl earrings, necklace and ring.

8T107X1063 (2¼ lbs.) **$15.95**

REVLON 18" QUEEN OF DIAMONDS DOLL—She's a queen and she knows it! Her long shapely legs wear nylons and smart high heeled shoes. Her high fashion wardrobe includes the "Queen of Diamonds" dress, slip, panties, and for glamor, rhinestone earrings, necklace and ring. Sh. wt 2¼ lbs.

8T108X1063 **List $15.95**

Meet Miss Lolly by Golly . . .

She's 19" Tall

MISS LOLLY BY GOLLY by HOLLE — Everybody loves Miss Lolly by Golly . . . and you'll love her, too! She stands 19" tall in her little felt shoes . . . with a ribbon-tied pony tail that dances. Choose her with Red or Blond hair. Her billowing, washable, colorfast cotton striped pinafore comes over a White pique blouse-panty combination . . . all removable. Tots to Teens adore her. Sh. wt. 1½ lbs.

8T40X265 . . . . **List $3.98**

Betsy Wetsy Dolls

- Cry Real Tears!
- Drink
- Wet
- Come Complete with Layette

IDEAL'S BETSY WETSY DOLL—SHE CRIES REAL TEARS—11½" Tall. She drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Baby pink vinyl body can be cleaned with a damp cloth, bathed, powdered and lotioned. Layette of kimono, diaper, safety pins, bottle and nipple, wash cloth, cotton powder puffs and soap Sh wt. 1½ lbs.

8T104X399 ..... **List $5.98**

DELUXE BETSY WETSY DOLL WITH VINYL HEAD AND ROOTED HAIR—13½" Tall—She drinks, wets, cries tears. Her hair can be washed, waved, shampooed. Her pink body can be bathed, powdered, lotioned. She's in shirt and diaper with deluxe suitcase Layette includes dress, bonnet, powder puffs, bottle, nipple, soap, wash cloth, clothespins, safety pins, nightgown, booties, rubber panties.

8T110X[illegible] (Sh. wt 3 lbs.) . **List $12.98**

18" Bendy Doll . . . Holds Any Human Position!

Special Purchase . . . Reg. $7.95 . . . Save $3.45

With Two Complete Outfits!

18" BENDY DOLL . . . SHE HOLDS ANY HUMAN POSITION — She's amazing, she's practically indestructible! You can make Bendy sit, dance, cross legs—do anything! Made of flexible rubber that feels like skin, supported by flexible wire. Even Bendy's eyes open and close, and pigtails can be bent into many hair styles. She comes with two complete outfits: lovely ensembles for all her social engagements. Sh. wt. 1½ lbs.

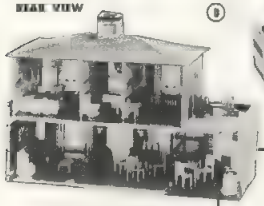
8T10X295 **List $4.95**

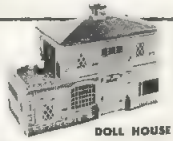
ADDITIONAL ORDER BLANKS AVAILABLE ON REQUEST

This Kitchen Has Everything . . . Even the Sink!

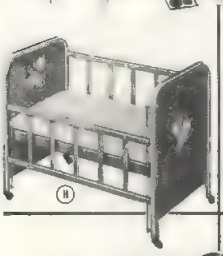
Authentically Detailed Doll Furniture

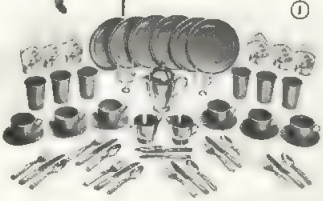
DOLL HOUSE REAR VIEW





DOLL HOUSE FRONT VIEW





For a Gracious Little Hostess —56-Pc. Tea Set

(A) AMSCO DELUXE DOLL-E-LAYETTE—COMPLETE WITH AN 11" WASHABLE VINYL DRINK 'N WET DOLL. Has everything the young mother needs to take care of baby! Pink overnight basket has two Blue metal handles and full color hinged lid. Width of basket 13¾", depth 10", height 5½". Comes complete with 2 Chix Diapers, 1 Diaper Pin, 2 unbreakable bottles complete with caps and nipples, 1 Rattle, 1 Bib, 1 Cup, 1 Funnel, 1 Spoon and 1 Bottle Brush
3T27X265 (Sh. wt. 4 lbs.) ..... **List $3.98**

(B) MODERN METAL LITHOGRAPHED KITCHEN—60 PIECES that combine 7 complete toy items! Comes complete with wall refrigerator with freezing compartment, shelves, plastic ice cube tray and numerous food items; washing machine which holds water and can be agitated by hand spinning; cabinet sink with working faucet and drain; electric type range equipped with frying pan, sauce pan, roaster, coffee pot, etc.; Dutch wall oven; overhead cabinets, dishes, food boxes and tableware; and a large serving counter. Kitchen is 23¼" long, 11" wide, 11" high. Sh. wt. 5 lbs.
3T70X332 ..... **List $4.98**

(C) KEYSTONE 5-PIECE BEDROOM SUITE FOR DOLLS UP TO 11" TALL—A beautiful 5-piece suite that consists of a two drawer wooden dresser finished in maple with brass drawer pulls, 6¾" long, 5" high, 3¾" deep. Hollywood bed has box spring, washable poplin spread with pleated dust ruffle and stuffed pillow to match. 12⅝" long, 7" wide, 5" high. Clothes rack with pliofilm envelopes for dresses and drawer. 6¾" long, 11" high, 3¾" deep. Vanity is fitted with pleated skirt that matches bedspread. 6" long, 8" high. Vanity bench is 4¼" long, 2½" wide. Durable wood and finished in maple.
3T68X663 (Sh. wt. 4 lbs.) ..... **List $9.95**

(D) METAL LITHOGRAPHED DOLL HOUSE—A little Mother's delight! Complete with 25 pieces of large size plastic furniture. A 6 room, 2 story house consisting of a living room, dining room, kitchen, bedroom, nursery, bathroom and terrace. All ground floor doors and windows open. 23¼" long, 9½" wide, 16¾" high.
3T51X399 (Sh wt. 6 lbs.) ..... **List $5.98**

(E) AMSCO DOLL-E-HIGH CHAIR COMPLETE WITH SLIP COVER—A high chair any doll will love! Made of sturdy ¾" semi-tubular steel frame with embossed tufted back effect. Beautiful Sea Blue baked enamel finish with Yellow trim. Non-skid feet, rubber tray bumpers and all-metal step plate. 29" high, 16" deep, 12¾" wide.
3T69X332 (Sh. wt. 4 lbs.) ..... **List $4.98**

(F) NURSERY COMPLETE WITH 8" DRINK AND WET DOLL—Doll has movable legs and arms. Crib and bathinette are 8⅝" long and Toydee chair is 5½" long. Complete with diaper, bottle and soap. All pieces unbreakable plastic.
3T71X199 (Sh wt. 2 lbs.) ..... **List $2.98**

(G) AMSCO DELUXE DOLL-E-BATHINETTE—All steel frame and tray with Blue baked enamel finish. Heat sealed leakproof tub of Pink plastic. Adjustable Pink dressing table with safety strap. Complete with drain hose, bottle with cap and nipple, washcloth, bottlebrush, soap and Q-tips. 28" long, 14" deep, 22" wide. Sh. wt. 6 lbs.
3T35X399 ..... **List $5.98**

(H) AMSCO DELUXE DOLL-E-CRIB COMPLETE WITH MATTRESS—All steel full panel head and foot board. Adjustable drop-side and built-in "Link-lock" steel bedspring. Free rolling swivel casters. Washable mattress of Masland duran plastic. Blue baked enamel finish. 21¾" high, 26½" long, 15½" wide.
3T74X665 (Sh. wt. 14 lbs.) ..... **List $9.98**

(J) 56-PIECE LITTLE MISS MUFFET TEA SET—Service for 6—Lovely mirro-plated, Turquoise tea service of full functional size Complete with cups, saucers, plates, tumblers, cutlery, napkins, teapot, sugar and creamer and two candelabras.
3T32X330 (Sh. wt. 2½ lbs.) ..... **List $4.95**

WILSON BASEBALLS

A1276 Made to fit any budget, it's prepared to take a lot of rough treatment. Compressed wool felt center. Durable, good grade horsehide cover. Cotton winding.

(F35-363) A1276 K581C 1.35 ea.

A1084 Carries the endorsement of one of the game's greats, Ted Williams. Wilson's exclusive cork and rubber center. White, alum-tanned horsehide cover, stitched with strong cotton for durability. Anchored and balanced wool yarn winding.

(F35-364) A1084 KL117V 1.95 ea.

ADIRONDACK BASEBALL BATS, INC.

ADIRONDACK FAMOUS TREE-O-TWO BASEBALL BAT Professional finish, finest selection second growth northern white ash, patterned after models used by famous major league hitters. Lengths 32 to 36". Packed one dozen — assorted lengths.

(856-010) 302 EA3520D 4.40 ea.

BASEBALL BAT — Natural finish, selected northern stock. Lengths: 32" to 36". One dozen assorted models and lengths to a carton.

(856-005) 212 FB2160D 2.70 ea.

BASEBALL BAT — Tan finish, selected northern stock. Lengths: 32" to 36". One dozen assorted models and lengths to a carton.

(856-004) 4100 FV1440D 1.80 ea.

BOY'S MODEL BASEBALL BAT — Natural finish, assorted autographs. Length 29". Packed 3 dozen.

(856-001) 1500 FD1000D 1.25 ea.

ADIRONDACK SOFTBALL BATS

OFFICIAL SOFTBALL BAT — Antique finish. Select northern stock. Full taped handle. Lengths 33" — 34", Diameter 2" to 2 1/8". Packed one dozen.

(856-002) 171 FP1800D 2.25 ea.

OFFICIAL SOFTBALL BAT—Saddle tan finish, select northern stock. Tape grip. Lengths: 33" to 34". Diameter 2 1/16" to 2 1/8". Packed one dozen.

(856-014) 161 FG1520D 1.90 ea.

APPROVED LITTLE LEAGUE BATS

LITTLE LEAGUE BAT — Clear handle, black barrel, second growth northern white ash, meets specifications for Little League play. Packed one dozen assorted autographs and lengths.

(856-013) 300J FR1840D 2.30 ea.

No. 282J LITTLE LEAGUE BASEBALL BAT

Select second growth Northern White Ash, clear finish, assorted autographs, meets specifications for Little League play. Bats to the carton — 1 dozen assorted. Lengths 29" — 33".

(856-016) 282J TV2000D 2.50 ea.

BASEBALL BAT

Meets specifications for Little League play. Black finish. Length: 29" — 33".

(856-017) 4100J ER1360D 1.70 ea.

BASEBALL GLOVES

HUTCH

No. 28—GENE THOMPSON

FIELDER'S GLOVE

- ¾ Scale Model
- Leather Lined to ends of fingers
- Preformed, Stuffed Pad
- Solid Leather Ball Trap
- Genuine Oil-treated Cowhide

(662-003) 28 HL240B 4.00 ea.

No. 40L
RICHIE ASHBURN MODEL

Selected, top grade genuine leather. Fully leather lined. All leather bound diverted and welted seams. Full 4 1/2" solid leather trap. Laced to extra wide U-crotch. Adjustable laced-in heel pad. Double interlaced fingers. Leather laced heel. This model has all of the features and much of the quality to make it outstanding in any league.

(662-042) 40L WS600K 10.00 ea.

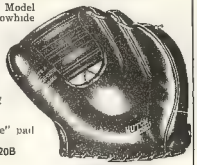
No. 22X—GEORGE KELL
3-Finger Model

- Full Size
- Leather Lined to ends of fingers
- Lining Fingers laced to glove
- Full Size Solid Leather Trap
- Laced Heel
- Interlaced Fingers

(662-107) 22X HF330B 5.50 ea.

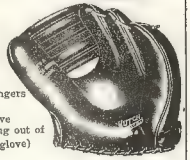
BASEBALL GLOVES

No. 43X—THE EDDIE MATHEWS Model



- New super size 3-Finger Model
- Top-Grade, oil treated Cowhide
- Solid Leather Ball Trap
- Laced Crotch
- All Welted Seams
- Split Back Fingers
- Fully Leather Lined
- Laced Heel
- Interlaced Fingers
- A Super HUTCH Value!
- Specially made "ready broke" pad

(662-004) 43X HE520B 8.50 ea.



No. 33X

- Full size 3 finger model
- Leather lined to ends of fingers
- Vinyl binding
- Lining fingers laced to glove (prevents lining from pulling out of glove)
- Simulated laced heel

(662-045) 33X CB417Z 6.95 ea.

No. 360

New model, extra long Flare-Flex design. Made of especially selected, Genuine Oil treated Cowhide. Full cowhide lined and bound. Diverted and welted seams. Interlaced fingers. Full 4 1/2" solid leather trap. Laced to extra wide U-Crotch. Laced-in heel pad and adjustable wrist strap. Closed heel model. Pad is hand formed, two pieced type for flex action. It's a fielding gem.

(662-145) 360 JN690L 11.50 ea

No. 34 DICK GROAT MODEL FIELDER GLOVE

New, extra large size, long, narrow fingers. Made of top grain cowhide, oil treated. Full leather lined and leather laced heel. Leather interlaced fingers, 4 1/2" solid leather ball trap, diverted, welted seams. Hand formed pad that forms a natural deep pocket. Adjustable laced in heel pad

(662-141) 34 TT480L 8.00 ea.

MODEL No. 53

Extra large, long finger fielder's glove. Made of finest quality, oil treated, genuine cowhide. Full cowhide leather lined. Diverted and welted seams, throughout. Full size 4 1/2" solid trap laced to crotch. Leather interlaced fingers. Adjustable laced in pad. Inner greased treated and all leather binding. Extra wide adjustable wrist strap. This is a new, extra large design and is a leading value for 1957.

(662-040) 53 RR810K 13.50 ea.

MODEL No. 56

New target model. Extra wide big glove. Finest quality cowhide leather. Oil treated. Full cowhide lined. Split back fingers. Full leather welted. All wool felt hand made pad. Special wide crotch reinforced and laced. Solid leather trap. Leather laced heel. All leather binding and welting. New interlaced back.

(662-160) 56 ER1050H 17.50 ea.

WILSON BASEBALL GLOVES

A2130—Check the price . . . then check the top-quality construction details. Grip-Tite greased pocket. Welted palm and thumb. Flat style binding. Tan, glove cowhide, fully oiled. Packed six to a box.

(F35-369) A2130 LL240L 3.95 ea.

"JIM GREENGRASS" MODEL

No. A2150 — Made of tan glove cowhide, this new five finger Ball Hawk glove has top quality features — finger tip lacing and streamlined fingers. It is fully lined with leather, and has felt padding, stuffed heel, closed wrist, welted palm and thumb, Grip-Tite pocket, and flat binding.

(F35-357) A2151 Regular GH428Y 6.45 ea.

(F35-372) A2153 Left Handed CX428B 6.45 ea.

Need A Pipe Vise?

...get one that does more than just hold pipe

RIDGID

Extra-Service Pipe Vise

It has a handy built-in pipe bender . . . and pipe rest—for accurate threading. Exclusive LonGrip jaws hold pipe extra firmly, don't chew it up. Yoke and base of lifetime malleable. Most for your money—buy RIDGID Vises at your Hardware Store.

Make your next pipe wrench the famous RIDGID!

RIDGID
Work-Saver Pipe Tools

The Ridge Tool Company, Elyria, Ohio, U.S.A.

CROPS and SOILS

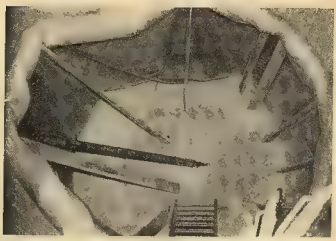


Photo: J. Richard Dye

READY FOR FILLING. You unroll plastic up sides of silo or bin, prop it while you fill, then tie at top. Plastic is sealed around auger that empties bin (left) for airtight unloading.

Store wet grains in a plastic bag?

THE new idea of sealing wet grain in plastic to prevent spoilage is paying off for farmers who tried it last fall.

"My hogs are gaining better than any I've ever had," says Everett Horine, Grant County, Ind., who put 2,000 bushels of 30% moisture corn in a plastic bag inside his silo last fall (photo above).

Hogs really go for Horine's wet corn, and half of it is already fed. What's left looks as bright and glossy as on the day it went in.

Horine is drying the rest of his corn crop to sell this spring. Then he'll buy more high moisture corn to refill his plastic-lined silo to feed winter pigs. He figures he'll get $1 a bushel for his dry corn, pay about 75¢ for wet corn.

A number of Indiana farmers tried storing wet corn in plastic last fall after Purdue University scientists reported that the idea had worked in a preliminary test. The scientists weren't prepared to recommend sealing wet grain in plastic, but they told how it worked for them inside a steel bin.

Farmers stuck with wet corn took it from there. Horine's brother, for example, saved 800 bushels of wet corn by putting it in a plastic bag inside snow fence cribbing reinforced with wire. A neighbor lined an old open-top silo.

To make the plastic bag, Horine took 6-mil plastic sheets to a manufacturer who joined them into a sleeve with an electric sealing machine. Cost for plastic and sealing: $65.

Early this year, at least one manufacturer, the A. O. Smith Corp., Kankakee, Ill., made available to its dealers a plastic sleeve for lining bins.

FARM JOURNAL can't flatly state that this is the way to save your wet corn from spoiling this spring. The idea is still too new.

However, Purdue scientists are testing plastic liners on at least nine different farms this winter, and before long, they should be able to recommend how you go about doing it.

Two possible drawbacks loom: (1) Leaks, or damage to the plastic will let air in, and (2) you have to empty out the bin with a sealed, smooth-running system. The wet grain would spoil if you opened the plastic every day, and there can't be any bridging or it won't auger out.

Farmers and scientists have proved this much: High moisture grain won't heat and spoil when it's tightly sealed in plastic. And the grain makes good feed (FARM JOURNAL, September 1957).

But you have to be careful with the plastic both in getting a tight seal, and in keeping it from leaking.

Remington Power

says you'll get your rabbit for sure...

1. **Suddenly** a zigzagging rabbit breaks into the clearing and your gun leaps to action. And as you swing on the highballing cottontail, you're glad your good gun pointing is backed by the *sure* performance of Remington "Shur Shot" shells. You know they'll come through with . . .

2. **Dependable power**—See how the pellets penetrate solid-pine boards! "Shur Shot" shells are packed with *accurate* powder charges to insure ballistic uniformity. Shot after shot they deliver . . .

3. **Dependable patterns**—Remington-developed Flat-Top Crimp *eliminates* blown patterns. And special "Shur Shot" scatter loads produce a large pattern at close range even with a full-choke gun!

4. **Dependable, rain or shine**—Remington shotgun shells are Wetproof. Exclusive *corrugated* shells bodies are stronger. *Extra-size* brass head gives easier extraction. They're better-made throughout.

Model 870 "WINGMASTER" slide-action shotgun in 12, 16, 20 gauge.

"SPORTSMAN-58" autoloading shotgun in 12, 16, 20 gauge.

The right shotgun completes the farmer's game-getting and pest-control team. A lightweight Remington shotgun gives fast pointing, top dependability. Model 870 is the only pump-action shotgun with quick-change barrel feature. "Sportsman"-58 has exclusive "Power-Matic" action to soften recoil.

And ONLY Remington shells have famous "Kleanbore" priming!

Remington DU PONT

"Kleanbore," "Shur Shot," "Wingmaster," "Sportsman" are Reg. U.S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

Air Pistols

MARKSMAN AIR PISTOL & HOLSTER SET. Fires .177 caliber BB's, darts and pellets all from one barrel! Packs lots of power, amazing accuracy . . . looks and feels just like a .45 service automatic. Sturdy metal construction gives it the weight of a real gun . . . 1¾ pounds. Big, man-size grip helps you handle and aim. Gunmetal black finish. Set includes holster, supply of ammunition, targets and instruction booklet. Great gift for a youngster or beginner! (For extra BB ammunition, order catalog number 29-6871 A335 listed with Daisy Air Rifles described at right.)
29-6848 A310 Marksman Set. **$8.45**

CROSMAN M130 PELLGUN—.22 Cal. Air Pistol. Like a real pistol, but much safer. Fires without recoil or noise, great for women and youngsters, too—yet packed with power, a real straight shooter. Simple valve principle supplies power, valves cannot leak air. Three to five strokes are adequate for average shoot—you control power by number of strokes you use. Hammerless, positive direct trigger action means sure-fire shooting. Enclosed loading chamber. Positive cross lock safety. Blued steel finish. Shoots low cost Super Pells. 11 ¾" overall
29-6962 A975 Weighs 1 lb. 12 oz. . **$13.95**

CROSMAN M 150K CO_2—.22 Caliber Pistol Set. A dandy gun for indoors—no noise, no smoke. Lots of fun outdoors—it's accurate enough to go after small game and yard pests, marvelous fun for target practice. Single shot, bolt action. Cross-lock safety. Black front, adjustable rear sights. Complete set includes: Crosman .22 caliber pistol, bell-ringing target, target insert, 3 disposable pocket size CO_2 cylinders, can of Super Pells and carrying case. Makes a terrific Christmas gift or a wonderful birthday surprise.
29-6954 A1395 Crosman Pistol Set. **$19.95**

Daisy and Crosman Air Rifles

E DAISY PUMP AIR GUN RIFLE . . the all-time king of the air rifles, the right "first" gun to teach your youngster good gun habits. Pump action force-feeds BB's into "chamber". Handsome simulated gold-engraved jacket. Full oval stock. Adjustable rear peep sight for windage, elevation. Open front sight. 37" long. 3¼ lbs
29-6863 A666 Daisy Pump Gun Air Rifle. **$9.95**

DAISY AIR RIFLEMAN SET. Daisy Pump Gun Air Rifle, new Daisy wall-table metal Rifle Rack with handy shelf, Daisy BB Gun Cleaning Kit
29-6830 A866 Daisy Air Rifleman Set **$12.95**

F DAISY RED RYDER CARBINE Air Rifle. Looks, feels like real Western saddle gun for Fred Harmon, famous cowboy-artist of Red Ryder comic strip helped design it. Checkered carbine type stock, fore piece; carbine bands on barrel engraved with Western Indian design; carbine ring, leather saddle thong. Lever action Lightning load, holds over 850 BB's. Peep rear sight adjusts for windage, elevation. Open front sight. Red Ryder's name branded in stock. 35" long.
29-6889 A600 Red Ryder Carbine . . . **$8.95**
29-6871 A325 Daisy Bull's Eye BB shot, (Case of 12, 500 BB's) **$9.00**

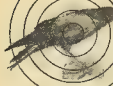
G DAISY EAGLE AIR RIFLE with Bull's Eye Scope. At last . . . a "big game" air rifle for youngsters! Has a real 4-lens, 2 power scope mounted on top of the famous Daisy Eagle Air Rifle. Topgrain leather sling adjusts for "target" or "offhand" shooting. Lightning loader, carbine type lever action. Extra long "sporting" rifle forepiece. 37 inches long. A great gift—for young hunters and sharpshooters!
29-6897 A932 Air Rifle, Scope, and 2 packs of BB's **$13.95**
29-6855 A322 Bull's Eye Scope. 4-lens, 2 power, fits all BB guns. **$4.98**

H CROSMAN MODEL 160 CO_2.22 Caliber Rifle . . amazingly like a real rifle, but so much safer! Carbon dioxide (CO_2) cartridge fires Super Pell pellet hard enough to take pests and small game. Rifle barrel guarantees rifle-like accuracy. Single shot, smooth, bolt action. Thumb operated safety automatically moves to "on" position when breech is opened. Blade front sight on matted ramp. Adjustable rear sight. 22⅛" barrel. Blued finish. 39¾" long, weighs 4 lbs
29-6939 A1745 Crosman Model 160. . . . . **$24.95**
Powerlets. CO_2 cartridges for rifles, pistols.
29-6947 A480 Case of 6 boxes (6 per box). **$6.90**

K CROSMAN MODEL 140K .22 Cal. Air Rifle Set. Provides lots of low cost fun for the whole family—costs less than half a cent a shot! Everybody can learn to be a "sharpshooter" safely, easily. Single shot bolt action rifle has "V" rear, fixed front sights. 35" long. Precision rifled all steel barrel. Positive push type cross lock safety. Set includes rifle, bell-ringing target, 100 target inserts, carton of .22 Super Pells, game book. Why not give it as an extra-special gift on the very next birthday or gift-giving "occasion"?
29-6921 A1535 Crosman 140K Rifle Set. . **$21.98**

L CROSMAN SERIES 180.22 PELLGUN. Like a real rifle, but so much safer! CO_2 cartridge fires Super Pell pellet hard enough to take pests and small game. Rifle-like accuracy with no pumping, the finest "power without powder" gun ever developed. One quick-change, gas-powered Super Pell provides about 40 shots. Great for women and young shooters, excellent for training beginners. No recoil, no smoke—very low cost per shot! Bolt action. Positive safety. 18" barrel.
29-6780 A1185 34" long. Wt. 4 lbs **$16.95**
29-6970 A285 Box of 1000 Crosman .22 cal. Super Pells. For all pellet guns. **$4.30**

pests



or practice

Stevens

87 *Automatic*

. . . the .22

for you

$38.95

Why is the Stevens 87 the most wanted, moderately priced .22 in America? Because it's so versatile. Use it to get rid of rodents and other pests. Or have fun with it—plinking or informal target practice, for instance.

This 3-in-1 rifle operates as an auto-loader with .22 long rifle cartridges—fires as fast as you can pull the trigger. Or use it as a bolt action repeater or single shot with short, long or long rifle ammunition. You'll find it easy handling, too.

More facts on one of America's most popular .22's: walnut finish stock with distinctive black tip fore-end . . . large capacity tubular magazine . . . grooved receiver for instant 'scope mounting. Be sure to see it at your dealer's now.

There are Savage and Stevens .22's for every type of shooting. The most complete line of .22's in America. 9 different models to choose from—priced from $15.95 to $47.50. *Write for free rifle or shotgun catalog. Savage Arms, Chicopee Falls 21, Mass.*

Savage

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ALL PRICES SUBJECT TO CHANGE, SLIGHTLY HIGHER IN CANADA

houses of Congress like a greased pig at a county fair.

Lawmakers who voted to cut the Soil Bank earlier turned right around and voted for the increase this time. USDA, they said, had announced the program was open to all comers and the government had to keep its word.

Corn and cotton will get most of the money.

Right now there's more corn land signed up than could be paid for, even with the new money, but USDA expects some acreage to be cancelled or scaled down before the deadline, March 28. Everywhere but in Minnesota, farmers will be accepted in the order they appear on the waiting list.

About $100 million of the extra money will be used for cotton. This is enough to take 5 million acres out of production. USDA hopes some of that acreage will be withdrawn. Probably not much will be, however, because most cotton men expect this crop to sell well, the supply of good cotton being as low as it is.

Will They Stop Dairy Cut?

As FARM JOURNAL goes to press nobody can say whether the cut in dairy price supports will be headed off.

It's almost certain that neither Secretary Benson nor the President will restore the cuts. It would be up to Congress.

The separate dairy freeze bill lost in the Senate, but it is still a part of the over-all price-and-acreage freeze resolution now before the House.

Meanwhile, alerted by the Secretary's announcement back in December, dairy processors have, quite naturally, been sweeping out their warehouses and dumping the contents on the government before the price goes down.

Government bought twice as much butter this February as a year ago, and three times as much dry milk. The trend continued through March.

Back in 1954, when supports were cut from 90% to 75%, they did the same thing, then bought the stuff back at lower prices. Sometimes it never even left their warehouses. Burned once, USDA does not intend to let that happen again. It will mark up the re-sale price this time.

Okay Extra Wheat Acres?

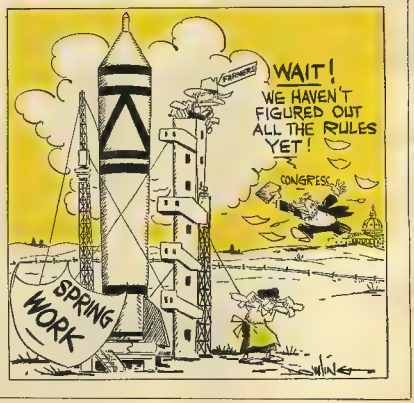
Can a wheat farmer who overplants his acreage this spring include the excess acres in establishing future allotments?

Probably he will be able to this spring. But not in future years unless he stores the wheat grown on these acres.

He couldn't sell this stored wheat except in years when he had underplanted or produced less than his marketing quota.

That's the deal wheat farmers and USDA have worked out. Chances are good that Congress will OK it, although it reverses a law passed last year. **End**

RIGHT DURING THE COUNT DOWN

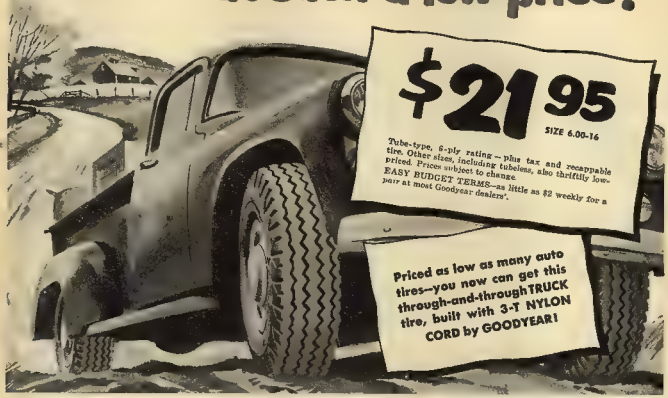


GOODYEAR TIRES

Look for the nearby Goodyear dealer sign for better tire values—better tire care. Convenient credit terms.

Never before—

such a Nylon Truck Tire at such a low price!


$21.95
SIZE 6.00-16
Tube-type, 6-ply rating—plus tax and recappable tire. Other sizes, including tubeless, also thriftily low-priced. Prices subject to change.
EASY BUDGET TERMS—as little as $2 weekly for a pair at most Goodyear dealers*.
Priced as low as many auto tires—you now can get this through-and-through TRUCK tire, built with 3-T NYLON CORD by GOODYEAR!

Hi-Miler—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

It's Goodyear's NEW RIB HI-MILER *NYLON* built with Triple-Tough 3-T Nylon Cord!

Goodyear's exclusive 3-T NYLON CORD has proved itself *the greatest truck tire SAVER in 23 years.*

It gives the new Rib Hi-Miler Nylon terrifically tough body-muscles to back up its husky, broad, flat tread and rugged shoulders. It adds sensational new resistance to bruise-breaks, blowouts and breakdowns.

3-T Nylon cord gives the Rib Hi-Miler Nylon a *reliability* unmatched at the price—saves you money, time and trouble every day, everywhere.

This new Rib Hi-Miler Nylon means EXTRA miles—EXTRA reliability—EXTRA recaps—EXTRA long, good service for the money! Rib Hi-Miler Nylon, built with TRIPLE-TOUGH 3-T NYLON CORD, is now available at your Goodyear dealers'—so stop in and start savings-by-the-MILE!

Goodyear, Truck Tire Dept., Akron 16, Ohio.

Like steel, tire cord must be tempered to be tough. Goodyear's exclusive 3-T process, involving Tension, Temperature and Time, triple-tempers cord to make it TRIPLE-TOUGH—to give you longer tire life, lower cost-per-mile!

60 YEARS

GOODYEAR

TRUCK TIRES

MORE TONS ARE HAULED ON GOODYEAR TRUCK TIRES THAN ON ANY OTHER KIND

JUMBO HOLIDAY DOG WITH 3 PUPPIES

Dogs are covered with multi-colored Mardi gras confetti pile plush, soft and pliably stuffed. Spacious zipper pouch contains 3 full size puppies. Jingle bells in the huge floppy ears; double pom-pom nose, bouquet of satin neck ribbons. Large dog is 30 inches long; puppies are 8 inch size.

36197 B1130 Set of 4 dogs..... **$16.95**

WALKING GORILLA

Sensational appeal for adults as well as kids! Battery operated by remote control, this 8" gorilla walks along swinging his arms and moving his mouth. Weird noises come out of his mouth which, with his eyes, are brilliantly lit up. Body is covered with realistic fur-like fabric. Tremendous fun!

36052 B267 (Batteries not incl.).... **$3.95**

WALT DISNEY BEND-ME-TOYS SET

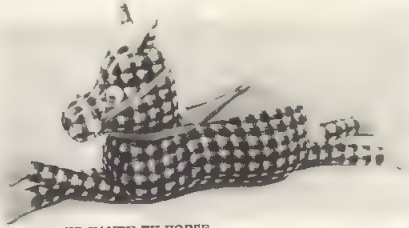
From Disneyland come these lovable Bend-Me-Toys. Twist them, turn them -- heads, legs, bodies easily bend into countless animated comic poses. Sturdily made of foam rubber with a flexible aluminum wire skeleton that bends easily and stays put. Set consists of Mickey Mouse, Pluto, and Donald Duck.

35122 B199 Set of three..... **$2.98**

HOL-LE EXPRESS STUFFED TRAIN

At last the wee folks have a train of their very own that they can bang, maul and chew without damage to themselves or the house. It's just the kind of toy of which they never tire with it's gay leatherette covering, snap-together couplings, and soft yet resilient cotton stuffing. Three car train is complete even to the jingle bell on the locomotive. All aboard for babyland! About 17" long.

35123 B198 Packed in sanitary poly bag..... **$2.98**



HAPPY THE HANDY TV HORSE

This lovable critter is far more than just a giant stuffed animal, he is a comfortable TV seat for the kiddies on which they can ride along with their favorite Western heroes. Smart red, white and black plaid flannel covering with solid color saddle and hooves, bridle and reins, and contrasting yarn mane and tail. Stuffed with selected soft cotton; beautifully tailored and stitched. A big 39" long.

35124 C599 Happy the Horse. Shipping Wt. 5½ Lbs..... **$8.95**

ROY ROGERS' TRIGGER

A sturdy stuffed horse that the youngest buckaroo can ride with safety. Rayon plush covered, same color as the real Trigger. Western style saddle decorated in red, white and blue. Steel platform, wheels, and steering mechanism.

35127 C730 Can hold 150# **$10.95**

ANNIE OAKLEY COWGIRL

Authentic Annie Oakley outfit. Blue drill skirt, matching vest, attractively multi-colored screened, trimmed with white fringe. Poplin blouse with kerchief, tie holder. Sizes: Small (2-4); Medium (6-8); Large (10-12).

36142 B333 State size.. **$5.00**

CORPORAL "RUSTY" OUTFIT

Official outfit of the 101st U. S. Cavalry of the Rin-Tin-Tin TV show. Heavy sanforized navy twill, tuxedo bib front shirt, brass buttons, chevrons, official insignia. Durable, long-wearing. Small (2-4); Med. (6-8); Large (10-12).

36198 B333 State size.. **$5.00**

MIGHTY MOUSE by Ideal

TV idol of millions of children, Terrytoon's Mighty Mouse comes to life as a stuffed toy in 2 sizes. Plush head, vinyl plastic face with painted features, satin body, arms, legs, and famous cape.

36050 B267 15" size....**$4.00**
36051 B399 19" size.....**6.00**

Steel
ROAMER
for '58
five of boating's most advanced designs
Look at them, every one a show stealer — completely new and brilliantly styled in an advanced concept of cruiser design. The full Steel Roamer line will surely win acclaim at the shows. And certainly the striking Roamer styling features — the modern flying bridge, forward-slanting transom, low silhouette and sleek profile — plus the luxury interiors and the extra benefits of steel will be talked about, admired and coveted long after the shows are over. Send for new full color brochure.
Electrically welded steel for strength, safety
ROAMER STEEL BOATS HOLLAND, MICHIGAN

DERECKTOR

REVONOC

Last spring we built the latest "REVONOC" for Harvey Conover, complete in every detail with many new innovations. This boat is an example of what careful planning and fine execution can produce. Her equipment includes all the latest refinements and the workmanship must be seen to be appreciated.

GULF STREAM "30"

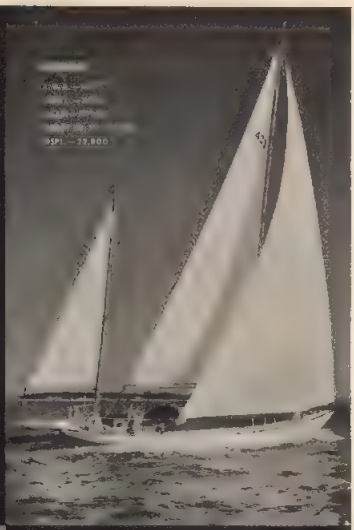
On a smaller scale we have built a number of GULF STREAM "30s". Their racing record has been exceptional. Of the three GS "30s" racing actively this season in overnight races we have had five firsts, seven seconds and two thirds! Bob Bavier's "MEMORY" and Walter Colquitt's "ADIOS" have been among the most successful.

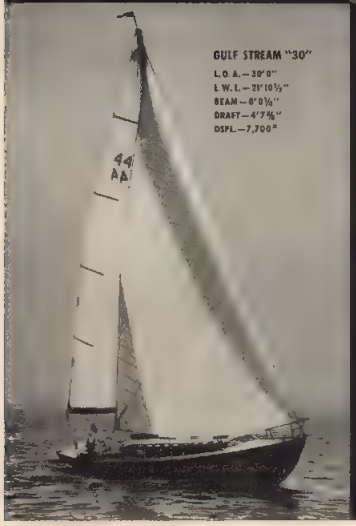
GULF STREAM "25"

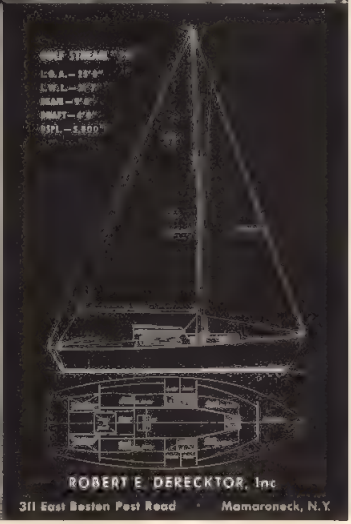
We are also building a new class of GULF STREAM "25s", a small racing-cruising auxiliary built to the same quality standards. The GS "25" will sleep four, has a galley, head—surprisingly comfortable accommodations for her size. Priced to sell in the $7,000 to $8,000.

NOW BUILDING

46' CB Yawl Sparkman & Stephens design (for Percy Chubb)
40' Keel Sloop Sparkman & Stephens design (for John Shethar)
38' Keel Sloop Sparkman & Stephens design (under option)
36' CB Sloop Derecktor design (for F. Dickerson)
33' CB Sloop Hamlin design (for Ray Stolzman)







RONSON

RONSON VARAFLAME POCKET LIGHTERS
New! Fuels in seconds.
New! Lights for months on one fueling.
New! Fingertip flame control.

RONSON BUTRON-FUELED TABLE LIGHTERS
— with all the amazing features of Ronson's new Varaflame pocket lighters.

world's greatest lighter

D

E

All Ronson pocket lighters are in chromium plate unless otherwise indicated. Lighters shown in reduced size.

Add 10% Federal Retail Tax to prices marked "plus tax".

A. **Varaflame**—Engraved Design. **17103R897**
Retail **$14.95**

B. **Varaflame**—Engraved Design. **17002R897**
Retail **$14.95**

C. **Varaflame**—Blue Enamel, Engraved Design. **17352R1110**
Retail **$18.50**

D. **Goddess**—Genuine Milk Glass. **92981R1350**
Retail **$22.50**

E. **Four Seasons**—Imported Wedgwood China. **92550R1650**
Retail **$27.50**

RONSON PETITE
Tiniest, daintiest ladies' purse lighter Ronson ever made! Exclusive Swivel Base.*

A

B

A. **Petite**—Bright Finish. **94001R477**
Retail **$7.95**

B **Petite**—Pearl Enamel, Floral Design. **94350R630**
Retail **$10.50**

RONSON CAPRI
Distinctive pocket and purse lighter. Trim, slim . . . a superb gift! Swivel Base.*

C

D

C. **Capri**—Deep Engraved Design. **27340R597**
Retail **$9.95**

D. **Capri**—Black and Floral Enamel **27351R657**
Retail **$10.95**

*Only RONSON has

the exclusive Easy-fill Swivel Base. Just flip it to fuel it!

RONSON HIGHLITE
Tall, sleek, beautiful! New Swivel Base.*

E

E. **Highlite**—Gold Plate, Deep Engraved Design. **86750R810**
Retail **$13.50**
(plus tax)

RONSON WHIRLWIND IMPERIAL
Modern silhouette . . . famous windproof retractable windshield. Swivel Base.*

F

G

F **Whirlwind Imperial**—Satin Finish, Engraved Design **23101R570**
Retail **$9.50**

G. **Whirlwind Imperial**—Tortoise Enamel. **23350R657**
Retail **$10.95**

RONSON ESSEX
Designed with incredible elegance! Patented "Easy-fill" Swivel Base.*

H

I

H. **Essex**—Florentine Finish. **50339R597**
Retail **$9.95**

I. **Essex**—Grey Enamel, Engraved Design. **50350R630**
Retail **$10.50**

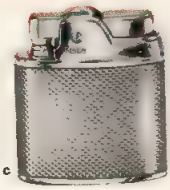
RONSON®

A. **Windlite**—
Satin Finish.
21204R237
Retail **$3.95**

B. **Sport**—
Tortoise Enamel.
25350R417
Retail **$6.95**

C. **Sport**—Bright Woven Mesh.
25654R450 Retail **$7.50**

RONSON WINDLITE
Exclusive slotted "windshield" . . . lifetime wick . . . removable base for simpler fueling.



RONSON SPORT
Handsomely styled . . . ruggedly built . . . remarkably low priced!

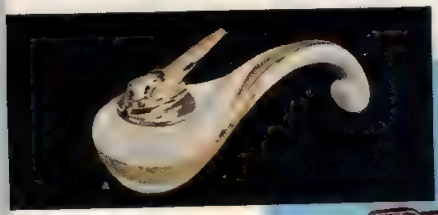
D. **Venus**—Engraved Design.
73101R597 Retail **$9.95**

E. **Adonis**—Satin Finish, Engraved Design.
18100R597 Retail **$9.95**

F. **Adonis**—Pearl Enamel, Star Design.
18350R690 Retail **$11.50**

RONSON VENUS
Feminine-styled ladies' purse lighter. Slender, streamlined, sophisticated.

RONSON ADONIS
Modern, sweeping lines.
Slim as a fine watch.



A. **Fantasy**—Elegant satin-white China, touched with Gold
43286R1110 Retail **$18.50**

B. **Regal**—Swirl design, in gleaming Copper
29975R990 Retail **$16.50**

C. **Queen Anne**—Lustrous Silver Plate. **56600R870**
Retail **$14.50** (plus tax)

D. **Kitchenette**—Fine China, colorful Kitchen motif.
43554R897 Retail **$14.95**

E. **Nordic Set**—Genuine black and gold marble Table Lighter and matching Cigarette Urn.
49307R1500 Retail **$25.00**

Nordic Table Lighter (available separately).
49304R1110 Retail **$18.50**

F. **Town and Country Set**—Modern Glazed Ceramic Lighter and matching Ash Tray.
43550R1290 Retail **$21.50**

Printed in U.S.A. 558 A-824

Modern BEAUTY BY ROYAL

Contemporary shapes blended with deft touches of color offer the settings you want most for today's living.

STAR FLOWER—A clean, pert design of today's most popular colors. This beautiful flower-accented, platinum-edged dinnerware is equally tasteful in breakfast nook and dining room.

D44G224-1084	32 Pc. Set, serves 6.	Retail $16.95
D44G225-1872	53 Pc. Set, serves 8.	Retail $29.25
D44G226-3267	93 Pc. Set, serves 12.	Retail $51.10

EXOTIC—A modern floral motif with the clean freshness of simple beauty, flawlessly produced. Pattern and form are a lovely entity in this adaptable Royal masterpiece.

D44G227-1084	32 Pc. Set, serves 6	Retail $16.95
D44G228-1929	53 Pc. Set, serves 8	Retail $30.20
D44G229-3333	93 Pc. Set, serves 12.	Retail $52.10

SORRENTO—A Royal example of the richness of restraint . . . flower freshness and simple elegance feature this colorful platinum-edged dinnerware. Shape and decoration harmonize beautifully.

D44G230-1084	32 Pc. Set, serves 6.	Retail $16.95
D44G231-1929	53 Pc. Set, serves 8.	Retail $30.20
D44G232-3333	93 Pc. Set, serves 12.	Retail $52.10

QUEEN'S ROSE—A delicate pink rose bouquet blended with Baby's Breath on a white background with a rich platinum edge. Here is a set that harmonizes in many surroundings and makes a lovely table.

D44G233-1084	32 Pc. Set, serves 6.	Retail $16.95
D44G234-1872	53 Pc. Set, serves 8.	Retail $29.25
D44G235-3267	93 Pc. Set, serves 12.	Retail $51.10

32-PIECE SET—SERVICE FOR SIX
Shipping Weight 21 lbs.

6 Cups
6 Saucers
6 Fruit Dishes
6 Dinner Plates
6 Bread & Butter Plates
1 Medium Vegetable Dish
1 Meat Platter 11½"

53-PIECE SET—SERVICE FOR EIGHT
Shipping Weight 36 lbs.

8 Cups
8 Saucers
8 Fruit Dishes
8 Bread & Butter Plates
8 Lug Soup Dishes
8 Dinner Plates
1 Medium Vegetable Dish
1 Meat Platter 13"
1 Covered Sugar
1 Creamer

93 PIECE SET SERVICE FOR TWELVE
Shipping Weight 67 lbs

12 Cups
12 Saucers
12 Fruit Dishes
2 Bread & Butter Plates
12 Salad Plates
12 Dinner Plates
12 Lug Soup Dishes
1 Medium veg. Dish
1 Deep Veg. Dish
1 Meat Platter 11½"
1 Oval Platter 13"
1 Gravy Boat
1 Boat Tray
1 Covered Sugar
1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio.

EVERY DAY ELEGANCE BY **ROYAL**

Royal's own process of "Royacolor" Underglaze Decorating guarantees lifetime color and no crazing.

GOOD MORNING Cheerfully vigorous and warmly inviting . . . this Royal Special reflects the perfect blend of informal charm, gay style and color for the smartest settings. This should be yours.

D44G236-957	32 Pc. Set, serves 6	Retail $14.95
D44G237-1712	53 Pc. Set, serves 8	Retail $26.75
D44G238-2941	93 Pc. Set, serves 12	Retail $45.95

BLUE WILLOW—Who does not have warmly fond memories of this ageless Chinese pattern which has served in cottages and mansions for generations. Here it is now on a modern Royal shape

D44G239-912	32 Pc. Set, serves 6	Retail $14.25
D44G240-1597	53 Pc. Set, serves 8	Retail $24.95
D44G241-2749	93 Pc. Set, serves 12	Retail $42.95

PATIO—High styled beauty in the casually modern manner. The Charcoal and Turquoise are blended in decoration and form by Royal for harmonizing use in contemporary settings.

D44G242-957	32 Pc. Set, serves 6	Retail $14.95
D44G243-1661	53 Pc. Set, serves 8	Retail $25.95
D44G244-2912	93 Pc. Set, serves 12	Retail $45.50

CELESTE New and different and truly exciting Terraza background with sprightly Turquoise decorating accents. This is truly sensational for casual living.

D44G245-912	32 Pc. Set, serves 6	Retail $14.25
D44G246-1556	53 Pc. Set, serves 8	Retail $24.30
D44G247-2685	93 Pc. Set, serves 12	Retail $41.95

32-PIECE SET—SERVICE FOR SIX
Shipping Weight 21 lbs.

6 Cups, 6 Saucers, 6 Fruit Dishes, 6 Dinner Plates, 6 Bread & Butter Plates, 1 Medium Vegetable Dish, 1 Meat Platter 11½

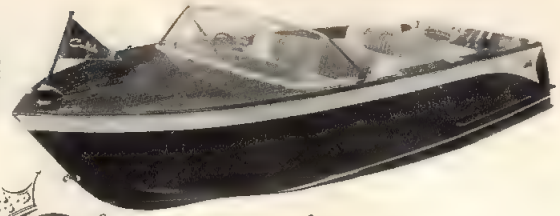
53-PIECE SET—SERVICE FOR EIGHT
Shipping Weight 36 lbs.

8 Cups, 8 Saucers, 8 Fruit Dishes, 8 Bread & Butter Plates, 8 Lug Soup Dishes, 8 Dinner Plates, 1 Medium Vegetable Dish, 1 Meat Platter 13", 1 Covered Sugar, 1 Creamer

93-PIECE SET—SERVICE FOR TWELVE
Shipping Weight 67 lbs.

12 Cups, 12 Saucers, 12 Fruit Dishes, 12 Bread & Butter Plates, 12 Salad Plates, 12 Dinner Plates, 12 Lug Soup Dishes, 1 Medium Veg. Dish, 1 Deep Veg. Dish, 1 Meat Platter 11½, 1 Oval Platter 13", 1 Gravy Boat, 1 Boat Tray, 1 Covered Sugar, 1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio



17' AQUA-KING
Deluxe sports, cruising inboard 6'6" beam. Rich natural mahogany hull, sweeping white band at top. Matching two-tone upholstered seats. Wheel, gold and white. Carries 6 easily. 5'7" aft deck. Ample stowage. Three-unit instrument panel, dash deck. Complete with accessories, including battery.

17' AQUA-QUEEN
Deluxe sports, cruising inboard 6'6" beam. Dramatic green and white two-tone hull, matching upholstered seats. Wheel, green. Carries 6 easily. 5'7" aft deck. Ample stowage. Three-unit instrument panel, dash deck. Complete with accessories, including battery.

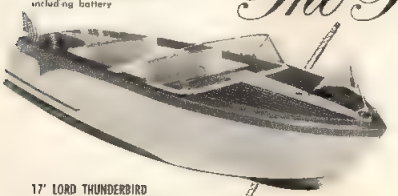
The Royalty Line
by Carlisle

FIVE MAGNIFICENT, TOP-PERFORMING INBOARD AND OUTBOARD RUNABOUTS

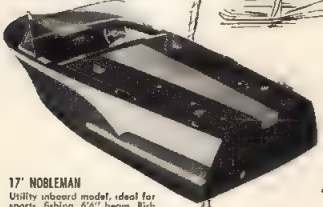
Cruise in a Carlisle and all other runabouts become commonplace.

Action-packed performance and dash are combined with highest dollar value and unrivaled quality in this incomparable Royalty Line.

See and drive these five flashing beauties! From the breath-taking 17' Aqua-King deluxe to the pert, rugged 17' Squire, you'll thrill to speed, maneuverability and riding comfort seldom equalled. All five are eminently safe and seaworthy.



17' LORD THUNDERBIRD
Deluxe inboard 6'6" beam. Flashing red and white two-tone hull, matching upholstered seats and seatbacks, steering wheel. Carries 7 easily, 4 without discomfort. Features 9'3½" covered motor well aft deck. Three-unit instrument panel. Ample stowage. Complete with accessories, including battery.



17' NOBLEMAN
Utility inboard model, ideal for sports, fishing. 6'6" beam. Rich Sierra gold and cream hull. White and gold steering wheel. Features walk through front seat. Mahogany back rests. Carries 5 easily. Instrument panel. Complete with accessories, including battery.

17' SQUIRE
Utility outboard. Two tone Sierra gold and cream hull. Walk through front seat. Mahogany back rests. Carries 5 easily. Extremely wide beam. Complete with accessories, including battery.

CHRIS-CRAFT ENGINES, 60-105 H.P. RANGE

TOPS FOR SKIING . . . THRILL RIDING . . . FISHING IDEAL FOR ALL THE FAMILY

MATCHLESS PLANING, BUOYANCY, BALANCE, STABILITY ACTION IN EVERY LINE (none faster getting up on top!)

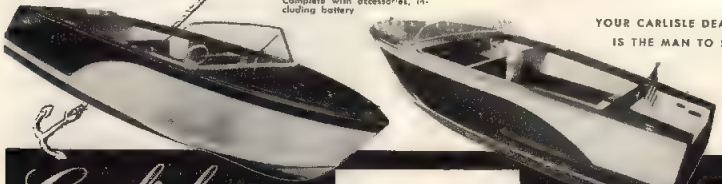
SPARKLING TWO-TONE COLOR STYLING YEARS-AHEAD DESIGN

ALL MAHOGANY CONSTRUCTION • LUXURY APPOINTMENTS

FULL-VISION WRAP-AROUND WINDSHIELD OF PLEXIGLAS

LOW COST MAINTENANCE

YOUR CARLISLE DEALER IS THE MAN TO SEE!



Carlisle
MARINE MANUFACTURING COMPANY
MORRISVILLE PENNSYLVANIA

Visit us at the New York Boat Show, fourth floor of The Coliseum. Also at the Miami Boat Show in February.

ALL NEW for '58

Pride of Sportsmen!
. . . NATURALLY IT'S RYBOVICH
STYLE PLUS... PERFORMANCE
In the fishing world, Rybovich Crafts are outstanding for speed, stamina and sea worthiness!
MISS CHEVY V
high performance sport fisherman
39TH YEAR
Leading designers and custom builders specializing in sport fishing cruisers and fishing equipment installations.
JOHN RYBOVICH & SONS BOAT WORKS
4200 NORTH POINSETTIA WEST PALM BEACH, FLORIDA — Victor 4-4331

NEW MODELS FEATURED IN GM DIESEL LINE

Featuring three new engines developed within the last year, Detroit Diesel Engine Division's display again points up the flexibility and wide power range of the GM line of two-cycle Diesels. On display for their first New York showing are a 364 shaft hp Diesel for large pleasure craft; a 110 hp unit for small boats and a workboat model that attains a high power-to-weight ratio.

The new turbopower engine is a six-cylinder "110" unit to which a single-stage, free-turning, exhaust turbine has been added.

The effect of the turbocharger is to improve combustion through better engine breathing and to add a substantial increase of 75 hp over the pleasure boat rating of the non turbopowered unit.

The new 110 hp Diesel is a three-cylinder Series 71 unit offered without heat exchanger and with a through-shaft direct drive marine gear as standard equipment. This model adds greater flexibility to the Detroit Diesel line because it provides an economical, light-weight Diesel installation for small pleasure craft where heat exchangers are already installed and where lighter, more compact marine gears are practical.

Other models include the Division's 87 hp, valveless unit for small pleasure boats and workboats and vertical and inclined models for almost any single-engine installation, up to the 364 hp pleasure boat rating of the new "6-110." Several of these vertical and inclined models are displayed as matched pairs.

SAVAGE MARINE MUFFLERS

Savage Marine mufflers which silence noisy exhausts are easy to install says the company which produces them—Savage Marine Company, Box 772, Boston, Mass.

Just insert into exhaust pipe at transom end. It's an easy operation whether the boat is in the water or out. Durable bronze is used in construction of the mufflers.

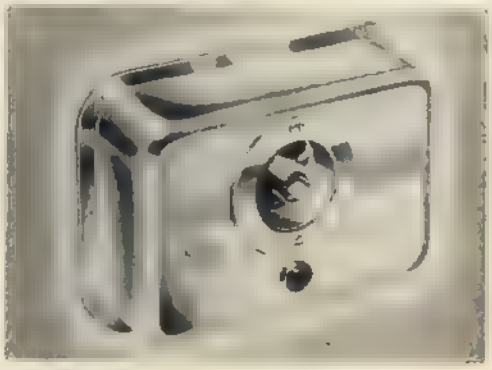
ALUMINESCENT PAINT ADDITIVE

The Federal Paint Co., 33 Rector Street, New York 6, N. Y., announces the development of a new "aluminescent" paint additive, Federal "Secret Agent," which produces a new color treatment when added to Federal yacht paints.

"Secret Agent," an aluminum-base formula, pigmented with Alcoa aluminum which gives colors a metallic sparkle.

Federal claims that this metallic addition should strengthen a boat's paint to stand up better over the entire season. Its insulative qualities, they say, tend to keep the boat cooler under a hot summer sun.

NOLECTRO STOPS ELECTROLYSIS



Nolectro is a specifically designed alarm that lights up and buzzes when electrolysis is introduced aboard ship—perhaps from improper dockside plugging. By reversing a plug on the Nolectro, the electrolysis is eliminated. The Nolectro is made by Schurger Marine Products, located at 9410 Woodland Ave., Cleveland 4, Ohio.

Striker 25 29 33 DESIGNED BY PHILIP C. BOLGER
ADVANCED DESIGN • LIFETIME STEEL HULL
FAST—SEAWORTHY—DRY RUNNING.
WRITE TODAY for PRICES AND INFORMATION
STRIKER BOATS P.O. Box 7[illegible] Miami, Florida
Display at: 25 S.W. S. River Drive, Miami

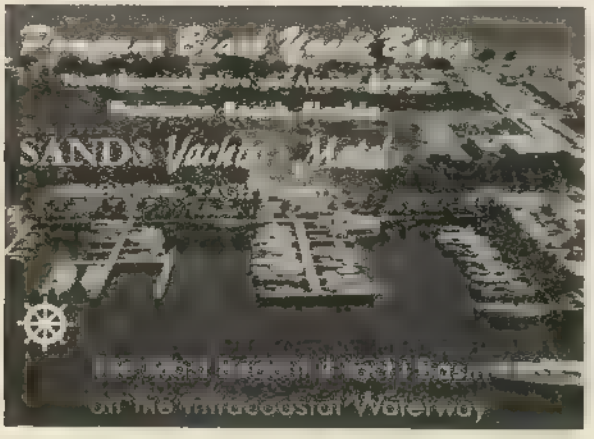
TEQUESTA
on the LOXAHATCHEE

JUPITER INLET BEACH COLONY, INC., presents TEQUESTA —a secluded country club community located on the water between Hobe Sound and Palm Beach near Jupiter Island, on Florida's climatically ideal East Coast.

Private homesites border the fairways of the championship 'Dick Wilson' golf course and more than two miles of natural high Loxahatchee River frontage. Enjoy fine beaches, fishing and nearby Marina and Yacht Club Apts. Write for—

BROCHURE "M"

TEQUESTA, INC., JUPITER, FLORIDA



CUPRINOL ATTACKS MILDEW AND DIRT

New products offered this year by Cuprinol Division, Darworth, Inc., Simsbury, Conn., are designed to prevent mildew and rot, neutralize musty odors, and clean bilges

An application of Sav-it is not only waterproof, but will prevent mildew of leather and canvas. Yet it still permits the passage of air. The Sav-it treatment causes water or moisture to form into drops through surface tension. These drops are too large to pass through the tiny holes between the threads of the fabric. But air can still get through.

Oder Free, sprayed on a surface, acts to attack the cause of unpleasant odors—microscopic bacteria that cling to the surfaces. Odor Free is available in pressurized cans

Greasy surfaces, spilled oil and gasoline, plus dirty bilges are targets for the new Grease Off. An ounce of concentrate in a quart of water provides a cleansing solution that the company says eliminates messy areas on metal, glass, plastic, washable fabric, painted and varnished wood. Grease Off also mixes with and emulsifies floating gasoline, oil and grease so that they may be easily pumped out of the bilge.

Two different types of rot-preventive on ropes are now offered. Rope Preservative No. 30 is for ropes used out of water. The second type, designated B. C. No. 50, is for nets and ropes that are continually submerged in fresh or salt water. Both types are applied by dipping. Since the solution penetrates the fibers, the company says that it cannot wear off because of friction.

PLUGS ENGINEERED TO OUTBOARD NEEDS

Features designed to overcome spark plug rust and fouling headline the story about the new line of marine plugs by AC Spark Plug Division of General Motors. Covering all makes and models of outboard motors, AC's marine-engineered line provides a plug to fit every need from trolling to racing.

AC's feature for overcoming rust consists of a protective coating of non-corrosive zinc plate added to the steel shell of the plug. It then is topped with a pore-sealing covering of aluminum enamel.

Plug fouling is combatted by AC's "hot tip" insulator design which gives the plug's insulator a long, thin, deeply-recessed tip. Because of the thinness of the tip, it heats up quickly to burn away oil and carbon deposits as they form, and yet cools rapidly to prevent preignition of the fuel mixture. The design also provides maximum clearance around the insulator tip to improve scavenging action of the burning fuel.

Conductaseal and heat-sealed construction insure top performance by protecting the plug from combustion chamber pressures. A copper-glass seal joining AC's two-piece center electrode, the Conductaseal protects it from excessive heat and wear by eliminating gas leakage through the insulator around the electrode.

Heat-sealed construction guards against compression and power loss and resulting fuel waste by preventing leakage between the insulator and metal shell

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Address
City State
Month you expect to arrive.
Preference: Hotel Apartment

ACTIVITY TOYS

SAALFIELD PUBLISHING

"Kathy and Sue" Paper Dolls
Two 24¾x11 inch stand-up dolls with easels. 12 sheets of costumes, 4 ribbons and 2 plastic purses. Colorful box.

No.	List Each	Packed	L.P.L.	P.L.
M85-6117	$1.98	12 each, 15 lbs.	01X34	01X20

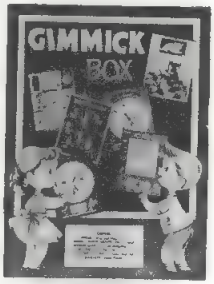
Boxed Paper Dolls
Attractive doll sets, complete with costumes and accessories, in colorful boxes. Assorted styles; Sweetheart Dolls, Paper Doll Ballet, Wedding Party, Lace-On Costumes etc.

No.	List Each	Packed	L.P.L.	P.L.
M85-192	$1.00	24 boxes, 30 lbs.	00X67	00X60

Boxed Sewing & Lacing Cards
Colorful boxes, each with from 6 to 14 projects. Assorted styles; Sample Sewing Cards, Toymaker Lacing Cards, Tinkle Toy Stuffies, Flocked Sewing Cards, many others.

No.	List Box	Packed	L.P.L.	P.L.
M85-6000	$1.00	24 each, 32 lbs.	00X67	00X60

SAALFIELD PUBLISHING



Gimmick Box
For ages 4 to 7. Colorful box with 6 different fascinating activity boards, each with a novelty "gimmick" attached. Wipe-off Coloring with crayons, Play & Sing with toy xylophone attached, Clock inlaid puzzle with movable hands etc.

No.	List Box	Packed	L.P.L.	P.L.
M85-6188	$1.98	12 boxes, 30 lbs.	01X34	01X20

"Farmyard Panorama" Stretcher Book
The heavy board pages are hinged together in folder style. A die cut picture is mounted on both sides of each page. 7-7/8x10-1/8 inches, 18 pages including colored covers.

No.	List Each	Packed	L.P.L.	P.L.
M85-7856	$1.00	12 each. 9 lbs.	00X67	00X60

Large Coloring Books
Big 292 page coloring books with varnished board covers in full color. Assorted titles "United States" 10¾x14 inches, "Children's Best" 10¾x15 inches.

No.	List Each	Packed	L.P.L.	P.L.
M85-7900	$1.00	12 each, 30 lbs.	00X67	00X60

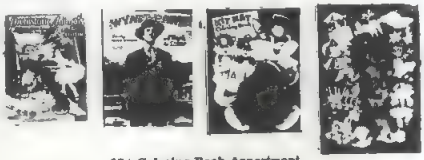
ACTIVITIES – HOBBIES

SAALFIELD PUBLISHING

Linen Book Assortment

Books for the very young child, made on real cloth, easy to handle. Bright colors on every page. 7-7/8 x 9-5/8 inches, 8 pages, including self cover. 3 each of 4 titles to a package, 12 packages (144 books) to a carton.

No.	List Book	Pkd. 12 pkgs. - 12 lbs.	Package
M66-4724	$0.29	N.L.S. 1 pkg. (4 books)	00X70



10¢ Coloring Book Assortment

72 books, 6 each of 12 different titles. Heavy paper covers in full color. All in one carton.

No.	List Asst.	Packed	Asst.
M66-1904	$7.20	1 asst. N.L.S. - 12 lbs.	04X32

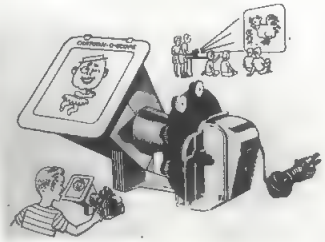
PRODUCT MINIATURE CO.

Cartoon-O-Scope

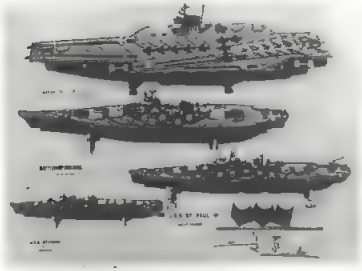
14 x 8¼ x 9 inches. Master wheel sets for funny faces, funny people, or funny animals. Smaller dials turn to add different eyes, noses, mouths and funny actions. Child watches on self-lighted screen, can trace and color the cartoons. Also projects the pictures on wall or ceiling. Cord attached. Each in a box.

No.	List Each	Packed	L.P.L.	P.L.
M66-300	$9.98	6 each, 19 lbs.	06Y67	06Y00

(Illustrated at right)



AURORA PLASTICS



U.S. Navy Task Force Kit

A fabulous gift package with everything needed to assemble accurately scaled, authentically detailed models of famous U.S. Navy warships. 21 inch Carrier USS Saratoga, 17½ inch Battleship USS Iowa, 13 inch Heavy Crusier St. Paul, 8¾ inch Destroyer USS Bennion. Cement, brushes, paints, instructions.

No.	List Each	Packed	L.P.L.	P.L.
M66-598	$5.98	6 each, 20 lbs.	04X00	03X60

3 Army Tanks Gift Kit

All the plastic parts for assembling three famous tanks that made combat history; M-46 "General Patton," German "Panther," Russian "Stalin." All 5½ inches long. Complete with crew, cement, paint, brush. Spectacular gift box.

No.	List Each	Packed	L.P.L.	P.L.
M66-206	$3.49	12 each, 14 lbs.	02X34	02X10

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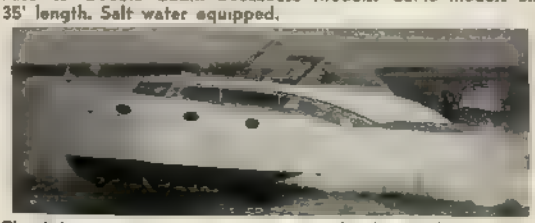
At the head of the class is the 40' Flying Bridge Sedan. Proven performance . . . proven low upkeep, dependability. Also 40' Double Cabin Deckhouse Models. Same models on 35' length. Salt water equipped.



The "thirty-one" . . . a newcomer with plenty of class . . . that's destined to go places—fast! And remember with the Steel-Clipper hull it's "Speed with Safety". Sleeps 6. Convertible or Hardtop optional. Also 28' Flying Bridge Sedan sleeping 4 and the 26' Economy Family Cruiser sleeping 4 as well as 26' Day Cruisers and Sport Utilities. All plastic coated and salt water equipped. Hulls and partly completed boats. Write for literature and low prices stating size interested in. Dealers inquiries invited.

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World's Largest Builder of Steel-Clipper Cruisers

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By EVERETT B. MORRIS

THOSE who planned the New York Yacht Club cruise for 1958 kept well in mind the fact that the International 12-Meter Class sloops seeking the America's Cup defense assignment would head the cruising squadron. Hence an itinerary which calls for all of the around-the-buoys and port-to-port racing to be done in good open water in localities where the odds favor finding something in the way of decent sailing breezes.

The squadron will rendezvous at New London on August 1 and disband at Marion nine days later after four inter-port passages under racing conditions and three full-blown regattas, two of them built around traditional cup competitions. Things have been planned so well that it will be possible to give the Twelves and the other large yachts the maximum in the way of exercise without making things too tough for the Class C boats which have become so numerous.

On August 2 the fleet will race from New London to Newport and remain there a day to compete for the Queens, Una and Corsair Cups. Then comes an eastward passage to Padanaram on the 4th and a run to Edgartown on the 5th. The squadron will lay over a day in the Marthas Vineyard port and then race to Hadleys Harbor, a little gem of a haven opposite Woods Hole.

The next morning, when the tide serves, the squadron will go through the Hole into Buzzards Bay and put on the club's annual regatta, finishing off Marion and putting its hooks down in the Beverly Yacht Club anchorage that night. The Astor Cup race is scheduled for the 9th and the cruise will end officially at evening colors that night unless it is necessary to continue through the 10th which has been set aside especially for the sailing off of fixtures which the race committee might have had to postpone.

The club has no intention of getting caught again as it was last year when the Queens-Una-Corsair Cups regatta off Newport had to be cancelled on the final Saturday for want of wind and everyone went home because no provision had been made in the schedule for such a contingency.

Cruise plans were announced by Commodore J. Burr Bartram at the club's annual prize-giving dinner, the highlight of which was the award of the Cygnet Cup to C. Raymond Hunt, Harrier's skipper. The prize is given annually by the race committee to the yacht which, in its considered opinion, is the outstanding performer on the cruise. This is the first time since the award was created that it has gone to other than a New York member. Hunt raced Harrier under the burgee of the Eastern Y. C., whose vessels are always invited to participate in the N. Y. Y. C. cruise. A clarification of the conditions governing the award made this possible and obviated any further unhappiness about the prize going to the second best boat in the squadron instead of the one that deserved it.

(*Continued on page* 350)

Sans & Streiffe

ZEISS TYPE BINOCULARS

ALL-STAR 7X35 *Best for All-Purpose Viewing*

MARINER
SPOTLIGHT
GAMESTER

Zeiss type binoculars are distinguished by construction refinements—lens and prism placements vary from American style. These are precision prismatic binoculars recognized everywhere for optical craftsmanship and quality materials. Choose your style from this table.

Name	Catalog No	Magnifying Power	Object Lens	View at 1000 yards	Angular Field	Exit Pupil	Relative Brightness	Focus	Height Inches	Weight Ounces	Suggested Retail	Use Areas
ALL-STAR	**11G39X2695**	7 times	35mm	395 feet	7.5	5mm	25	Center	5¾	22¾	**$83.00**	All-purpose
MARINER	**11G40X2695**	7 times	50mm	377 feet	7.1°	7.15mm	51.1	Individual	7	36¼	**$87.00**	Day night
MARINER	**11G41X3295**	7 times	50mm	377 feet	7.1°	7.15mm	51.1	Center	7	36¼	**$94.00**	Day night
SPOTLIGHT	**11G10X2295**	5 times	30mm	431 feet	8.0	5mm	25	Center	4¾	18	**$48.00**	Medium range
GAMESTER	**11G38X2595**	8 times	30mm	396 feet	7.5°	3.75mm	14.1	Center	4¾	19	**$82.00**	Open areas

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HIGH POWER . . . Achromatic objectives (in turret) 5X, 10X 60X. Magnification 50, 75, 100 150, 600, 900 diameters. Huyghenian eyepieces: 10X, 15X. Our finest microscope! A professional instrument for exacting laboratory work where highest standards prevail 5-hole diaphragm Wooden case Sh wt 11 lbs.
11G17D5995 . . List **$100.00**

MEDIUM POWER . Achromatic objectives (in turret): 5X, 10X, 20X, 40X Magnification 25 to 600 diameters Huyghenian eyepieces 5X, 10X, 15X. Optical system designed for schools, home laboratories, advanced students, and professionals. Revolving diaphragm. Wooden case Shipping weight 8 lbs
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MEDIUM POWER . Achromatic objectives (in turret): 6X, 20X 30X, 40X Magnification 80 to 600 diameters Huyghenian eyepieces: 10X, 15X Moderately priced and of efficient quality for advanced students who are interested in methods and applications of microscopy Wooden case Shipping weight 7 lbs
11G15X1995 . . . . List **$35.00**

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Study the constellations!
Watch for the new space satellites.
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OBSERVATORY . . . 35X, 78X, 140X Power, 60mm. A "giant" professional instrument for superior astronomical viewing and terrestrial scanning! Precision engineered with the finest materials and lenses to the highest quality standards Specifications . . . overall length 31½ inches; white enamel barrel; chromium-plated knobs; 5x24 achromatic view finder with cross-hairs; 3 interchangeable eye pieces; sun filter; erecting prism for viewing terrain; diagonal prism for right angle viewing Fine focusing from smooth action rack-and-pinion gear mechanism Complete with 5-foot adjustable tripod in varnished wood case. Sh. wt. 26 lbs.
11G11D8800 . . . . . List **$150.00**

ASTRONOMER . . . 50 Power, 50mm. A general purpose telescope of superb quality, sturdy construction. Specifications . . . length 24 inches, aluminum barrel finished in gray enamel chrome trim, eye pieces—star diagonal prism and Huygheman; rack-and-pinion focus; 3" sunshade to reduce reflections. Steel tripod. Portable Sh wt 11 lbs
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SPORTCASTER . . . 7 Power, 35mm. Super-wide field of view—the only binocular in the world with a 642-foot linear field of vision at 1000 yards. Magnificent viewing superb performance! High power, fastest action! "Puts you right up in front at any event." Angular field 11.5°; relative light efficiency 25; exit pupil 5mm. Center focus. Height 5¾ inches, weight 32¼ oz.
11G42X5985 . . . . . List **$125.00**

PANORAMA . . . 8 Power, 40mm. Fast becoming the most popular general purpose binocular! Lightweight, powerful, exceptional clarity, extreme brightness yet small and ideally compact. American style, center focus. Linear field of vision at 1000 yards, 377 feet, angular field 7.1°, exit pupil 5mm; relative brightness 25.0. Height 5½ inches, weight 27 oz.
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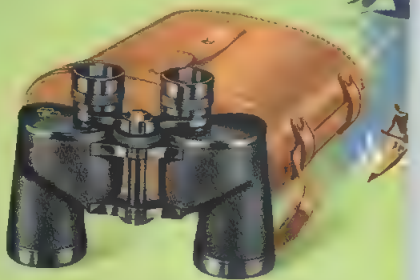

TRAVELER . . . 7 Power, 35mm. For all-around use! Perfectly combines proper magnification, brilliant image, wide field of view with compactness and light weight. Center focus. 375-foot field of view at 1000 yards, 7.1° angular field; 5mm exit pupil, 25 luminosity Height 4½ inches; weight 23½ oz.
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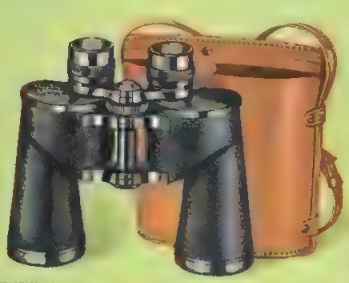
- **7x35 and 8x40** All-purpose, Hunting, Yachting, Travel, Vacation, Racing, Indoor, Outdoor sports, Nature study
- **7x50** Navigation, Night use, General
- **8x30** Hunting, Sports, Open areas, Nature study
- **10x50** Long range, Mountains, Prairies
- **16x50** Terrestrial, Great distances, Astronomics

NAVIGATOR . . . 7 Power, 50mm. Ideal characteristics for navigation and professional use. Large objective lens gather in maximum amount of light—luminosity 51.1. Field of view 377 feet at 1000 yards, angular field 7.1°; exit pupil 7.15mm. American style center focus. Height 7 inches, weight 40½ oz.
11G44X3985 . . . . . List **$77.50**



PATHFINDER . . . 10 Power, 50mm. Tremendous power for long range viewing. Field of view 315 feet at 1000 yards, angular 6°; luminosity 25; exit pupil 5mm. Center focus. Ht. 6⅝ in., wt. 41 oz.
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11G48X4895 . . . . . List **$99.00**

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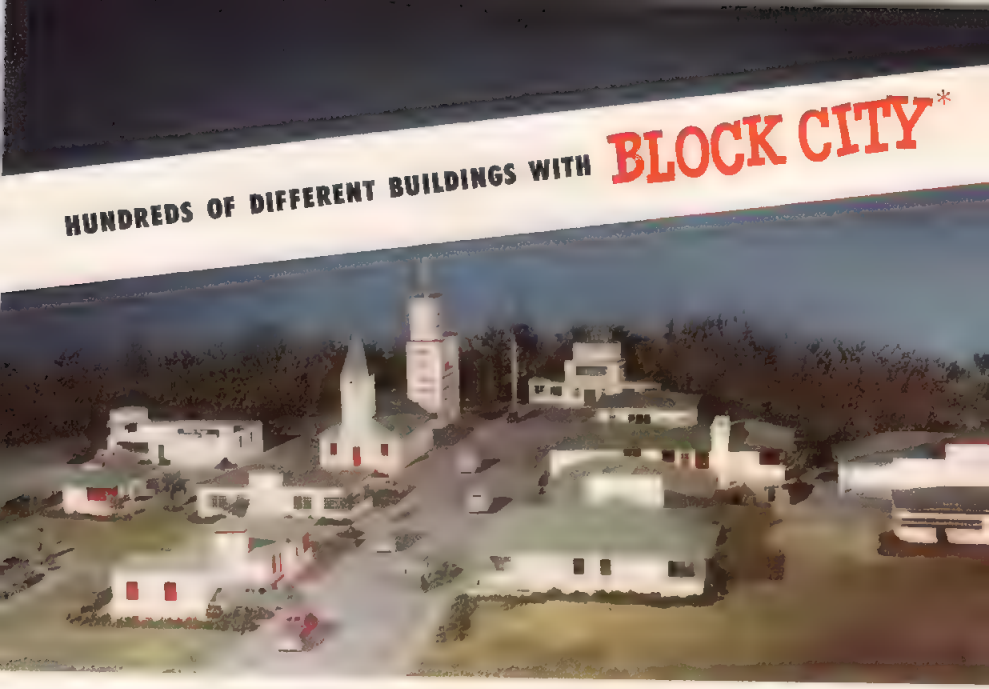
HUNDREDS OF DIFFERENT BUILDINGS WITH BLOCK CITY*



Scale Model Construction Sets

RETAIL: $1.98 - $2.95 - $4.95 - $7.50 - $9.95 - $15.00

Every Block City set makes hundreds of different buildings... an endless variety of sturdy scale models. Every set contains blocks, half-blocks, windows, corner windows, doors, garage doors, lintels, trim, roofing blocks, roofing material, even a picket fence. Gleaming white, washable blocks of rugged, molded shatterproof plastic with accessories in contrasting colors. In sealed tubes with 20-page instruction book.

*TRADE MARK

EDUCATOR APPROVED Prestige Toy 1956 COMMENDED PARENTS MAGAZINE

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B-200B135 each.....Retail $1.98 B 200B720 half dozen Contains 118 pieces Packaged 1 doz. per carton Shipping Wt. 13 lbs.	B-300B200 each. .....Retail $2.95 B-300B1080 half dozen Contains 152 pieces Packaged 1 doz. per carton Shipping Wt. 17 lbs.	B-500B330 each.....Retail $4.95 B-500B1800 half dozen Contains 278 pieces Packaged ½ doz. per carton Shipping Wt. 15 lbs.

2 Big Sets in Full Color, Sealed Tubes

SET NO. PS 195
Contains 32 Pieces
24 Blocks, 8 Half-Blocks.
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PS295B200 each . Retail $2.95
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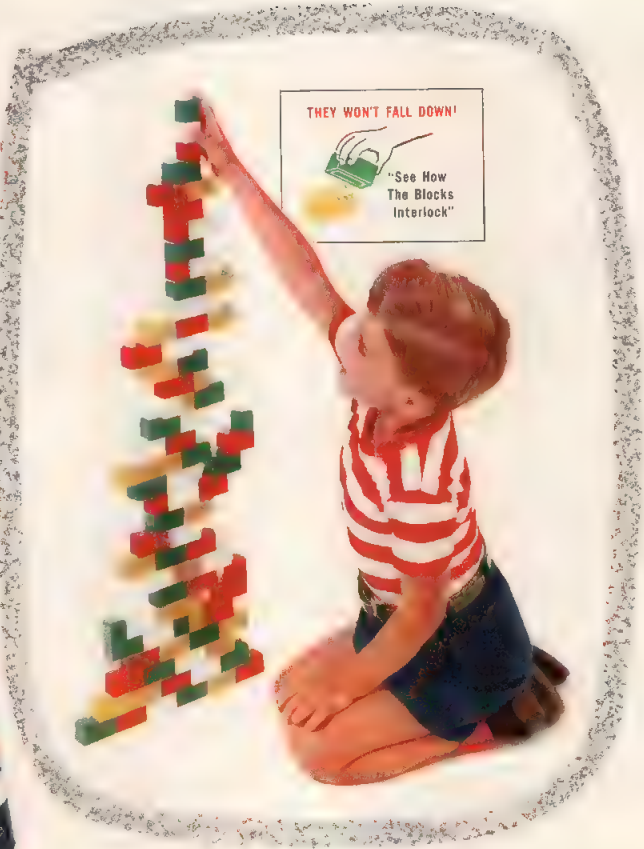

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for BOYS and GIRLS from 2 to 6

Big, colorful Pre School Building Blocks fascinate little children and lead their minds into creative channels. Used in pre-kindergarten and kindergarten classes of many schools. Smooth, shatterproof, washable, molded plastic blocks are 1"x1"x2". Half-blocks, 1" square. All corners rounded. Bright, fused colors can't fade or run.

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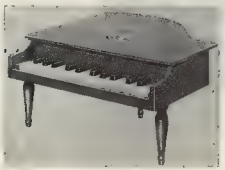
Specially designed and made with the unique Schoenhut tone rods imbedded in steel bars. Music book or sheet with every piano.

WALNUT

30 Plastic keys; 2 full octaves. Colored key chart and colored music book included. Piano size: 17" high, 18¾" wide, 13" deep. Bench size: 8⅝" high, 10⅛" wide, 6½" deep. Individually boxed, wt. 13 lbs.

S. R. $9.95

		Each
K771-115	Piano (Mfr. No. 30).....	$13.34

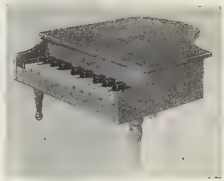


IVORY

Mirrorfront; 25 plastic keys. Colored key chart and colored music book included. Size: 18¾"x13½"x6¾".

S. R. $5.95

		Each
K771-222	Piano (Mfr. No. 15025) 6 per ctn.; wt. 26 lbs.	$8.00



RED

20 keys (Plastic)—12 whole notes and 8 half-notes. Size: 12x11x5½ ins.

S. R. $4.95

		Each
K771-339	Piano (Mfr. No. 12020) 12 per ctn.; wt. 44 lbs.	$6.66

RED

13 keys (Plastic)—8 whole notes, and 5 half-notes. Size: 10¼x8¼x5 ins.

S. R. $2.49

		Each
K771-446	Piano (Mfr. No. 108)..... 12 per ctn.; wt. 27 lbs.	$3.34

WALNUT

17 keys (Plastic)—10 whole notes and 7 half-notes. Size: 11x9⅛x5½ ins.

S. R. $3.98

		Each
K771-503	Piano (Mfr. No. 11017) 12 per ctn.; wt. 36 lbs.	$5.34

RED—10 KEYS

Size: 11x9¼x5½ ins.

Suggested Retail $3.00

		Each
K771-669	Piano (Mfr. No. 110)..... 12 per ctn.; wt. 35 lbs.	$4.00

SCIENTIFIC PRODUCTS COMPANY PRESENTS

MISSILE

AND REMOTE LAUNCHER

COMPLETELY SAFE

Designed by Missile Engineers

- Ready for Many Flights
- All Auxiliary Equipment Included
- Designed to Travel Over 150 Feet
- Adjustable Launching Direction
- Dramatic Display Package — 16" x 9" x 3⅝"

Suggested Retail Price **$4.98**

No. 105.
Packed: 1 Doz. to Carton
Shipping Weight: 30 lbs.

SALES OFFICE — SHOWROOM
Room 405
200 Fifth Avenue
New York, New York
Oregon 5-5556

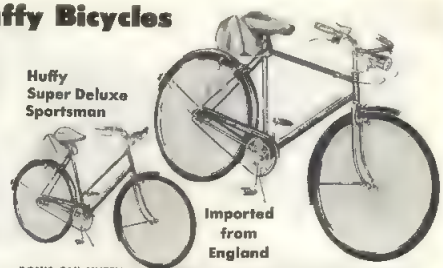
FACTORY
SCIENTIFIC PRODUCTS CO.
Richmond, Virginia

Huffy Bicycles

Huffy "Twin-Arch" Customliner

BOY'S 26" "TWIN ARCH" HUFFY CUSTOMLINER MIDDLEWEIGHT—A real beauty! Graceful, appealing "Twin-Arch" frame with racing style handlebars and pedals. Equipped with 2-speed rear hub, standard coaster brake, Chrome headlight and front luggage carrier. 1.75 tires. Full coverage chain guard keeps clothing out of chain. "Flam" Red, White trim.
11T153D5250 (Sh. wt. 58 lbs.) . . . . . **List $69.95**
GIRL'S 26" "TWIN ARCH" MODEL—Same As Above—Blue with White trim. Sh wt. 58 lbs
11T154D5250 . . . . . **List $69.95**

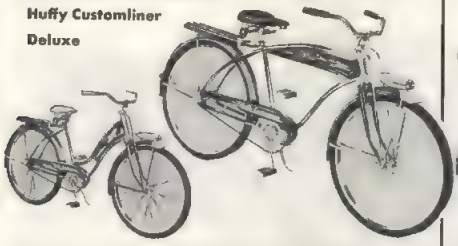
Huffy Super Deluxe Sportsman



Imported from England

BOY'S 26" HUFFY SUPER-DELUXE ENGLISH LIGHTWEIGHT—English styling for real speed! With famous Sturmey-Archer 3-speed rear hub, front, rear caliper rim brakes. Complete with saddle touring bag with tools, bright alloy tire pump Chrome decoration on front fender, chrome rims, kickstand and self-generating light set. Dunlop Sports tires, mattress-type saddle. Carmen Red with double Gold striping.
11T123D4765 (Sh. wt. 50 lbs.) . . . . . **List $63.50**
GIRL'S 26" MODEL—Same As Above—Blue with Gold Trim.
11T124D4765 (Sh. wt. 50 lbs.) . . . . . **List $63.50**

Huffy Customliner Deluxe

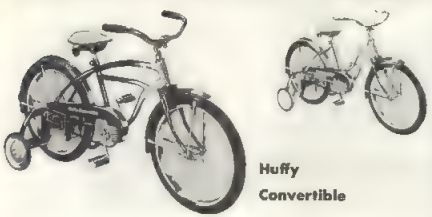


BOY'S 26" HUFFY DELUXE CUSTOMLINER MIDDLEWEIGHT—Young America's favorite! Equipped with tank and horn, truss rods, full beam headlight, luggage carrier, easy-pedal 1.75 tires, sturdy chainguard. Red with White and Black trim.
11T119D4650 (Sh. wt. 59 lbs.) . . . . . **List $61.95**
GIRL'S 26" MODEL—As Above in Blue with White and Red
11T120D4650 (Sh. wt. 59 lbs.) . . . . . **List $61.95**
BOY'S 24" MODEL—Same As Above. Sh. wt. 52 lbs.
11T121D4520 . . . . . **List $60.50**
GIRL'S 24" MODEL—Same As Above. Sh. wt. 52 lbs.
11T122D4520 . . . . . **List $60.50**

Huffy Customliner

BOY'S 26" HUFFY CUSTOMLINER MIDDLEWEIGHT — A standout anywhere! Equipped with easy-pedal 1.75 tires, full coverage chainguard that protects clothes from getting caught in chain and kickstand. Finished in Red with White trim.
11T135D3800 (Sh. wt. 51 lbs.) . . . . . **List $50.75**
GIRL'S 26" MODEL—As Above in Blue with White trim
11T136D3800 . . . . . **List $50.75**
BOY'S 24" MODEL—Same As Above. Sh. wt. 48 lbs.
11T137D3750 . . . . . **List $49.95**
GIRL'S 24" MODEL—Same As Above.
11T138D3750 . . . . . **List $49.95**

Huffy Convertible



BOY'S 20" HUFFY CONVERTIBLE—Designed for the youngster just "learning" to ride. Convertible wheels form a steady 4-wheeler when down. Has chainguard and 1.75 tires and coaster brake. Finished in Red with White trim
11T151D3935 (Sh. wt. 47 lbs.) . . . . . **List $52.50**
GIRL'S 20" CONVERTIBLE MODEL—Same As Above except finished in Blue with White trim. Sh. wt. 47 lbs.
11T152D3935 . . . . . **List $52.50**

2 H.P. 4 Cycle Air Cooled Continental Engine 100 Miles to a Gallon of Gasoline!

Scootmobile

Easy to Drive!

SCOOTMOBILE—For work or play, young or old! Powered by a 2 H.P 4 cycle air cooled engine that delivers 100 miles per gallon of gasoline. Has recoil starter and fully automatic clutch eliminates all gear shifting . . . just twist the hand throttle. Sturdy welded tubular steel frame supported by two ollite bearing wheels, equipped with 12x4:10 full pneumatic tires with tubes carrying 30 lbs. air pressure. Seats two on 2" foam rubber pad. In two-tone color.
11T155D14995 (F.O.B. Mich. Sh. wt. 135 lbs.) **List $199.95**

YOUR GOOD WILL — OUR GREATEST ASSET

THE CORSAIR DELUXE: Gunwale length, 15' 10". Centerline length 15' 1" Beam: 72". Choice of 10 color combinations. 20" windshield Styrofoam flotation. Steering, deck hardware, seat cushions 1 or 2 motors 60 HP max.

For on-the-mark action and fun-to-command performance, skipper the new Scottie-Craft 15' 6" **CORSAIR DELUXE** for "big-time" boating at a small boat price. Planned to take full advantage of maintenance-free Fiberglas, the **CORSAIR** offers multiple compound curves for increased beauty and strength, deep "V" bottom for holding qualities in cornering and in full-power turns without "tripping" or slide. Liveliest craft afloat!

CORSAIR CUSTOM: Complete hardware, upholstery, equipment **$815.***

Scottie-Craft
BOATS
SOME DEALERSHIPS AVAILABLE

*All new models for '58, cruisers, runabouts and utilities from $845. For full details, write: Dept. M

INTERNATIONAL SHIPBUILDING CORP., 1815 NE 144th Street, Miami, Florida

points awarded for placings in all heats plus a bonus for the fastest total elapsed time.

The tentative 1958 schedule:

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June 28-29	Folson, Mont.	Copper Cup
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July 27-28	Lake Tahoe, Cal.	Mapes Cup
Aug. 10	Seattle, Wash.	Gold Cup
Aug. 23-24	Detroit, Mich.	Silver Cup
Sept. 6-7	Bimini, B. W. I.	———
Sept. 20-21	Washington, D. C.	President's Cup
Oct. 4-5	Middletown, Md.	Governor's Cup
Oct. 15-16	Lake Mead, Nev.	Sahara Cup

☆ ☆ ☆

PROWLER CRUISER IS OFFERED

The 1958 model of the Prowler Cruiser, 29' x 10' is powered by twin 225 hp Gray engines turning 14x14 propellers. The boat attains a speed of 45 mph at 4,200 rpm. It is manufactured by Forest E. Johnson Boat Works, 325 N W Sp. River Drive, Miami 36, Fla. The company also makes various custom built boats that range from 20 to 30 feet.

EIGHT MOTORS IN BUCCANEER LINE

The 1958 line of eight Buccaneer outboard motors made by Gale Products, Galesburg, Ill., headed up by the 35-hp de luxe model with electric starting, covers the full range of consumer demand all the way down to a new 5-hp de luxe model with remote fuel tank.

In addition to the 35, the Buccaneer comes in a 25 hp de luxe model with electric starting, a 25 hp de luxe standard, a 12 hp de luxe and a 12 hp standard, a 5 hp standard and a 3 hp de luxe model.

The line features many refinements. Styled by designer Brooke Stevens, the motors appear in new seafaring colors of sea mist green and surf white. In addition to electric starting in the larger horsepower de luxe models, they feature automotive-type key-switch starting.

The new Buccaneers have a unique tilt handle to make them easier to manipulate in or out of the water. By placing one hand on the handle at the front of the motor, and the other hand on the "assist" handle on top of the powerhead, the boatman gets extra leverage for carrying, stowing or tilting his motor.

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BAHIA-MAR MARINA OFFERS EVERY FACILITY

Located at Fort Lauderdale, Fla., directly on the Intracoastal Waterway, Bahia-Mar Marina has patrolled, concrete docks with individual electric, water and telephone outlets in addition to its restaurants and 28-store shopping center.

Every facility and convenience is at hand here to make the yachtsman's stay pleasant—whether for a full season or just an overnight stop.

For details write to S. E. Shelsky, Manager, Bahia-Mar, Dept. M3, Fort Lauderdale, Fla.

Bahia Mar

"World's finest marina!"
–The Boston Globe

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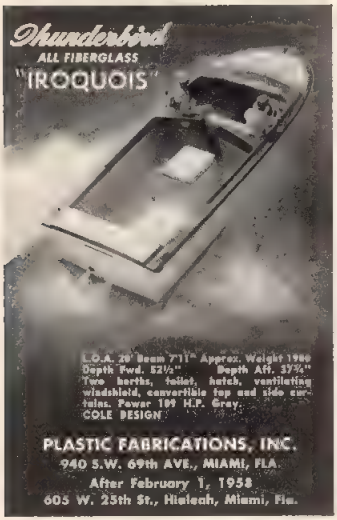
Bahia Mar
FORT LAUDERDALE FLORIDA


Thunderbird
ALL FIBERGLASS
"IROQUOIS"
L.O.A. 20' Beam 7'11" Approx. Weight 1980
Depth Fwd. 52½" Depth Aft. 37¾"
Two berths, toilet, hatch, ventilating windshield, convertible top and side curtains. Power 189 H.P. Gray.
COLE DESIGN
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940 S.W. 69th AVE., MIAMI, FLA.
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605 W. 25th St., Hialeah, Miami, Fla.

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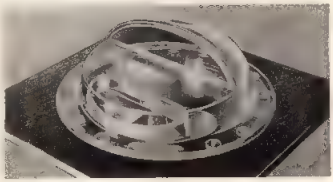

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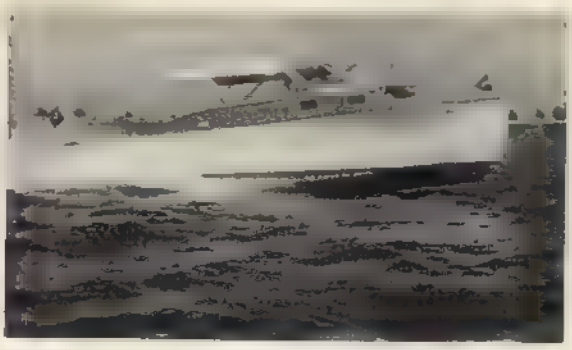

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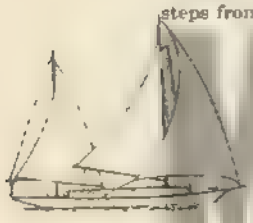

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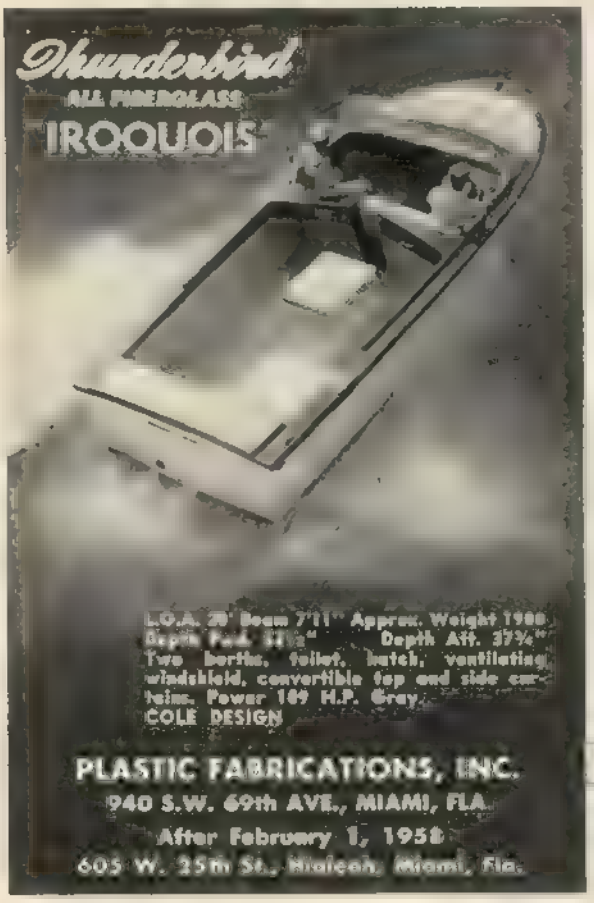
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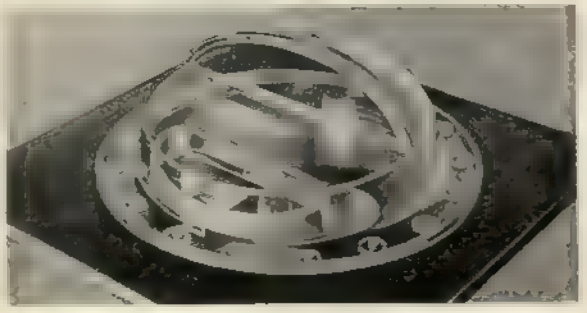

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MAGNA POCKET LIGHTERS with built-in flashlights

The famous lighter which is proving one of the fastest-moving gift items ever offered. Beautifully made and completely practical. 15,000 lights from one battery. No flint or wheels—push the slide and tiny filament ignites wick instantly. Push button and handy flashlight lets you read theater programs or find elusive keyholes. Uses tiny wet pack battery that lasts months.

Lustrous chrome plate. Assorted engine turned designs. Now offered in gift kit form with extra battery wick, filament, bulb and screwdriver for quick, easy servicing
18J425-395.....RETAIL **$6.95**

As above: Deluxe Gold plated gift model in plush gift box. (Without kit.)
18J465-595.....RETAIL **$8.95**

NEW LOW PRICE

REPLACEMENT UNITS

18J426-50—Wet Pack Battery—Men's model .....RETAIL 75c
18J464-50—Wet Pack Battery—Ladies' model.....RETAIL 75c
18J427-35—Igniter Filament .....RETAIL 50c
18J428-17 —Wick .....RETAIL 25c
18J429-27—Flashlight Bulb..... RETAIL 40c

"PICK-ME-UP"
AUTOMATIC TABLE LIGHTER

Made in Germany, this sensational lighter will meet with tremendous interest as a conversational piece. **Automatically lights up when lifted. Flame is extinguished when the casing is pressed downward slightly in putting lighter down on table.** Available in engine turned style and embossed design. (Choice subject to styles in stock.) **Size of base:** 3x15/8x2¼" Chrome finish
19J334 795.....RETAIL **$14.95**

As above: In Brass finish.
19J340 795.....RETAIL **$14.95**

As above: In combination of smooth lucite and brass.
19J335-795 .....RETAIL **$14.95**

Scripto Windguard Vu-Lighters

Scripto's new vu lighter with new windguard. Unconditionally guaranteed. Has transparent crystal reservoir for fuel supply — requires one filling in four weeks. Colorful center sections. Shown ½ actual size.

Scripto's Vu-Lighter. Sinking golfer or bowler float in transparent reservoir.
18J498-231..... RETAIL **$3.95**

Scripto's Vu Lighter. Real fish lure floats in transparent reservoir
18J499-231.....RETAIL **$3.95**

3-PIECE SET
Compact, lighter, cuff links

Straw or White French enamel background with hand painted feminine rose and leaf design. Compact has golden mesh pouch. Dainty cuff links complete ensemble.
213J98-882 Specify color..RET. **$15.00**

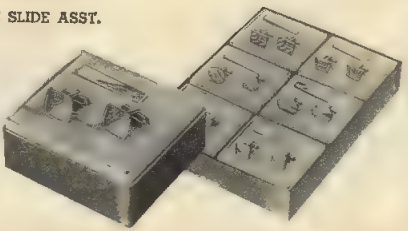
4-Piece Set. Similar to above, with addition of lipstick. White French background with Black Poodle design
213J94-1030 . RETAIL **$17.50**

Early American Table Lighter. Fine White china, hand decorated in unusual early American designs of Pink and Green. Large capacity with dependable Evans mechanism
219J213-882.....RETAIL **$15.00**

Dealer's Special

CUFF LINKS and TIE SLIDE ASST.

A special value cuff link and tie slide set. Six popular styles in attractive engine-turned designs. Short model tie slide with alligator grip back. Non-tarnishable Rhodium finish. In attractive display gift box showing all six styles.
22J324-150T—Sample...PR **$2.75**
22J324-750T—Cln. of 6 pr..**$16.50**



IN OFFICES, HOTELS & HOSPITALS ANYWHERE

WONDERFUL ANYWHERE...
CHILLED REFRESHMENTS
AT YOUR FINGERTIPS

Wonderbar

by SERVEL

PORTABLE SILENT REFRIGERETTE

Step-saving, time-saving, Wonderbar provides refrigerated snacks, beverages, and ice cubes. Styled as fine furniture, Wonderbar can be used in any room in perfect harmony with its surroundings. Wonderbar is so convenient! It's a refreshment center in living room, den, rumpus room or bedroom. Roll it to the fun on patio or porch. In offices, on boats, at the summer cottage, Wonderbar draws attention wherever there are fun, food, and refreshments.

SMARTLY STYLED

Hospitality Center

So handy! Just reach out for your favorite drink or snack - for ice cubes. At home, everything you need for serving guests is at your fingertips. In the office, Wonderbar offers a refreshing pause to ease those tense moments. Wonderbars are featured in leading hotels and fine motels as a guest-attracting convenience.

DECORATOR COLORS TO ACCENT ANY ROOM

Styled as fine furniture, Wonderbar compliments your good taste wherever it is used. Wonderbar exciting two tone combinations are styled in contemporary decorator colors. Mahogany, as well as the charming Chinese Modern models, in vermilion and ebony, and vermilion and jade, harmonize with traditional interiors. Classic White is used in doctors' offices, laboratories, hospitals for refrigerated storage of pharmaceuticals. Wonderbar is wonderful anywhere.

Silent as a Moonbeam, Wonderbar's compact, no-moving parts freezing unit has 5-year warranty. 115 volts AC or DC. Also available 12 to 230 volts. Door opens down as serving shelf, adjustable snack tray, two snap-out trays, 28 ice cubes, 1.5 cu. ft capacity. Holds tall bottles, up to 25 soft drinks, 42 beer cans. Phenolic plastic cabinet — 25⅛" wide, 23¾" high, 17⅞" deep.

A

C

D

E

F

G

CHOOSE FROM 9 COLOR COMBINATIONS

KEY	COLOR	MODEL No.	
(A)	142-C2TRE Vermilion and Ebony	Index 1-15450	Ret $199.95
(B)	142-C2M Mahogany.	Index 1-14950	Ret $189.95
(C)	142-C2TRGG. Vermilion and Jade	Index 1-15450	Ret $199.95
(D)	142-C2TGA. Granite White.	Index 1-15450	Ret $199.95
(E)	142-C2B. Blonde.	Index 1-14950	Ret. $189.95
(F)	142-C2TGAE. Granite White & Ebony	Index 1-15450	$199.95
(G)	142-C2TGG Mint Green & Jade	Index 1-15450	Ret. $199.95
(H)	142-C2E. Black.	Index 1-15450	Ret. $199.95
(I)	142-C2W White.	Index 1-14950	Ret $189.95

Stock is standard 115V AC. Special voltage and dual voltage available on special orders at additional cost. 2 week Delivery on Special Orders

TRAVEL ALARM CLOCK—Compact 3" square case opens to make a stand for this smart, luminous-dial clock. 30-hour alarm movement, fully guaranteed, with belltone alarm. Genuine leather case. Specify red, brown, blue or tan.
35183CU360 .....**Retail $6.00**

IMPORTED SHUTTER ALARM CLOCK—Dependable 40-hour movement is guaranteed. Luminous numerals and hands. Molded shutter-effect plastic case with polished brass sides. Opens and closes easily. 3½"x-1½" Specify ivory or mah.
35451CU550 .....**Retail $8.45**

CAMERA CLOCK—A precision time piece with a protective cover that swivels back to become a sturdy stand. Dependable 40-hour imported alarm clock with luminous hands, available in pigskin, tan, or blue. Specify color. 3½"x2½".
35453CU440 .....**Retail $6.95**

LUCITE MODERN 40-HOUR ALARM—A jeweled alarm clock with unbreakable case exposing the gleaming polished brass mechanism. Luminous hands, raised numeral dial. 2¾"x3¼"x1½" Specify clear, ruby, or sapphire case.
35452CU575 .....**Retail $8.95**

(A) SQUARE JUNIOR 40-HOUR ALARM—40-hour movement with luminous hands and dial. Neat and compact in the junior size 2½" square all metal case enamelled in ivory or pink. Dependability at a low price. State choice of color Ship. wt. 1 lb.
34205AU260 ..... **Retail $3.95**

(B) EXTRA LOUD OLD TYMER TWIN BELL ALARM—The loudest alarm made In polished brass, 7½" high, with luminous hands, large numerals, second hand
34200AU395—Ship. wt. ½ lb. .....**Retail $5.95**
(C) "JUNIOR" OLD TYMER TWIN BELL ALARM—Silver-tone dial, luminous hands, hour dots 5½" high Ship. wt. ½ lb.
34201AU333—Brass finish .....**Retail $4.95**
34202AU333—Nickel finish ..... **Retail $4.95**

(D) LITTLE PAL KEY ALARM—One key winds time and alarm 40-hour movement encased in ivory baked enamel case Radium dial, and felt protected base.
34179AU356—Ship. wt. 1 lb. ..... **Retail $4.95**
(E) DAWN 8-DAY ALARM—Metal case with ivory baked enamel finish sepia brown dial, felt base. 5½"x5" with 3¾" radium dial, 8-day key alarm. Ship. wt. 1½ lbs.
34181AU475 ..... **Retail $6.98**

(F) 400-DAY COACHMAN LANTERN CLOCK—An imported Kundo coachman clock at a price so low it will surprise you! The lantern-style clock measures 8½"x5¾", and is authentically executed in beautiful polished brass with a gleaming clear glass front that lets you see the mechanism It runs 400 days with one winding . . . can be used as an anniversary clock. Clock movement is dependable and accurate. Ship. wt. 2 lbs.
34209AU1800 Retail $29.95

(G) SESSIONS AQUARIUS OCCASIONAL CLOCK—Life-like angel fish swim in lazy circle through the illuminated underwater tropical setting Gleaming brass encircles the bowl and clock dial, Butler brass finish. Bowl is 9" in diameter. Ship. wt. 10 lbs.
34039AU1617 .....**Retail $24.95**
(H) MINIATURE GRANDFATHER CLOCK—An authentic imported Black Forest miniature grandfather clock that measures only 8"x2¼". It has a little hinged door in the base, and swinging brass pendulum and weights. Wind once a day Hand-painted in ivory Ship wt. 4 lbs.
34208AU320 .... **Retail $4.95**

the old world charm of cuckoo clocks

(J) 1-DAY CUCKOO CLOCK—Attractive deep rich brown hand carved case decorated with 3 birds and 5 leaves. Self adjusting, dependable 1 day movement. The cuckoo pops out every half and full hour, and announces the hour, accompanied by a melodious gong strike. Ship. wt 5 lbs.
34070AU765 .....**Retail $12.50**
(K) MUSICAL 2-DOOR CUCKOO CLOCK—Traditional brown carved case with 7 leaves and 3 birds. Cuckoo pops out on full and half hours to chirp the time. Second door opens on the hour and musician plays melody supplied by Thorens music box. Measures 13"x10"
34067AU1620—Ship. wt. 7 lbs. .....**Retail $33.50**
Same as above, but measures 16"x11", and with large Swiss music box
34068AU2400 .....**Retail $48.00**
(L) 1-DAY CUCKOO CLOCK—A multi-colored clock decorated with 3 birds and 3 leaves, hand carved. The cuckoo announces each quarter hour with one cuckoo. Clock measures 13"x9"
34210AU595 .....**Retail $10.40**

Add 10% Federal Excise Tax if not for resale

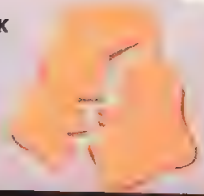
WHAT CAN YOU DO FOR A DOLLAR?

CAN YOU
TAKE UP COMICS IN FULL COLOR?

THEN MAKE THEM
INTO SOMETHING
EVEN FUNNIER?

STRETCH
LIKE TAFFY

OR BREAK
LIKE A
BISCUIT?



BOUNCE HIGHER
THAN A RUBBER BALL?

OR
SINK INTO A
TIRED LITTLE
PUDDLE?

SELL FOR A DOLLAR
ALL YEAR 'ROUND?

DAY-GLO
WINDOW STREAMER?

FOIL
DISPLAY
BOX?

SELF
DEMONSTRATING
UNIT?

NOW..
SEALED
AND
GUARANTEED

NOTHING ELSE IS . . .

Silly Putty

STANDARD QUALITY AND QUANTITY THE WORLD
OVER — FOR YOUR CUSTOMER AND FOR YOU

SILLY PUTTY MARKETING P.O. BOX 741, NEW HAVEN, CONN.

TOY FAIR
NEW YORKER
1125

WHAT CAN YOU DO *WITH*
A Dollar Product?
Can You
MAKE A DOLLAR FAST?

You Can With *SILLY PUTTY*

Silly Putty is for all ages—boys, girls, grown-ups
Silly Putty is a staple toy, in demand the year 'round
Silly Putty is a perfect Easter gift—the best yolk an egg ever had
Silly Putty requires a minimum display space—for maximum turnover
Silly Putty is **now** on national TV—our own

SHIP TODAY—OUR ORDER FOR

QUANTITY	SHIP. WT.
☐ 4 Doz.	5 lbs.
☐ 6 Doz.	7 lbs.
☐ 8 Doz.	9 lbs.
☐ 12 Doz.	13 lbs.
☐ ... Doz.	.... lbs.

Minimum Packing
2 Doz. in self display colorfoil box:
7.20 Per Doz.
4 Doz. or more:
6.84 Per Doz.

Demonstrator Unit with two standard loads of Silly Putty in Polyethylene Bags:
1.00 Each Net

With 4 Doz. order:
No Charge

Terms: 2% Net 30 days — F.O.B. New Haven, Conn.

DATE .....

SHIP TO:

STORE .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

SHIP VIA: .....

SILLY PUTTY MARKETING
P. O. Box 741 • New Haven, Conn.

WHAT CAN YOU DO FOR A DOLLAR?

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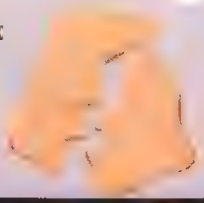

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DATE .....

SHIP TO:

STORE .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

SHIP VIA: .....

SILLY PUTTY MARKETING
P. O. Box 741 • New Haven, Conn.

RAINBOW CRAFTS

SILLY PUTTY

Stretches, Bounces, Breaks, Picks Up Pictures

No. 1532-100 ** ..... Each $1.00
Twenty four in a carton
(Do not break cartons)

STEVEN

PIXIE DESIGN-O-SCOPE
Plus
The De Luxe Kaleidoscope and the "Do It Yourself" Scribblescope

A three-in-one "kit" with outstanding play value for all ages. This unit combines the best features of any known Kaleidoscope. Beautiful full color box

No. 1133-275 * Each $1.98
Twelve in a Carton

KALEIDOSCOPE

With Interchangeable Snap-In Heads

No. 1134-400 * ..... Each $0.98
Twelve in a carton

COSSMAN

ANT FARM

Complete With Free Supply of Ants

Made of clear unbreakable plastic! You can see through this scientifically designed escape proof Ant Farm from every angle. Large 6" x 9" size with sturdy plastic stand and top cap. Includes country homestead with barn, silo, windmill, trees and barnyard where the ants can work and play as they go in and out of the doors of the buildings. A Stock Certificate with each Ant Farm. Customer mails certificate to manufacturer for free supply of ants

No. 818-H15B ** Each $2.98
Thirty-six in a Carton

TRU-VUE

JUNIOR VIEWER

First quality 3-dimension viewer. Sturdy, easy to operate. Bright colored

No. 2601-5010 ..... Each $0.98
Twelve in a Carton

BUDGET VIEWER

Durable red and black plastic, easy for even a four year old to operate. Features film card advance lever. Big easy to see picture

No. 2602-5021 Each $1.98
Twelve in a Carton

FILM ASSORTMENTS

Disney Stories. 72 at $0.35

No. 2603-5131 Each $25.50
Eight in a Carton

Fairy Tales. 72 at $0.35

No. 2604-5132 ..... Each $25.20
Eight in a Carton

Album and related picture stories in illustrated envelope. 72 pictures at $0.35

No. 2605-5137 ..... Each $25.20
Eight in a Carton

New Subjects. 36 at $0.35

No. 2606-5138 Each $12.60
Sixteen in a Carton

SHIPPER-DISPLAY

Shipping carton forms a hardsell counter display. Holds 18 Junior Viewers and 5 dozen picture stories. Features 3-dimension story favorites such as Mickey Mouse, Robin Hood, Tom Sawyer, Lone Ranger and many others. 18" long, 10" wide, 15¾" high (with display card up)

No. 2607-CD2 ..... Each $38.61
One in a Carton

BAR ZIM

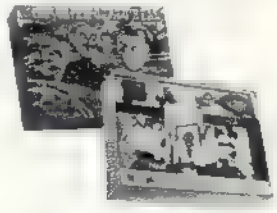
JUMBO SPELLING AND COUNTING BOARD

Large size, colorful plastic Spelling and Counting Board, letters one side, numbers and arithmetic signs on the other side, detachable card holder and set of cards to assist a child in learning to spell. Each Spelling Board comes in a fully lithographed, set-up box.

No. 1184-1262—12¼" diam Each $2.00
No. 1185-1251—9¾" diam Each 1.00

HASSENFELD

MR. AND MRS. POTATOHEAD



A gay assortment featuring two complete sets of Mr. and Mrs. Potatohead—two cars, two trailers—in a gorgeous package. 14¼" x 10½" x 2⅞"

No. 1020-2054 ** .....Each $2.00
Twelve in a Carton

MRS. POTATOHEAD

So glamorous in her conical car and shopping trailer. Also designed to stand up outside car. Size 10⅝" x 7¼" x 2½"

No. 1026-2052 ** ..... Each $1.00
Twenty four in a Carton

IT'S HERE!

Another 1st by SKIL-CRAFT!

From our research laboratories comes the year's outstanding Scientific Achievement.

by Skil Craft

BINOCULAR Microscope

With 1000 X POWER

⅓ Actual Size

Equipped with these outstanding features

- HUYGENS eyepieces
- *Aplanatic* objectives (for clearest possible picture)
- Interpupillary adjustment (adjusted to fit each viewer's eyes)
- Achromatic lenses
- Parfocalised (can be switched to higher magnification without re-focusing)
- *Aperture-condensing* mirror

SEE IT NOW!

Room 1171
5th Avenue Building

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS MAGAZINE

WRITE FOR CATALOG

Skil-Craft Corporation 325 West Huron Street Makers of Famous Handy-Andy Products

NOW. 12

popular profit-making models

IN

BURROWES POOL TABLES

The news from Burrowes is great! Not nine . . . not ten . . . but twelve fast-selling, Popular Pool Table Models *for all age groups* are now in the line with easy-folding legs for easy storage.

These 12 Popular Pool Table Models embody such distinctive Burrowes features as: demountable cushions, "floating" beds with girder reinforcement, non-warping playing surface, double-braced legs for utmost rigidity, counters for keeping score, leg levelers for easy adjustment, and the many other superior features of design and construction that make Burrowes Pool Tables unrivalled for playability and durability!

If you want to *shoot* for faster, larger unit sales . . . *pocket* additional profits . . . your *cue* is

BURROWES Pool Tables

Leaders Since 1873

THE BURROWES CORPORATION, 200 FIFTH AVENUE, NEW YORK 10 • PORTLAND, MAINE

REPRESENTATIVES: J. H. Everly & Assoc., 1442 Merchandise Mart, Chicago, Ill. Burgess Toy Sales, 70 Houston St., N.E., Atlanta, Georgia • Glenn White & Assoc., 2349 Middlefield Rd., Redwood City, and 1151 South Broadway, Los Angeles, Cal. • Wm. B. Parasine, Dallas, Texas • Paul E. Mack, Toledo, Ohio

ZIPEES SLIDER SKATES . . . combines the most fun of skating and sliding on ice and snow! Designed for children to walk, slide or skate naturally . . . no skill required. Safe—spring action lock secures foot and releases with a simple flip. Made of new miracle materials; unbreakable, rustproof. Beautiful pastel colors. Fits children's shoe sizes 8 to 12.
89-8601 B203 Slider Skates. Pair **$2.98**

JR. SKI SET . . . for boys and girls. Young "ski riders" are certain to appreciate a colorful, professionally styled set like this. Made with adult features, the 54" ash skis have regulation metal toe plates, cadmium plated spring bindings, aluminum heel plate. Extra durable natural lacquer finish. Two maple poles with cord thongs complete the set.
89-8510 C350 Jr. Ski Set. **$4.98**

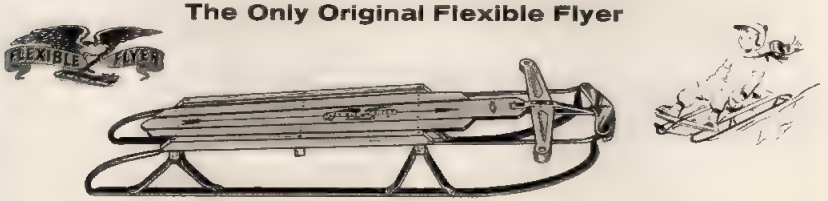
ZIPEES GOLDEN RUNNER ICE SKATES. Safest skates on ice! If children can walk, they can skate on Zipees. 22K electro gold plated double runners are rustproof, tarnish-proof, wipe clean with a dry cloth. Body of skates is made of new miracle materials . . . completely unbreakable; pastel colors. Adjustable to children's shoe sizes up to 6 years of age.
89-8619 B203 Beginner's Ice Skates. . **$2.98**

MIRRO SNO-BRONCO . . . with Ball-Joint steering. Greatest thrill on any hill! Rides like a bronco—front section pivoted on ball-joint gives rock'n roll ride over terrain, permits wide-range steering by foot control and rope. Safe and sturdy, built for rugged use. Rustproof aluminum; no sharp edges. Has elevated wood seat for easy riding.
89-8551 C895 Sno-Bronco, 43" long. **$12.95**

TOBOGGAN WITH ROUNDED RUNNERS. Wheeeee..... .. this bright red toboggan skims over the top of the snow slick as glass, carrying two happy, breathless youngsters (or one adult) safely down the hill. Rounded runners won't cut through even the lightest snow. Built of heavy gauge steel, toboggan is 36x16x6". Ideal for age group 2 to 10 years.
89-8635 B280 Red Toboggan. **$3.98**

NEW SNO-FLAKE . . . gives safe, exciting rides down snow-covered hills. Red coaster pan is made of 20 gauge auto body steel; measures 27" in diameter, 3½" deep at center. Rolled edges add to its strength and safety. Heavy cone washers fasten webbed canvas handles, serve as brake shoes for stopping or reversing circular rotation of pan.
89-8221 C350 Sno-Flake. **$4.98**

The Only Original Flexible Flyer



FAMOUS NEW FLEXIBLE FLYER SLEDS. Here it is, fellows . . . the safest, most handsome, speediest sled on any slope! Deeply grooved Airline safety spring-steel runners give higher speed, better control . . . prevent cuts or tears in case of a spill. Thrill to the ease of super steering—take sharp hills, curves with a clean swoop—dodge neatly around corners and other sleds. Streamlined, tapered deck adds to lightness and speed. Sleds are made of heavily varnished, rugged White Ash, decorated with a red-and-gold Flexible Flyer Eagle. Junior, Pilot and Pursuit Racer models are rigidly reinforced with shiny chrome-plated bumpers. Junior also has black runners. All lighter, faster, better than ever! Shipped from Pennsylvania.

89-8684 D1100 Junior Racer, 51" long. 12¾ lbs. **$15.95**
89-8692 D1030 Pursuit Racer, 47" long. 12 lbs. **14.95**
89-8700 D870 Pilot Racer, 41" long. 9 lbs. **11.75**

Aluminum
FEATHER CRAFT
Fiberglass

Introducing the
Fabulous
new Feather Crafts

See the new
Feather Craft
line at the
BOAT SHOWS
• New York
January 18-26
• Chicago
February 7-16

The exciting Feather Craft line for 1958 features six sleek new models including fiberglass plus striking innovations on the old favorites. You will marvel at the advanced engineering that assures peak performance from the new higher-powered motors—the dramatic styling and glamorous anodized colors. Write for complete information.

Feather Craft, Inc. 440 Bishop St., N. W., Atlanta 13, Ga.

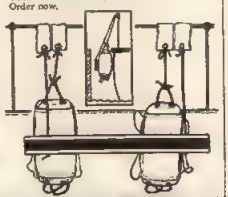
take along Tapatco
for Carefree Boating

"You can't buy better . . . to save your life"

Write for free literature & prices.
THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio • Fairfield, Calif.
New Orleans, La. • Trenton, N. J.
In Canada: Magog, Que.

AEROMATIC BOAT FENDERS
Fender Boards and Straps

HERE'S the latest improvement in boat fenders—the Jenkins Aeromatic—a lightweight, resilient, heavy duty fender and life raft. Your boat sleeps on air—no greasing or squeaking. You sleep, too. Heavy rubber. Army duck cover, brass grommets, rope lanyards. Cover easily replaced at low cost. Outlasts most others, stores in small space. Order now.



Size	Length	Width	Depth	Price
No. 1	24"	12"	9½"	$11.00
No. 2	27"	12"	8½"	$13.00
No. 3	27"	18½"	7½"	$17.00

FENDER BOARD—California Redwood 4 x 2" x 3½" trimmed with ¾" brass oval molding and 8 ft. rope, each . . . $27.50

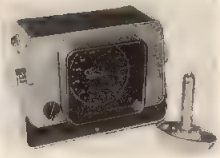
RAIL STRAPS—16" x 4", brass grommets each $2.95

Your name or name of boat stenciled free

Order direct if your dealer cannot supply you. We ship anywhere in the USA prepaid!

JENKINS & FREY
INCORPORATED
1233 N.E. FIRST AVE • MIAMI 32 FLORIDA

SONAR RADIO



The Sonar Model D 120 Depth Indicator.

Sonar Radio Corporation, Brooklyn, N. Y., will offer for 1958 three new models of marine radio telephones which will feature the Antennapak for greater talking power.

Model 65 is a 65-watt, 6 marine channel plus broadcast band radio telephone designed so that the power supply and the receiver transmitter is all self-contained. It is available for 6 or 12 volts.

Sonar Model 90, a 90-watt unit, features 6 marine channels plus broadcast band available for 12 or 32 volt DC operation.

Model 160 is a 160-watt 6 marine channel plus broadcast band marine radio telephone, available for 12 and 32 volt DC and 117 volt AC operation. It has a two dynamotor and vibrator power supply.

All of the above units comply with Coast Guard regulations relating to public boats for hire and will meet all new FCC regulations.

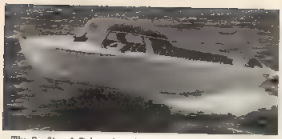
MARINE ADHESIVE TAKES ABUSE

Operation South Bay Blue Jay—the 25 boat community building program which attracted so much attention in Northeastern boating circles last spring—used AR-703 exclusively for gluing and protecting the plywood planking on their Blue Jay Sloops. They report the product has performed beyond all expectations.

In spite of a season's abuse by 25 novice junior skippers in a strenuous 5-month sailing program, all report the AR-703 is as good as the day it was applied.

During the racing season a number of the boats were involved in collisions leaving them with fractures and holes in their plywood planking—some of which were 3" or 4" across. It was found that AR-703 mixed with Part C thickener proved ideal for making quick, flawless and permanent patches for these holes.

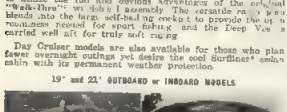
In addition to its use as a marine glue, plywood and fiberglass patching material and plywood protector, AR-703 has many other uses ranging from securing teak decks to underdecks to protecting wooden hulls from marine borers in southern waters. Complete details on AR-703 Marine Coating and other "AR" Products are available from Alroy Process Corp., 6 East 46th Street, New York 17, N. Y.



The Surfliner* Deluxe is a fully enclosed Sport Cruiser with overnight accommodations for the family neatly arranged to utilize the full and obvious advantages of the original "Walk-Thru" windshield assembly. The versatile cockpit blends into the large sofa-dinette to provide the utmost roominess needed for sport fishing and the Deep Vee is carried well aft for truly soft riding.

Day Cruiser models are also available for those who plan fewer overnight outings yet desire the cool Surfliner* sedan cabin with its permanent weather protection.

19' and 21' OUTBOARD or INBOARD MODELS



The Surfliner Sport Cruiser

and

The Melody 32

"BRISOTE"

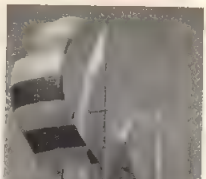
Both the Surfliner and the Melody utilize a Vee bottom design. Plywood planking on longitudinal stringers held by carefully designed bulkhead frames provide rigid and roomy boats. Fibrous glass is used for exterior protection. These models have outstanding performance qualities, exceptional versatility, and delightful appearance—coupled with old fashioned durability.

DIRECT SALES—FACTORY TO YOU

Smallcraft NOT INC LAKE WALES, FLORIDA

CHAS. M. HUNT, JR. DESIGNER

*Surfliner and Walk-Thru are Smallcraft trademarks. The windshield assembly is patent pending.

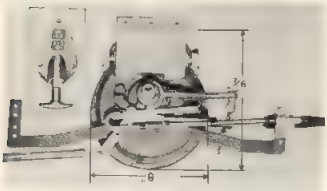


The Melody 32—"BRISOTE"

Her racing record and her pleasing appearance leave little more to be said for the Economical Melody 32.

LOA—32', LWL—20', Beam—8'8", Draft 4' to 5'3" $599.50 Finished Models . . . Hulls from $3,590.00.

HEAVY DUTY SYNCHRONIZER



Marmac Products of Detroit have developed a new, heavier duty synchronizer for operation on twin-engine, inboard gasoline and diesel powered vessels. It eliminates vibration.

A new and heavier duty synchronizer for twin-engined, inboard gasoline and diesel powered boats is now being marketed by Marmac Products, 2400 Bellevue, Detroit 7, Michigan.

The accurate and sensitive new unit is said to keep the "lead" and "following" engines within one rpm of each other. Four tachometer drive outlets are provided as a source of power, with the result that the throttle control arm can be set to travel from left to right, or right to left as desired. The synchronizer will also handle engines having opposite rotating tachometer drives without the provision of additional equipment.

Of especial interest to boat owners is the fact that the unit may be mounted in any convenient location below deck.

According to the manufacturer, the new unit completely eliminates all propeller noises and engine vibrations set up by frequency variations due to non-synchronization.

Marmac also announces a new "topside dual steerer," especially adapted for use by sport fishermen. Entirely mechanical in its operation, the new device eliminates the need for opening or closing valves at either of the wheels mounted on the flying bridge or in the deckhouse. It is especially noteworthy, also, for the lack of any material play in the upper controls.

The main portion of the mechanism is contained within the lower control tower. It consists of dual racks, mounted in parallel within tubular brass housings and actuated by a single pinion located between these racks. The movement of this pinion is controlled by the rotation of the shaft

HATHAWAY SAILS POWER WINNERS

Twenty yachts using Hathaway, Reiser & Raymond, Inc. dacron sails produced 31 first places in middle and long distance racing in 1957, including the Trans-Atlantic race from Newport to Santander, Spain; the Fastnet, Halifax and Storm Trysail-Block Island events. In five M.O.R.C. races, eight of 12 classes in the Off Soundings Club spring and fall cruises, the Britannia Cup, Watch Hill long distance fixture, American Y.C. cruise, Norwalk Y.C. Cruise, Single Handed Creepstakes, Riverside-Stratford Shoals, and Storm Trysail-Mt. Desert test, this company's sails powered prize winning yachts.

In the Columbus Day Indian Harbor-Stratford Shole-Execution race, 10 entries using H. R. & R. sails drove eight of the first nine boats on corrected time.

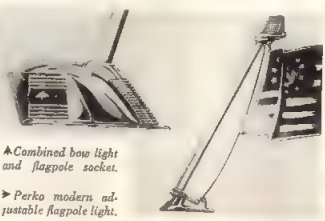
PERKINS MARINE ADDS NEW ITEMS

Streamlined lights, modern-designed hardware and fittings, made to meet the new requirements of the U. S. Coast Guard for motorboats and other types of vessels, are being offered this year by Perkins Marine Lamp and Hardware Corporation, 1941 Pitkin Ave., Brooklyn 7, N. Y.

The 1958 Combination Bow Light with flag pole socket and a patented Perko rebulbing feature is one of its offerings.

For 50 years they have manufactured marine lamps and hardware. Their 1958 general catalog, available for $1.00, shows their complete line. A small boat catalog, showing items for outboards, inboards and cruisers, can be obtained for 25 cents.

Their many new items, lights, hardware and fittings, are made to meet the new U. S. Coast Guard regulations



▲*Combined bow light and flagpole socket.*

➤ *Perko modern adjustable flagpole light.*

Smith-Corona

... World's First, Fastest and most Popular PORTABLES

Smith-Corona **SILENT-SUPER**

ALPINE BLUE

Smart, streamlined design in a choice of five striking two-tone color combinations. Numerous office typewriter features including full-size, 88-character keyboard, Quickset Margins, Keyset Tabulation and Page Gage that accurately predetermines bottom margins. Super Speed Escapement provides fastest action of any portable. Exclusive Piano Key Action reduces effort, errors and fatigue. Touch Selector for adjusting keys to most comfortable typing pressure. Close-to-keyboard Line Space Lever for faster carriage return and single, double or triple spacing. Removable platen. 3-way Ribbon Color Selector: writes black, red or cuts stencils. Line Retainer for subscripts, exponents, etc. Retractable Paper Support Arms. Completely insulated for quiet operation. Rugged construction assures a lifetime of service. Complete with its own luxurious "Holiday" carrying case. Touch typing chart and instruction booklet included. Specify color and type style.

5TXC10489 . . . . . Retail $137.27

Alpine Blue
Sapphire Gray
Seafoam Green
Coral Pink
Desert Sand

(Please specify color desired)

SAPPHIRE GRAY

SEAFOAM GREEN

DESERT SAND

CORAL PINK

Smith-Corona **STERLING**

Big typewriter performance at moderate price. Smart Sapphire Gray finish with office-size Color-speed Keyboard. Has Page Gage; Quickset Margins, Super Speed Escapement; Piano Key Action; Touch Selector; Type-bar Speed Booster; Close-to-keyboard Line Space Lever; Line Retainer; 3-Way Ribbon Color Control; Hand-set Tabulator; Retractable Paper Support Arms; rugged, service-free construction; Single, Double or Triple-Spacing; and many other time-and-labor-saving features. Complete with handsome carrying case, touch typing chart, instructions. Specify Pica or Elite type.

Sapphire Gray - 5AC9274
Retail $121.37

Smith-Corona *Skyriter*

World's most *portable* portable. Weighs only 9 pounds. So compact you can tuck it away in a desk drawer. Beautiful two-tone beige finish with luxurious carrying case. Full-size keyboard, Page Gage; Quickset Margins; Floating Shift; neat, sharp write; single or double spacing and many other large typewriter features. Ideal for authors, students, journalists, travelers and home correspondence. Includes Touch Typing Chart; Instructions. Tremendous value at this low, low price! Specify Pica or Elite type.

CHOICE OF TYPE STYLES

You can choose either of the two most popular kinds of type at no extra cost

This is PICA type.
This is ELITE type.

Beige - 3YC6047 Retail $79.10

Smith-Corona **PACEMAKER** OFFICE TYPEWRITERS

Manufactured to rigid Smith-Corona quality standards, the PACEMAKER offers outstanding performance and ease of operation at the lowest price of any top-quality full-size typewriter on the market.

Sturdy construction assures years of trouble-free operation. Convenient, clearly marked controls give utmost simplicity of operation. Half-spacing permits correction of errors where a letter or space is missing. Quickset Margins, Interchangeable Platen, Flick-set Tabulator, and Standard American Keyboard make this a truly easy-to-use machine for the amateur as well as the professional typist. Available in 11" or 15" carriage widths, and your choice of pica or elite type.

This is PICA type.
This is ELITE type.

Gray — PB11C14539 (11") ..... Retail $190.27
Gray — PB15C15754 (15") ..... Retail $206.17

Prices Include Federal Excise Tax

Smith-Corona **ADDING MACHINES**

MODEL 7MD
Lists.....9,999.99
Totals.....99,999.99

MODEL 10MD
Lists.....9,999,999.99
Totals.....99,999,999.99

MODEL 8MD
Lists.....99,999.99
Totals.....999,999.99

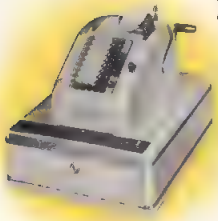
- *Three Desk Models!*
- *Extra Quiet, Easy to Operate!*
- *Fast, Efficient Keyboards!*

Smith-Corona adding machines have been designed to handle a wide variety of figure work with speed, accuracy and ease. Their phenomenal low price makes them ideal for all phases of small business and home use. Sturdy steel case with two-tone, non-glare keyboard. Permanent record of all transactions on tape printed in bold, easily-read type. Clear signal prints automatically with first item listed. Individual column clear keys clear incorrect figures in any column without disturbing others. Error key clears entire keyboard. Repeat key speeds up work and makes multiplication easy. Automatic space-up after total positions tape instantly at correct tear-off point. Precision engineered for trouble-free operation. Includes dust cover; instructions.

Gray - 7MDC8125 ..... Retail $106.13
Gray - 8MDC9713 ..... Retail $127.01
Gray - 10MDC10894 ..... Retail $142.57

Prices Include Federal Excise Tax

Smith-Corona **CASH REGISTERS**



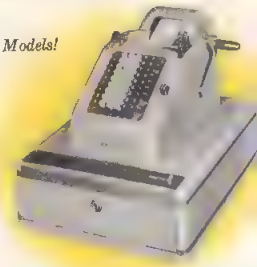
SPECIAL
(7MDX)

- *Combination Cash Register and Adding Machine!*
- *With New Features Usually Found Only on Higher Priced Models!*
- *Modern, Streamlined Design!*

Smith-Corona cash registers have adding machine features listed above. Transactions and totals are recorded on standard adding machine paper roll. Special transactions listed as Paid Out, Credit Refund, Charge, No Sale and Received-on-Account. Snap-on handle prevents unauthorized use. Cash drawer slides freely and smoothly on ball bearing raceways. Warning bell sounds when drawer is opened. Adding machine unit quickly and easily removable for use elsewhere. Dust cover; instructions.

DeLuxe Models 8MEX and 10MEX also include:

Enforced designation for providing positive identification of every transaction by preventing operator from pulling handle unless feature key is depressed. Sales classified by nine departments or commodities. Lock prevents totaling or sub-totaling by unauthorized persons. Locked in detail tape; tamperproof case. Special tax key for more exact record keeping.



DELUXE
(8MEX)

...for the discriminating

ICE CREAM SODAS

CARBONATES WATER

A GIFT THE ENTIRE FAMILY CAN ENJOY!

Transforms tap water into carbonated club soda for liveliest bar beverages, flavored soda water or ice cream sodas. It's so simple and easy to operate! It's the "life of the party" for the smart host. And, a real "professional-type" soda fountain for the children! Makes champagne and sparkling wines from still wine. No more bottles to store. No more empties to return! Each bulb makes a full quart. Always ready for any unexpected guests! Connoisseur Finishes: Copper-Gold & Black - Turquoise & Yellow — Silver & Red — Specify color.

Syphon Bottle
380/138M1050. Retail $15.00

SPARKLET RED BAND BULBS
—10 to a carton... each bulb makes full quart of soda. Available everywhere!

★ REFILLABLE SYPHON
★ ICE BUTLER
★ ICE CRUSHER

Not only the most beautiful ice container that you've ever seen but the most practical! Holds four full trays of ice cubes and keeps them solid all thru the party!

Stainless steel body — Copper lid, handles and feet. Ice blue plastic liner. Fully insulated with Fiberglas.

CAPACITY, 3 TO 4 TRAYS OF ICE CUBES, HEIGHT 9¼" DIAMETER 9⅝", SHIPPING WEIGHT 4½ LBS.

Ice Butler—380/115M1050
Retail.....$15.00

GIVES A PROFESSIONAL TOUCH TO YOUR HOSPITALITY!

- *Crushes lump or cube ice—fine or coarse*
- *For frozen drinks, iced salads, and desserts, ice bags*
- *Portable—Extra lid transforms container into ice bucket*

Crushes ice INSTANTLY. . . Turn the handle one direction for coarse ice — the opposite for fine. Finest mechanism. Copper top and appointments. Translucent base flecked with gold.

CAPACITY CRUSHED ICE FROM TWO FULL TRAYS. HEIGHT 9½", DIAMETER 4¾", SHIPPING WT 2½ LBS.

Available in Chrome or Copper... Specify Color.
Ice Crusher—380/110M907
Retail.....$12.95

SPARKLET ICE BUTLER

SPARKLET ICE CRUSHER

Set for the Run!

Learn why a new set of ACs can save three times their cost in gasoline!

More cold-weather zip in your engine . . . more power, too . . . and, best of all, gas consumption toboggans to a new low!

If the spark plugs in your car, trucks, tractors or stationary engines have delivered full recommended service life, a new set of ACs can save as much as one gallon of gasoline out of every ten you buy. That's because the exclusive Hot Tip burns off fouling carbon and oil deposits, keeps AC Spark Plugs clean-burning to assure efficient fuel combustion.

ACs are factory equipment on more new cars than any other make. Put a new set of AC Hot Tip Spark Plugs to work in your car and farm equipment, too!

Watch Walt Disney Studios' ZORRO every week on ABC-TV

ACTION *starts with*

AC

HOT TIP
SPARK PLUGS

AC ❁ THE ELECTRONICS DIVISION OF GENERAL MOTORS

Rexall

11 Vitamins, 12 Minerals With Liver, Iron And Vitamin B_{12}

REXALL SUPER PLENAMINS

America's largest-selling vitamin-mineral formula! One daily tablet supplies more than the minimum daily requirement of all vitamins with set minimums. Bottle of 36, $2.39, 72, $4.79, 144..... $7.95

REXALL SUPER PLENAMINS JUNIOR. Multiple vitamin-mineral formula for children 6 to 12. Bottle of 144 tablets, $5.49; 72 tablets, $3.29; 36 tablets . . $1.79

Fight Cold Symptoms 6 Ways

REXALL SUPER ANAPAC

At a sniffle's warning take a Super Anapac! Ingredients in this famous formula help keep your resistance high at the very same time they relieve you of the misery of a cold. To help keep your resistance up, valuable citrus bioflavonoid and high-potency vitamin C supply nutrients vital for healthy "cement" substances between the cells of the body. For welcome relief of nasal distress and the time-tested favorite APC go to work on cold miseries. Antihistamine stops sneezing and lessens nasal congestion. Asp rin and phenacetin ease sore muscles, distress of simple neuralgias and headache. Caffe ne aids the analgesic act or 30, $1.79. 2 98c Neck 72 tablets

$3.49

SUPER ANAPAC JUNIOR for children. 24 tablets, 79¢

Guaranteed Two Years

LUXURY ELECTRIC BLANKET

Fitted foot keeps the blanket snug and warm. It's a washable blend of soft, light-weight, mothproof Acrilan in the 6' x 9' double-bed size. Has a 9-heat dial. With auto matic control

$18.95

OTHER SIZES — Double-bed size with dual control, $24.95; twin-bed size with single control . . $18.45

REXALL ASPIRIN

Contains a full 5 grains. Now you can save 40¢ on new-size bottle of 500! Reg. $1.89.. **$1.49**

WRITING PAPER OR ENVELOPES

Big Value Each pack, 29¢ value **33¢**

QUIK-BANDS

Wider, King-size plastic bandages. Rexall's Pro-Cap adhesive makes Quik-Bands stick better! 25, reg. 49¢ **39¢**

FACIAL TISSUES

Rexall Luxury Tissues. Choose white, pink or yellow. Box of 400, reg. 59¢ **2 for 49¢**

BOBBY PINS

Helen Connell. Rubber tips protect hair and scalp, 60, black or bronze, reg. 25¢, 19¢ ea. . **2 for 35¢**

Save Now On Rexall Antiseptics

REXALL KLENZO

Save 20¢ on Rexall's ruby-red antiseptic mouthwash. Klenzo sweetens breath, has pleasant cinnamon flavor 24-ounce bottle, regularly $1.09 **89¢**

REXALL Mi-31

Save 26¢ on Rexall's amber-clear antiseptic and mouthwash Mi 31 a 7½ contacted germs in seconds! 24-ounce bottle, regularly $1.25.. **99¢**

Stops Annoying Tickle

REXALL TRIPLE-ACTION COUGH SYRUP

Get fast, soothing 3-way relief from coughs due to colds. Triple-Action Cough Syrup's penetrating action soothes irritated throat membranes, thins phlegm and helps to relieve in nor bronchial irritations. This time tested formula acts fast, contains an analgesic that eases the rawness, and relaxes the cough reflex brought on by colds or minor bronchial irritations. Pleasant-tasting and easy to take. 4-oz. **98¢**

CHILD'S FORMULA. 3-oz. bottle.....79¢

REXALL OXY-BIOTIC. A.M. NASAL SPRAY with anti-stain-ine. 200 applications. $1.19

CARA NOME SPECIAL DRY SKIN CREAM, ½ price 7½-oz., $2.50 va., **$1.25**

CARA NOME SKIN CREAM. SAVE $1.01. large 7½-oz. jar, $2.50 value. **$1.49**

CARA NOME ASTRINGENT. SAVE $1.75! 12-oz. King size, $3.00 value. . . . **$1.25**

CARA NOME SKIN FRESHENER. SAVE $1.22! 12-oz. King size, $2.50 value..... **98¢**

STAG DE LUXE HAIR OIL. Save 40¢ on the 10-oz. King size. $1.38 value ... **98¢**

STAG VITA HAIR TONIC. $1.38 value.. **98¢**

REXALL WITCH HAZEL. full pint . . . . **69¢**

REXALL ANTIHISTAMINE TABLETS quickly relieve sneezing and sniffles due to colds and hay fever. 25 mgs., 100 tablets, $1.79; 25 mgs. 15 tablets, only..... **49¢**

REXALL RUBBING ALCOHOL, pint.....**79¢**

REXALL GLYCERIN SUPPOSITORIES. Save 20¢. 24, adult or infant, reg. 89¢..... **69¢**

REXALL ASPIRIN. Child's 20 tablets. **25¢**

REXALL BORIC ACID POWDER. 4-oz.. **42¢**

REXALL MILK OF MAGNESIA. Save 14¢ on the full quart, reg. 93¢, now **79¢**. Milk of Magnesia Tablets. 250, reg. $1.89.

REXALL SACCHARIN TABLETS. Save 32¢ on 1000 ½-grain tablets, reg. $1.30, now **98¢**. 1000 ¼-grain tablets, reg. $1.19, now **89¢**

ELKAYS AIR REFRESHER, aerosol Save 50¢! 12-oz. King size, $1.79 value **$1.29**

REXALL HYGIENIC POWDER, lb . . **$1.89**

REXALL MINERAL OIL, pint.. . **74¢**

REXALL GLYCERIN, ½ pint . . **$1.09**

REXALL EPSOM SALT, 4-oz. **25¢**

Save Now On Rexall Hide Varicose Veins With Sheer, Full-Fashioned

SUPP-HOSE

The Sheerest Nylon-Elastic Hosiery Yet!

Slender threads, twice as thin as in old-style elastic stockings, make these 51-gauge glamour hose so sheer you'll be amazed at their firm, scientifically-correct support. A special, non-shiny finish dis guises veins . . . gives Supp-hose the look of sheerest evening hosiery. Developed for Spunize, they give you the trim-limbed look you've envied, without the bulk so obvious in ordinary elastic stockings. Choose either Allure-beige or white. Available in petite, regular or tall size. . . **$4.95**

For Acid-Upset Stomach

BISMA-REX MATES

KING SIZE 150 TABLETS

Fast, prolonged relief! Rexall's famous antacid formula in handy tablet form. 75, 89¢. 150, **$1.49**

BISMA-REX POWDER

New formula with 6 antacids for "relay" relief. 4¾-oz., 89¢. Lb., **$1.98**

SAVE 9¢

REXALL PLASTIC TAPE AND GAUZE BANDAGE

Tape with Pro-Cap adhesive and 2"-wide gauze. Both, a 36c value, **47¢**

WATERPROOF TAPE and QUIK-PADS COMBINATION. 55¢ value. **47¢**

Save 41¢

STAG AFTER SHAVE LOTION

Stag's famous tang is fresh as all outdoors! Feels clean, cool, crisp . . . adds a bracing final touch to your shaving. This big, handsome, 10-ounce bottle with a gold cap is a $2.00 value. During January you save at **$1.59**

Save 60¢

STAG AEROSOL SHAVE CREAM

Just press the trigger! Instantly you get rich and foamy lather that holds its moisture to get up whiskers for a closer, cooler shave. This large-size, 15-ounce aerosol can at a $1.38 value, now reduced to. . **98¢**

Antibiotic Throat Troches

REXALL BIOKETS

Pleasant-tasting wafers quickly soothe . . . help check the growth of many bacteria. An anesthetic eases simple sore throat and relieves irritation and associated coughs. Economy-size bottle of 35 troches **$1.29**

REXALL NASOTHRICIN NASAL SPRAY

Save 20¢ on the special Rexall formula! Contains antibiotic Tyrothricin that helps check the growth of many bacteria. Other ingredients penetrate and clear the nasal passages, relieve stuffy nose due to allergy. Easy to use in the ½-ounce squeeze-bottle. Reg. 89¢ **69¢**

Spray On—Rub Briskly

REXALL ALCO-MIST AEROSOL BODY SPRAY

A cool, refreshing spray from Rexall's new aerosol. Alco-Mist invigorates and tingles; soothes muscular aches due to exertion. No spilling, no waste. The Alco-Mist formula contains a special sun-softening ingredient and hexachlorophene — an effective deodorant. 7-oz. aerosol can, only **98¢**

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

SPARTUS CAMERAS

ALL SPARTUS CAMERAS ARE GUARANTEED / FREE FILM OFFER PAYS IN SAVINGS FOR YOUR OUTFIT.

A NEW SPARTACORD REFLEX 17 PIECE CAMERA OUTFIT

CHECK THESE HIGH QUALITY FEATURES—Hard-coated F7.7 color-corrected Achromat Lens. Automatic Dual Focusing —8 ft. to infinity. Easy-to-Use Exposure Selector. Synchronized for Flash. Push-Button Shutter and Re-Set Lever for accurate shutter speed. Sturdy all-metal construction with chrome finish, leather grain and satin chrome trim.

- Spartacord Camera
- Ejector Flash Gun
- Deluxe Gadget Bag
- Eight Flash Bulbs
- Two Rolls Eastman Film
- Two Batteries
- Two Photo Booklets
- Free Film Certificate

10Q18-2331 Outfit ..... Retail $34.95

11Q110-1864 Camera and Gun Only .. Retail $27.95

B SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

The adjustable focusing mount on the Super R-1 Reflex is an exclusive feature no other camera in its price class can offer. SUPER R-1 ALSO FEATURES —Focusing Mount Adjustable from 6 ft. to infinity. Built-in Flash Synchronization. Precision Achromat color corrected lens, variable Lens Settings F7.7 to F.22. Reflex View-Finder. Rich Mahogany Finish.

- Super R-1 Camera
- Eight Flash Bulbs
- Two Batteries
- Two Flash Books
- Ejector-Type Flash
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

10Q20-1663 Outfit ..... Retail $24.95

C SPARTUS FULL VUE 17 PIECE CAMERA OUTFIT

This complete twin lens reflex is America's easiest-to-use camera. Fixed focus lens takes 12 perfect pictures every time in color, flash or black and white . . . the perfect gift selection. FULL VUE OFFERS YOU THESE FINE FEATURES Prefocused precision twin lens. Big, clear reflex view-finder. Built-in synchromatic flash.

- Full-Vue Camera
- Eastman 120 Film
- Two Flash Photo Booklets
- Two Batteries
- Chrome Ejector-type Flash Gun
- Eight Flash Bulbs
- Tan Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

10Q19-1330 Outfit ..... Retail $19.95

11Q111-900 Camera and Gun Only... Retail $13.50

D SPARTUS 35MM 16 PIECE CAMERA OUTFIT

America's easiest-to-use 35 MM Camera . . . The SPARTUS "35" is a superb choice for prize-winning pictures and color slides. Precision built, with a rich mahogany and satin chrome finish. SPARTUS "35" OUTSTANDING FEATURES—F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector. Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Synchronized flash.

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight Flash Bulbs
- Eastman 20 Exposure Film
- Two Batteries
- Free Film Certificate

10Q21-1997 Outfit ..... Retail $29.95

11Q112-1263 Camera and Gun Only . Retail $18.95

SPARTUS
CAMERAS

ARE NATIONALLY ADVERTISED IN **LIFE**

ALL SPARTUS CAMERAS ARE **GUARANTEED**

FREE FILM FOR ONE WHOLE YEAR

Send each roll of undeveloped film to Spartus with $1.00 (or $1.75 with 35mm film) to cover cost of development and printing. You receive JUMBO-SIZE prints plus one roll of Eastman or Ansco film ABSOLUTELY FREE! And you continue to receive a free roll of film along with your prints for one full year.

A THE SPARTAFOLD 17 PIECE CAMERA OUTFIT

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. The ideal camera for taking all those wonderful close-up family shots you will treasure.

SPARTAFOLD HIGH QUALITY FEATURES INCLUDE — Easy-To-Use Exposure Selector. Precision fixed Focus Lens. Sturdy All Metal Construction

- Spartafold Camera
- Eight Flash Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Batteries
- Two Rolls Eastman Film
- Free Film Certificate

10Q22-1864 Outfit ..... Retail $27.95

B THE SPARTUS "620" REFLEX

This is the lowest priced, easy-to-use high quality reflex camera on the market today. No adjustments to make and you see the actual picture in this big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES — Durable Construction with Silver-Gray Finish. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Synchronized Plug-in Flash.

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four Flash Bulbs
- All-Purpose Travel Case
- Two Batteries
- Shoulder Strap
- Free Film Certificate

10Q24-997 Outfit ..... Retail $14.95

C THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

An ideal camera for everyone in the family . . . no adjustment necessary to take beautiful color or black-and-white pictures . . . the perfect gift!

SPARTUS "120" FEATURES — Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

- Spartus "120" Camera
- Handy Gadget Bag
- Four Flash Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Batteries
- Free Film Certificate

10Q25-663 Outfit ..... Retail $9.95

Printed in U.S.A.

SPARTUS CAMERAS

ALL SPARTUS CAMERAS ARE GUARANTEED

FREE FILM OFFER PAYS IN SAVINGS FOR YOUR OUTFIT.

A NEW SPARTACORD REFLEX 17 PIECE CAMERA OUTFIT

CHECK THESE HIGH QUALITY FEATURES—Hard-coated F7.7 color-corrected Achromat Lens. Automatic Dual Focusing—3 ft. to infinity. Easy-to-Use Exposure Selector. Synchronized for Flash. Push-Button Shutter and Re-Set Lever for accurate shutter speed. Sturdy all-metal construction with chrome finish, leather grain and satin chrome trim.

- Spartacord Camera
- Ejector Flash Gun
- Deluxe Gadget Bag
- Eight Flash Bulbs
- Two Rolls Eastman Film
- Two Batteries
- Two Photo Booklets
- Free Film Certificate

28110 A2331 6A2097 Outfit .....Retail $34.95
28111 A1864 6A1677
Camera and Gun Only.....Retail $27.95

B SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

The adjustable focusing mount on the Super R-1 Reflex is an exclusive feature no other camera in its price class can offer.

SUPER R-1 ALSO FEATURES Focusing Mount Adjustable from 6 ft. to infinity. Built in Flash Synchronization. Precision Achromat color-corrected lens, variable Lens Settings—F7.7 to F.22. Reflex View-Finder. Rich Mahogany Finish.

- Super R-1 Camera
- Eight Flash Bulbs
- Two Batteries
- Two Flash Books
- Ejector-Type Flash
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

28117 A1663 6A1497 Outfit .....Retail $24.95

C SPARTUS FULL VUE 17 PIECE CAMERA OUTFIT

This complete twin lens reflex is America's easiest-to-use camera. Fixed focus lens takes 12 perfect pictures every time in color, flash or black and white . . . the perfect gift selection.

FULL VUE OFFERS YOU THESE FINE FEATURES Prefocused precision twin lens. Big, clear reflex view-finder. Built-in synchromatic flash.

- Full-Vue Camera
- Eastman 120 Film
- Two Flash Photo Booklets
- Two Batteries
- Chrome Ejector-type Flash Gun
- Eight Flash Bulbs
- Tan Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

28112 A1330 6A1197 Outfit .....Retail $19.95
28113 A900 6A810
Camera and Gun Only.....Retail $13.50

D SPARTUS 35MM 16 PIECE CAMERA OUTFIT

America's easiest-to-use 35 MM Camera . . . The SPARTUS "35" is a superb choice for prize-winning pictures and color slides. Precision built, with a rich mahogany and satin chrome finish.

SPARTUS "35" OUTSTANDING FEATURES—F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector. Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View Finder. Synchronized flash

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight Flash Bulbs
- Eastman 20 Exposure Film
- Two Batteries
- Free Film Certificate

28095 A1997 6A1797 Outfit .....Retail $29.95
28114 A1263 6A1137
Camera and Gun Only. ... .Retail $18.95

SPARTUS

CAMERAS

ARE NATIONALLY ADVERTISED IN LIFE

ALL SPARTUS CAMERAS ARE **GUARANTEED**

FREE FILM FOR ONE WHOLE YEAR

Send each roll of undeveloped film to Spartus with $1.00 (or $1.75 with 35mm film) to cover cost of development and printing. You receive JUMBO-SIZE prints plus one roll of Eastman or Ansco film ABSOLUTELY FREE! And you continue to receive a free roll of film along with your prints for one full year.

A THE SPARTAFOLD 17 PIECE CAMERA OUTFIT

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. The ideal camera for taking all those wonderful close-up family shots you will treasure.

SPARTAFOLD HIGH QUALITY FEATURES INCLUDE — Easy-To-Use Exposure Selector. Precision fixed Focus Lens. Sturdy All-Metal Construction.

- Spartafold Camera
- Eight Flash Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-in Flash Gun
- Two Batteries
- Two Rolls Eastman Film
- Free Film Certificate

28115 A1864 6A1677 Outfit....Retail $27.95

B THE SPARTUS "620" REFLEX

This is the lowest priced, easy-to-use high quality reflex camera on the market today. No adjustments to make and you see the actual picture in this big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES — Durable Construction with Silver-Gray Finish. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Synchronized Plug-in Flash.

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four Flash Bulbs
- All-Purpose Travel Case
- Two Batteries
- Shoulder Strap
- Free Film Certificate

28116 A997 6A897 Outfit.....Retail $14.95

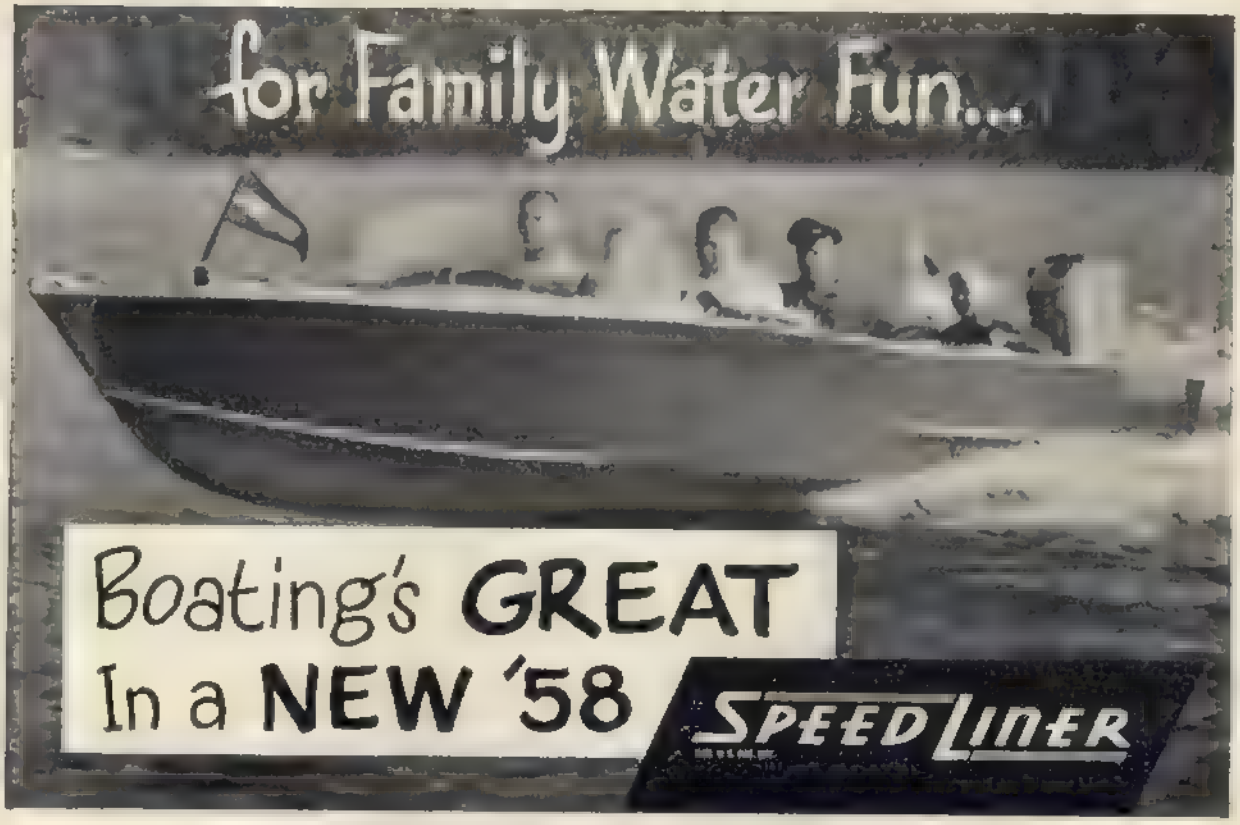
C THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

An ideal camera for everyone in the family . . . no adjustment necessary to take beautiful color or black-and-white pictures . . . the perfect gift!

SPARTUS "120" FEATURES — Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

- Spartus "120" Camera
- Handy Gadget Bag
- Four Flash Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Batteries
- Free Film Certificate

28094 A663 6A597 Outfit.....Retail $9.95



FASTER—SAFER—MORE RUGGED

Sightseeing or water skiing, whatever your reason for buying your family a boat, Speedliner's the boat to buy in '58

Speedliner for '58 combines new speed, stamina and styling into the most beautiful and exciting fleet afloat...26 rakish, precision made Philippine Mahogany Plywood boats that offer you features like a deeper boat at the stern (for safety), more luxurious interiors, stronger, more rigid bottoms, and smoother riding.

And if fiberglass is your fancy, Speedliner has four stunning new models ranging from 14 to 16 feet. But see all the new '58 Super Speedliners at your dealer or send for a copy of the new '58 Speedliner catalog. It's free! Just use the coupon below.

Stock runabout racing models available for all classes

Model M-118 NAMDRAH — newest, trimmest 18' Speedliner with 72" beam. A 7 passenger liner! Convertible Top optional.

Model M-116 TROPICANA 1958 redesigned 6-passenger 16' model with many new features. Very smooth riding

Model M 514, DAMARA, new, 1958 5-passenger 14' 10" Speedliner fiberglass hull. Streamline fins optional.

Model M 114 TROPHY, 1958 style—Fast 6 passenger, easy riding, quick turning 14' runabout. Beautiful to handle.

NEW! SPEEDLINER AQUADYNAMIC WATER SKIS

Enjoy the family fun of water skiing with the strongest, safest water skis made—9 ply Philippine Mahogany Aquadynamic Speedliners. Available in popular sizes and in low-cost kits. Mail coupon below today!

GENERAL MARINE COMPANY

Dept. 418, 6th & Oak St., St. Joseph, Mo.
Please send me complete details on items checked

- ☐ Speedliner Boats for '58
- ☐ Boat Kits
- ☐ Fiberglass Models
- ☐ Water Skis and Kits
- ☐ Marine Plywood
- ☐ Protected Dealerships

NAME _____

ADDRESS _____

CITY _____ STATE _____

NOTHING HOLDS LIKE SPERRY TOP-SIDERS

FOR STORMY WEATHER

FOUL WEATHER BOOT

New half-length over-the-shoe boot. Feather-light top. Snap adjustment. Black. Men's 6-12.

$9.95

KNEE LENGTH

Pilot—worn over shoe. Lightweight, stowable, knee-strap adjustment. Black. Men's 5-13.

$12.50

KLINGTITE

—worn over sock. Rugged, stand-up top, cushion inner sole. Black. Men's 7-12. $13.50

$18.95 (x-large higher)

WATERPROOF FOUL WEATHER SUIT

New safety suit for recreational boating—opens with a pull. Lightweight oil-resistant neoprene—every seam vulcanized water tight. Strong, fine woven cotton protective lining. Faded blue in x-small, small, medium, large, x-large.

FOR THE CASUAL SAILOR

$8.95

NEW! TOP-SIDER PUMP

New favorite fashion with real safety! Elastic zed edge hugs low—permits even suntan. White, red, sand and blue. Women's narrow 5-10, Medium 4-9.

$19.95

LEATHER OXFORD

Soft hand-crafted, water-resistant elk—so light it actually floats. Genuine steel shank. Men's narrow or wide, 6-13. Women's narrow 5-10, med. 4-9.

$8.95

LIGHT-BUOY*

New floating sole! Easy-on, easy-off slipon with firm arch support. Greatest grip ever. Navy, natural. Men's 5-13. Women's 3-10.

*Sole Construction Patented

$8.95

COMMODORE OXFORD

Insulating cork heel and platform. Smart, but comfortable! Special shank gives firm support. White or navy duck, faded blue denim. Men's 5-14. Women's 3-10.

for your personal safety afloat and ashore

FOR THE ACTIVE SAILOR

$8.95

$7.95 Junior

CANVAS OXFORD

Amazing flexibility, double-deep heel cushioning. Loose-lined for breezy non-chafing comfort. White, navy. Men's 5-14. Women's 2½-10½. Junior 1-4½.

$8.95

RACQUET OXFORD

Sponge-cushioned arch. Reinforced at toe and sides for extra-long wear. White. Men's 4-14.

$16.95

ELK MOCCASIN

Soft, water-resistant elk, hand sewn for "cold shoe" comfort on ship or shore. Brown—narrow or wide. White—men's wide, women's narrow. Men's 6-13, Women's 4-9.

At leading Marine, Sports, Shoe and Dept. Stores —write for dealer name.

SPERRY TOP-SIDER®

Rubber Avenue, Naugatuck, Conn.

Blue Dresden Originals

The most authentic of the famous MEISSEN pattern

- IMPORTED, MADE BY FINEST CRAFTSMEN
- FINEST QUALITY TRANSLUCENT PORCELAIN
- SEEN IN "HOUSE BEAUTIFUL" AND "AMERICAN HOME"
- NEVER BEFORE SO ECONOMICALLY PRICED

IMPORTED

CHINA WARE

by SPHINX

[A] **5-PIECE PLACE SETTING**—To make dining an extra special occasion. To thrill your guests with magnificent table service. This 5 piece place setting includes 1 9"-dinner plate, 1 6"-bread & butter plate, 1 5½" dessert dish, 1 cup 1 saucer. Shp. Wt. 3 lbs

18021A267 - 5-pc. PLACE SETTING ....Retail $4.00

20-PIECE STARTER SET—You may purchase a 20-piece starter set of this wonderful dinner ware This is a complete service for 4 which Includes: 4 9"-dinner plates, 4 6"-bread & butter plates, 4 5½"-dessert dishes, 4-cups and 4-saucers. Shp. Wt 12 lbs

18023A1040 - 20-pc. STARTER SET. Retail $13.60

5-PIECE COMPLETER SET—To go with this fine Blue Dresden china you can have a wonderful, serviceable completer set consisting of matching 11"-meat platter, 9½"-vegetable dish, a creamer and a covered sugar bowl.. Shp. Wt. 5 lbs.

18022A737 - 5-pc. COMPLETER SET....Retail $11.00

[B] **5-PIECE COFFEE AND TEA SET**—For coffee time or tea time here's a real charmer. Five unique pieces that will enchant you and your guests. Set consists of a 6 cup covered coffee pot, a covered sugar bowl and a creamer. Shp. Wt 4 lbs.

18025A400 - 5-pc. COFFEE & TEA SET Retail $6.00

[C] **5-PIECE EGG CUP SET**—A beautiful, cheerful 5-piece egg service set. A showpiece for your kitchen, breakfast or dining table. Shp Wt. 3 lbs

18024A400 - 5-pc. EGG CUP SET..... Retail $8.00

5-PIECE BLUE DRESDEN HOSTESS T. V SNACK SET—An ever so practical set for serving coffee, cake or sandwiches These unusual oval shaped plates have special recessed holders for cups Makes any informal serving enjoyable and convenient—no more awkward juggling! Shp Wt 4 lbs

18026A400 - 5-pc. HOSTESS SET . .Retail $6.00

4-PIECE BLUE DRESDEN TABLE ACCESSORY SET—Four delightful pieces to make dining service complete Set consists of a salt & pepper shaker and a utility dish and cover which is perfect for serving butter, cheese, muffins etc. A cheerful accessory set for any table setting. Shp Wt. 3 lbs.

18027A400 - 4-pc. TABLE ACCESSORY SET Retail $6.00

For the discriminating hostess . . .

IMPORTED GIFTS

Lovely **CHINA** *and Hand Painted*

CERAMICS

by SPHINX

23-PIECE IMPORTED TRANSLUCENT CHINA TEA SET—Graceful luncheon set decorated with charming "Moss Rose" pattern. Captures the feeling and beauty of traditional china. This delicately shaped china with its sparkling gold trim is hostess-right for every occasion. Service for 6. Set consists of 6 cups, 6 saucers, 6 7"-plates, large covered 6 cup tea pot with covered sugar bowl and creamer. Shp Wt 9 lbs.

18014A60D - 23-pc. COFFEE & TEA SET. . . . . . **Retail $8.00**

7 PIECE IMPORTED CERAMIC JUICE SET—Large 40 oz., 8½" high pitcher, 6 large size tumblers with colorful raised fruit design. Apples, pears, oranges, grapes . . . so real, they look good enough to eat. Charming to see—and to serve in! Shp. Wt. 3½ lbs.

18018A200 - 7-pc. JUICE SET . . . . . **Retail $3.00**

11 PIECE IMPORTED HOSTESS T V SNACK SET—Adorable Moss Rose patterned china decorated with sparkling gold trim. Ideal set for serving coffee and cake, snacks or sandwiches. Unique oval or plates from knees. Service for 4 includes 4 cups, 4 over-sized plates, creamer and covered sugar bowl. Shp Wt 5 lbs.

18015A40D - 11-pc. HOSTESS SET

Retail $6.00

7-PIECE IMPORTED DESSERT SET—Hostess service with party glamour. Large 7½" diameter bowl, 6 coupette dishes. Tasteful tempting settings for ice cream, jello or puddings. Perfect for formal or informal dining. A most welcome gift anytime. Shp Wt 3½ lbs.

18019A334 - 7-pc. SHERBET SET **Retail $5.00**

IMPORTED INSTANT COFFEE JAR, BUTTER & CHEESE DISHES—Practical, snowy white china with famous "Moss Rose" pattern. Cork-rim, air tight jar holds large quantity of instant coffee. Matching butter dish holds ¼ lb of butter. Matching cheese dish holds 1 lb of cottage cheese or use for jam or olives. Shp. Wt. 3½ lbs.

18016A334 - Coffee Jar, Butter & Cheese Set. $5.00

IMPORTED SOUP TUREEN OR SAUCE BOWL—Authentic reproduction of a fine old antique. Exquisitely shaped and decorated with a Colonial Scene. Perfect for serving soup or sauce. A display piece just "sitting pretty" on buffet or dining room table. A conversation piece when serving. Holds about ¾ quart. Shp Wt 3½ lbs.

18017A300 - Soup Tureen **Retail $4.50**

9-PIECE IMPORTED PUNCH SET—An exquisite set you'll be proud to show. 1 large 2½ quart pitcher, 8 6-oz. coupette cups with colorful raised fruit design on white glazed ceramic ideal for any beverage or water serving occasion. Shp. Wt. 4½ lbs.

18020A334 - 9-pc. PUNCH SET **Retail $5.00**

Lightweight

Does tough bucking jobs . .

Fells trees

For trimming, limbing

Easy overhead trimming

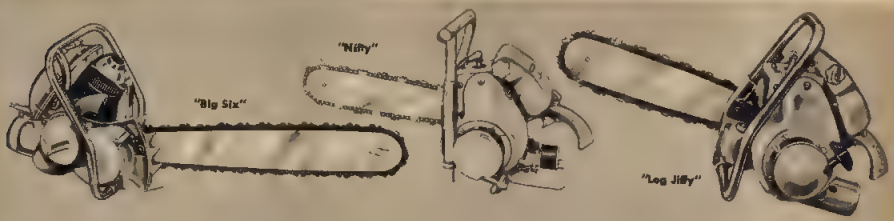
Equipped with effortless recoil starter; instant "on-off" safety toggle switch.

TRAMS Lightweight Direct Drive Chain Saws

Lightweight, easy to operate—Trams chain saws are efficient, precision-built "one-man" saws that zip through toughest cutting jobs in no time. Ideal for general use, for farmers, estate and resort owners . . . designed for high speed pulp cutting, saws deliver full 3½ HP to cutting chains. Easy to handle when pruning, felling, bucking and limbing trees or cutting fence posts. Aviation diaphragm-type carburetors permit cutting in any position or angle. Safe to operate, all saws are equipped with flame and sparkproof mufflers that direct exhaust away from operator. 4-pint capacity fuel tank has spill proof automatic vented cap. Famous Oregon Chipper Chain with hard chromed teeth . . . specify ⅜" or ¼" pitch. Shipped direct from factory in Illinois

52-6736 D13900 14" Chain Saw, 3½ HP 2-cycle engine, 28 lbs **$184.95**
52-6764 D14300 16" Chain Saw, 3½ HP 2-cycle engine, 30 lbs . . . **189.95**
52-6772 D14950 19" Chain Saw, 3½ HP 2-cycle engine, 32 lbs **198.95**
52-6780 D15750 22" Chain Saw, 3½ HP 2-cycle engine, 34 lbs . . **209.95**

Saws with 5½ HP Heavy Duty 2-cycle engines . . built for big timber jobs—for commercial operation. Aviation diaphragm-type carburetors. Specify ¾" or ⅜" pitch hard chromed Oregon Chipper Chain. Shipped from Ill.
52-6798 D18800 24" Chain Saw, 5½ HP 2-cycle engine, 35 lbs . . . **$249.50**
52-6806 D19500 30" Chain Saw, 5½ HP 2-cycle engine, 37 lbs **259.50**



Nationally Advertised LANCASTER Saws

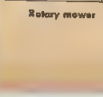
The "Big Six" Chain Saws. Big 6 HP West Bend 2-cycle engine delivers sustained power for heavy, tough timber cutting jobs. Reliable all-position diaphragm carburetor permits operation at any angle, in any position. Equipped with fully automatic clutch and pistol grip throttle handle, special hi-temper armored nose guide bar and positive chain tightener. Recoil starter. From Pa.
52-6902 D24500 24" Saw. 33 lbs **$349.95**
52-6970 D25200 30" Saw. 35 lbs . . . . . [illegible]
52-6948 D25900 36" Saw. 37 lbs **369.00**

"Nifty" Chain Saws. Lightweight . . . ideal for suburbanites, part-time farmers. Well balanced, easy to handle—cut within a few inches of the ground for felling and brush cutting jobs. Float-type carburetor mounted at 45° angle enables operator to use saw at full speed in normal positions. 3 HP 2-cycle engine with recoil starter. ½" pitch chromed hardened chain. From Pa.
52-6814 D10450 14" Saw. 26 lbs . . . **$149.50**
52-6822 D11850 16" Saw. 28 lbs **169.50**
52-6830 D12250 19" Saw. 30 lbs **176.50**

"Log Jiffy" Saws . . . with direct drive. Ideal for the professional wood cutter—for farmers, contractors, tree surgeons. Compact, lightweight and easy to handle, these efficient saws are built to last. Equipped with powerful 3 HP engines, automatic recoil starters, fuel-pump diaphragm carburetors, flame arresting mufflers. High speed ½" pitch chrome hardened chains. From Pa.
52-6939 D12400 16" Saw. 30 lbs **$192.00**
52-6947 D12950 19" Saw. 32 lbs **199.50**
52-6954 D14850 24" Saw. 34 lbs **212.50**

Handles every garden job with ease and speed!

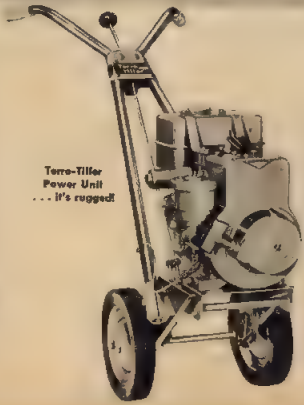
A year 'round helper for home owners who want a beautiful lawn and garden without back breaking labor. With the self-propelled Terro-Tiller power unit, you choose the attachments you need for finest lawn care and productive, beautiful gardens. Change attachments in minutes without tools . . . just flip lock lever down, put belt on power take-off and you're ready to go. Husky power unit cuts down hours of work to minutes of fun —you just get behind it and steer. Powerful 2½ HP Briggs & Stratton 4-cycle engine with recoil starter is air-cooled and equipped with governor driven throttle control. Adjustable tubular steel handle with fingertip controlled clutch can be raised or lowered easily.



Rotary mower

Edger-trimmer

Reel-type mower



Terro-Tiller Power Unit . . . it's rugged!

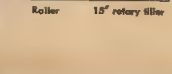
GEORGE Terro-Tiller

Power Unit and 5 Attachments

Built-in 10" semi-pneumatic transport wheels with pre-oiled friction-free bearings move easily over level or hilly ground. You need never lift the unit!
52-4173 D6750 Power Unit. Wt 57 lbs **$90.00**
52-4181 D4450 21" Mower. Wt. 75 lbs. . . **59.50**
52-4199 D4480 15" Rotary Tiller (ball bearing gear box). Wt. 40 lbs **$59.50**
52-4207 D4480 18" Roller. Wt. 90 lbs. **59.50**

Reel-Type Mower—power drive reel, ball bearing equipped. 10" wheels, 21" cut. Wt. 50 lbs.
52-4215 D5225 Reel-Type Mower **$69.50**

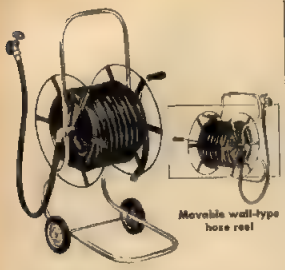
Double-Duty 8" Edger-Trimmer. Self renewing blade, safety depth adjustment. Wt. 35 lbs.
52-4223 D4450 Edger-Trimmer **$59.50**



Roller

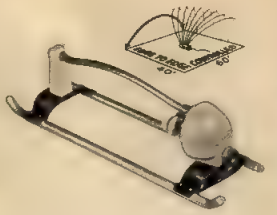
15" rotary tiller

Terro-Tiller and attachments shipped from Ill.



CAL-DAK PORTABLE HOSE REEL. Stores over 200 ft. ¾" O.D. hose. Tubular steel base; rubber tired wheels. Hose stays permanently connected to swivel coupling. All steel; with 3½ ft. flexible leader hose assembly.
52-6145 C997 Hose Reel..... **$14.95**
Movable Wall-Type Reel. As above; requires 20x20x24" height for wall mounting.
52-6152 C797 Wall Mount Reel .. **$11.95**

ROYALITE U.S. GARDEN HOSE . . . finest quality. Made of tough, transparent plastic—won't leak, fade, crack or rot even if left out in the sun. Resists kinks—comes with full 10 year guarantee! Re-attachable couplings of anodized, aircraft tested aluminum . . lightweight and durable. ¾" diameter.
52-4371 B464 Clear Green. 50-ft. **$6.95**
52-4363 B274 Clear Green. 25-ft. **4.10**



MELNOR SWINGIN' SPRAY . . . saves time, work and water! Perma-sealed, self-oiling motor unit separates water flow from motor. Covers large rectangular areas uniformly. Fingertip control for full, partial, right or left side spray. Operates on 2 to 125 lbs pressure
52-4256 B915 Waters 40x60 ft. area. **$13.95**
52-4413 B725 Waters 40x50 ft. area.. **10.95**
52-4249 B597 Waters 38x46 ft. area. . **8.95**

3-PC. PLANTER GIFT SET. Self-watering fiberglass Hydro-Wick inside planters keeps plants healthy the trouble-free way! Streamlined, unbreakable plastic set is leak-proof, can't stain furniture. Includes two 4x3½" planters (wonderful for African violets) and 1-qt watering pot. Almond green, satin-black bases.
52-6244 B330 Set. . . . **$4.95**

TRIPOD URN PLANTER. An elegant addition to any room's decorating motif . . . and big enough to take your most important plantings. Unbreakable white plastic pot is leakproof and rustproof—measures 12" diameter, 12" deep. Slim brass legs give perfect balance, firm support. Overall ht. 30". Beautiful setting for plants!
52-6251 B463 Planter Urn. **$6.95**

FLOWERBOX, ACCESSORIES....molded of leakproof reinforced fiberglass. Use flower box indoors or out, with or without 25" black wrought iron stand. For window box, add cadmium plated brackets. 5¼x30" box in Dk. Green, Brick Red or White. Specify color.
52-6277 B237 Box only **$3.55**
52-6265 B263 Stand only **3.95**
52-6293 B60 Brackets, Pr. **0.90**

CONCERTO PLANTER. . . combine delicate grace with lasting quality. Made of leakproof, rustproof white plastic—won't rot, break or peel. Classic design of gold and black front blends beautifully with any setting. Graceful trellis supports ivy, etc. Smart brass rings permit easy handling. Overall ht. 23". Box is 17x5⅛x5⅛".
52-6269 B397 Planter. . . . **$5.95**

Ⓔ

Ⓔ **STAINLESS GARDEN TOOL SET.** Perfect gift for your "green thumb" friend! 3 tools of finest stainless steel, all with "weatherproof" hardwood handles. Absentminded gardeners can leave them outdoors all winter, find them bright as new! Won't rust or stain, take lots of abuse. Includes trowel, rake, sharp-edged pointed hoe.
52-4801 B300 Garden Tool Set **$4.49**

Ⓕ **WISS HOUSE'& GARDEN KIT.** An indispensable set that will be in use constantly! These chrome-plated stainless steel shears will never rust or stain, stay shiny-bright. Flower Shears cut and hold stem in one operation. Pruning Shears cut cleanly, easily. Kitchen Shears cut vegetables, remove caps, open bottles. Set of 3 in plastic holder.
52-4587 B600 Wiss Kit..... . . . **$9.00**

Ⓕ

Stamas BIG 19' CLEARWATER for '58
CHOICE FROM EVERY ANGLE
IT'S EXCITING TO OWN A "STAMAS"
PHOTOGRAPHED AT CYPRESS GARDENS
"Write Dept. M. for information. See our complete line displayed at Chicago Boat Show, Booths 915-916-951-952"
Stamas
BOATS INC.
TARPON SPRINGS, FLA.

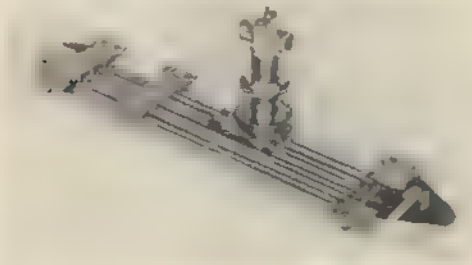
CLEAN-FLO KEEL COOLERS STREAMLINED

The Water Clean-Flo Keel Coolers have been completely streamlined for easy flow of water over fittings and tubing. This is an advanced type of closed cooling system and can be supplied for engines of 5 to 500 hp. A fresh water keel cooler gives protection against rust corrosion, dirt, and sand.

The Walter Keel Cooler is flush-mounted outside the hull toward the stern, and the fresh water is cooled by a simple procedure. The cooling fresh water passes through one compartment from the engine to the cooling tubes outside and returns to the engine. Only one opening is required for the installation.

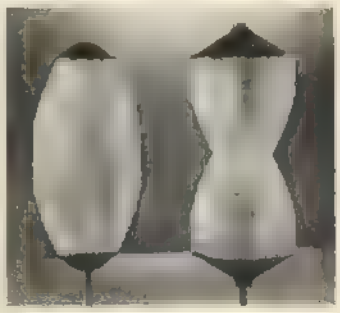
This system is good for all-winter operation, since anti-freeze can be used for operation or lay-up during winter months and eliminates the necessity of draining the engine.

The Walter Keel Cooler is available in sizes for all types of gasoline and diesel engines and also for both wooden and metal hulls. It is manufactured by the Walter Machine Co., Inc., 90 Cambridge Ave., Jersey City 7, New Jersey. They also make V-Drives, Transfer Drives, Reduction Gears, Down Angle Reduction Gears, and Propeller Pullers.



The Walter Clean-Flo Keel Cooler prolongs engine life by guarding cooling systems against corrosion.

ELECTRO MARINE OFFERS BOATING SPECIALTIES



The Electro Marine Reflector can be seen from any angle from three feet to one thousand feet.

Several items of practical value to the yachtsman are being offered this year by Electro Marine Products, Inc., 4458 Coolidge Highway, Box 522, Oak Ridge Station, Royal Oak, Mich.

The Electro Marine reflector constructed of thousands of specially ladded and hermetically sealed prisms, can be seen from any angle from three to 1,000 feet. Under shock loadings there is less than ¼" deflection in the Flexible Engine Mount, yet it functions equally as well under static or running load conditions.

The Dual-Flex Engine Coupling eliminates or reduces transmission of noise and vibration between the engine and propeller shaft. It also acts as an insulator between engine and shaft to help fight electrolysis. The Electro Marine Refrigeration Unit can convert any ice box (up to 15 cubic feet) into automatic electric refrigeration.

A heavy duty marine rectifier for transforming shore current down to 12 volt D.C. or 32 volt D.C. is the Electro Marine Converter. Manually controlled through a Hi-Lo switch, it may be set for a high charging rate for low batteries or heavy loads, or switched into low for trickle charging or maintenance of batteries for long periods under light load conditions.

27' SEA LION CRUISER

BUILT THE MODERN WAY—

—Fiberglass, of Course

Whether you choose the fabulous new Sea Lion or the exciting Sea Eagle—or any other Gold Coast Fibercraft by Salerno, you choose the best.

The Sea Lion accommodates two, has galley and enclosed head. Twin Gray 100's give 28 mph. The Sea Eagle 22, available in utility, Express or Cruiser models, has single or twin-screw Gray options to 100 hp. Both are sportsman's boats, designed and built for minimum maintenance and max mum use.

Other models are 15½' Sea Dart and Sea Rover and the 18' Sea Mink.

SALERNO SHIPYARD, INC.

P. O. Box 18, Salerno, Florida

22' SEA EAGLE HARDTOP

The *NEW*

LATHAM *Axial Flow* Supercharger

IS NOW AVAILABLE for

DEARBORN INTERCEPTOR ★ CHRYSLER IMPERIAL

also for the Marine Conversions of

CADILLAC ★ OLDSMOBILE ★ CHEVROLET and FORD L-HEAD V-8

Installing the Latham Axis Flow Supercharger is the most economical and surest way to obtain TOP PERFORMANCE. Send us the name of your motor and we'll mail you some interesting information.

LATHAM MFG. CO. Dept. M-4, Post Office Box 165 West Palm Beach, Florida

STEP SAFELY with TIDE-RIDE (Pat. Pend.)

Revolutionary new boarding ramp with HORIZONTAL STEPS that AUTOMATICALLY ADJUST to high or low tide

LIGHT • STRONG • EASY TO STORE

At aches Simply to Present Fitting of Most Boats. Makes [illegible] not a permanent [illegible]. Write for descriptive brochure or visit [illegible]

TIDE-RIDE BOARDING RAMPS

2012 Purdy Avenue • Miami Beach, Fla. • Phone: Jefferson 8-9857

OPEN THIRD FLORIDA OFFICE

Florida Yacht Sales, Inc., are the exclusive dealers for the new 46' diesel motorsailers designed by Wirth Munroe and built by Miami Shipbuilding.

Florida Yacht Sales, Inc. has opened their third office in Florida. With active, all-year offices in Miami, Fort Lauderdale and Palm Beach, Florida Yacht Sales, Inc. provides the yachtsman with complete coverage of yachts for sale or charter.

A recent reciprocal listing arrangement between John G. Alden & Co., Inc. and Florida Yacht Sales, Inc. gives each the broadest coverage on the East Coast of both new yacht construction and used yachts being offered for sale or charter.

Florida Yacht Sales, Inc. represents Stephens Bros. of Stockton, California. Of the twelve yachts now under construction, two are for East Coast buyers. Two others were delivered to the East Coast in 1957.

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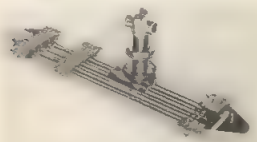

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STEP SAFELY with TIDE-RIDE
(Pat. Pend.

6 Step Ramp $300

Key features: new, strong ramp with HORIZONTAL safety bar, AUTOMATIC CATCH ADJUSTS to right or left
LIGHT • STRONG • EASY TO STORE
Attaches Simply to Present Fitting of Most Boats Makes boarding a pleasure, not a peril. Write for descriptive brochure or dial us when in Florida

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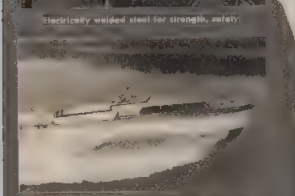
Electrically welded steel for strength, safety



Steel ROAMER for '58

five of boating's most advanced designs

Look at them, every one a show stealer — completely new and brilliantly styled in an advanced concept of cruiser design. The full Steel Roamer line will surely win acclaim at the shows. And certainly the striking Roamer styling features — the modern flying bridge, forward-slanting transom, low silhouette and sleek profile — plus the luxury interiors and the extra benefits of steel will be talked about, admired and coveted long after the shows are over. Send for new full color brochure

ROAMER STEEL BOATS HOLLAND, MICHIGAN

Stephens owners are happy people. Happy at the wheel because they're quick to appreciate the thrill of unmatched performance. Happy, too, in less watchful hours because they're relaxing in incomparable comfort.

Ask the next Stephens skipper you meet. He and his family will tell you that never has a yacht been fashioned with so much sheer enjoyment in view.

Since 1902 . . . Designers and builders of the Nation's most distinctive stock and custom pleasure craft — power or sail — up to 150 feet. Stock 36' . . . 42' . . . 47' . . . Sedan or Flying Bridge.

Stephens Bros., Inc. STOCKTON, CALIFORNIA

Stephens CRUISERS

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Stephens Bros., Inc. STOCKTON, CALIFORNIA

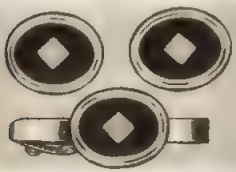
Stephens CRUISERS

distinctive CUFF LINK SETS . . . choice of the well-dressed man

BANKER SET—A distinctive Town and Country design! 1/20 12K gold filled with sparkling Duke-cut diamond set in jet. The perfect presentation set for a man who's really arrived. Links and bar in handsome case. Made to the very highest standards.
26157CU1230—Wt. 1 lb. .....Retail $25.00

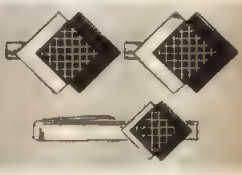
COMMODORE STERLING SILVER SET—The set a gentleman would choose for himself . . . with delicately etched flourishes, yet very masculine in feeling. Satin and bright finish, carefully hand-polished. Gift packaged, ready for presentation to the lucky man!
26136CU500—Wt. ½ lb. ..... .Retail $10.00

BRILLIANT RHINESTONE SET—Magnificent in style and detailing. Brilliant rhinestones form center of each radiant star cut in a satin background, sterling with black border.
16143CU830—Set—Wt. ½ lb. .....Retail $17.00
16144CU550—Links only .....Retail $11.00
16143CU300—Tie slide only ..... Retail $ 6.00

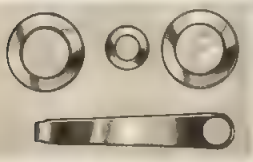


RHINESTONE SET LINKS AND BAR—Sparkling rhinestones set in lustrous ebony black simulated onyx on a rhodium plated background that adds a striking accent. A set that's ideally suited for either daytime business or evening dress wear. He'll love it!
26164CU375—Wt. ½ lb. .....Retail $7.50

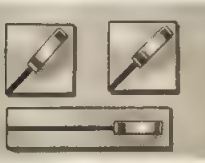
FRATERNAL SET—Massive square design set made from a beautiful imported ruby-color stone with encrusted emblem of your fraternal order. Perfect gift for that clubman! Wt. ½ lb.
26159CU300—Knights of Columbus . .Retail $6.00
26160CU300—Shrine set . . ..Retail $6.00
26161CU300—Masonic set .....Retail $6.00



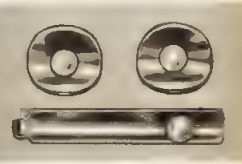
ARCHITECT SET—A stylistic grid design, strikingly done on black background. A handsome design-of-tomorrow, skillfully executed by skilled Town and Country craftsmen. A gift that will please any man whose taste runs to the new and unusual. Gift boxed.
26158CU250—Wt. ½ lb. .....Retail $5.00



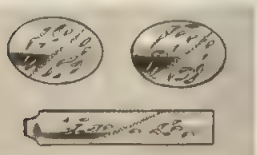
SPIRAL MOTHER OF PEARL SET—Smart, highly styled tie bar and cuff links in genuine mother of pearl ringed by a rich gold-plated border. Simple yet so elegant. Also, included is a smart simulated pearl tie tack to make the set more versatile.
26168CU300—Wt. ½ lb. .....Retail $6.00



FUTURISTIC TIE BAR AND CUFF LINK SET—Modern as tomorrow. Combination two tone bright and satin gold plated finish is richly contrasted and enhanced with ebony black enamel inlay. Carefully crafted in an advanced design . . . a model of elegance.
26162CU425—Wt. ½ lb. . . . . Retail $8.50



CULTURED PEARL TIE BAR AND CUFF LINK SET—A combination of rare beauty . . . a deep set 6mm genuine cultured pearl in an exciting gold plated setting. Gently flared design is a masterpiece of workmanship, worthy of the most discriminating masculine taste.
26163CU500—Wt. ½ lb. .....Retail $10.00



HAND ENGRAVED STERLING SILVER ENSEMBLE—A distinguished masterpiece made of heavy sterling silver and attractively finished in two tone bright and satin with handsome hand engraved design. A set that the man of good taste will wear with lasting pride.
26165CU750—Wt. ½ lb. ....Retail $15.00

PARISIEN TIE BAR AND CUFF LINK SET—A breathtaking swirl design crafted in beautifully plated gold with ebony black enamel inlay. A graceful, modern design that will draw admiring glances. Ideally suited for all occasions . . . business or dress.
26166CU250—Wt. ½ lb. .....Retail $5.00

FISH FLY TIE BAR AND CUFF LINK SET—Genuine red Ibis fish fly for the red-blooded sportsman or any armchair sports enthusiast. Fish fly is encased in clear lucite crystal to maintain its real-life appearance. Background is finished in luxury gold plate.
26167CU300—Wt. ½ lb. .....Retail $6.00

Add 10% Federal Excise Tax if not for resale

AMERICA'S FINEST DINNERWARE
in the Loveliest New Patterns of the Year

MAKE EVERY MEAL A FESTIVE OCCASION!

"MONACO WHEAT" . . . dinnerware to grace the table of a princess. Graceful stalks of wheat in gold, tan and brown hand painted on a field of pure white. Colors are guaranteed beautiful for life. Completely ovenproof, washproof, fade proof.

333/3269M1401	32 pc. set . .	Retail $23.35
333/3269M2199	53 pc. set	Retail 36.65
333/3269M3450	86 pc. set .	Retail 57.50

EXCLUSIVE DESIGNS HAND PAINTED UNDER GLAZE

Originated by **Stetson** China Company

America's Largest, Most Modern Manufacturer of Hand Painted Dinnerware

GUARANTEED FOR LIFE

NEVER TO WASH OFF! NEVER TO FADE OFF! NEVER TO WEAR OFF! UNHARMED BY OVEN HEAT — Safe in your oven, smart on your table.

32 PIECE SET — SERVICE FOR 6
6 Cups
6 Dinner Plates
6 Saucers
6 Fruit Dishes
6 Bread and Butter Plates
Serving Platter
Vegetable Bowl
Shipping Weight 19 lbs.

53 PIECE SET — SERVICE FOR 8
8 Dinner Plates
8 Soup Plates
8 Fruit Dishes
8 Bread and Butter Plates
8 Cups 8 Saucers
Sugar Bowl and Cover
Creamer
Vegetable Bowl
Serving Platter
Shipping Weight 36 lbs.

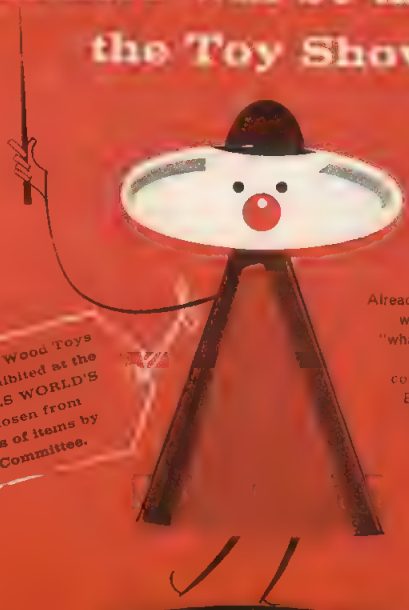
96 PIECE SET — SERVICE FOR 12
12 Dinner Plates
12 Salad Plates
12 Bread and Butter Plates
12 Fruit Dishes
12 Soup Plates
12 Cups 12 Saucers
2 Vegetable Bowls
2 Serving Platters 13 in. and 11 in.
Sugar Bowl and Cover
Creamer
Gravy Boat
4 Extra Cups
Shipping Weight 62 lbs.

OPEN STOCK AVAILABLE ON REQUEST

"BALLET" . . . modern hand painted design has the graceful movement and beauty of a ballet dancer. A dinnerware creation of artistic splendor in flowing lines of blue and black on white. Each dish and bowl can be used to warm foods in your oven.

333/1827-4M1419	32 pc. set.	Retail $23.65
333/1827-4M3235	53 pc. set.	Retail 37.25
333 1827-4M3660	96 pc. set	Retail 61 00

why Strombecker believes EGGBERT will be the star of the Toy Show



EGGBERT Wood Toys will be exhibited at the BRUSSELS WORLD'S FAIR. Chosen from hundreds of items by Design Committee.

Already, EGGBERT has clicked with Toy Men! EGGBERT has "what it takes" to make sales and influence customers! See complete Strombecker line of EGGBERT items at Toy Show. Seven items shown below, many more!

Strombecker Scale Models & Playthings

- SPACE SHIPS
- FLYING MODELS
- SLINGLIDERS
- PLASTIC ASSEMBLY KITS
- PRE SCHOOL TOYS
- PLAY FURNITURE
- RACK MERCHANDISE

STROMBECKER

STROMBECK-BECKER MFG. CO., General Office and Factory, Moline, Ill. New York Sales Office, 200 Fifth Ave., Room 655

DOLLY TOY

PINOCCHIO

No. 1802-258 ..... Each $2.49
Twelve in a Carton

PETER, PUMPKIN EATER

No. 1794-290 .....Each $2.49
Twelve in a Carton

OLD WOMAN IN A SHOE

No. 1801-310 .....Each $2.49
Twelve in a Carton

MICKEY MOUSE CLUB HOUSE

No. 1799-308 .....Each $2.98
Twelve in a Carton

THE CAT AND THE FIDDLE

No. 1797-280 .....Each $2.49

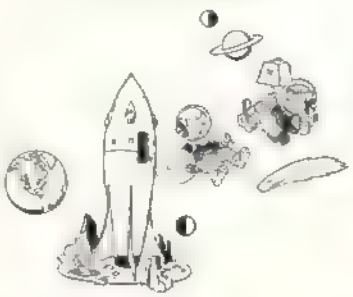
WYNKEN, BLYNKEN & NOD

No. 1809-312 ..... Each $2.49

STAGE COACH

No. 1804-315 ..... Each $2.49

ROCKET RANGERS



No. 1805-316 ..... Each $2.98

STROMBECKER

EGGBERT'S® "BLUE STREAK" RACER

7½" long x 4¼" wide x 1¾" high. Blue finished solid wood body, black plastic wheels. Mounted on white plastic axles. Eggbert® rides under clear plastic canopy.

No. 301-500 ** ..... Each $0.98
Twenty four in a Carton

EGGBERT'S® LUMBER TRUCK

7" long x 3" wide x 2⅝" high. Body made of solid wood, finished in bright yellow. Orange plastic wheels, white plastic side panels. Six pieces of lumber loaded in truck.

No. 302-501 ** ..... Each $0.98
Twenty four in a Carton

EGGBERT'S® TRACTOR

5" long x 3⅝" wide x 4" high. Bright red solid wood body, blue hardwood wheels. Plastic steering wheel and exhaust pipe.

No. 303-502 ** ..... Each $0.98
Twenty four in a Carton

EGGBERT'S® FIRE TRUCK

8½" long x 3" wide x 2⅝" high. Bright red finish on body of truck with yellow plastic wheels, winch and ladders. White cord to simulate hose, winds up on reel. Ladders can be removed from truck for play.

No. 304-503 ** ..... Each $0.98
Twenty four in a Carton

STROMBECKER

EGGBERT'S TOW TRUCK

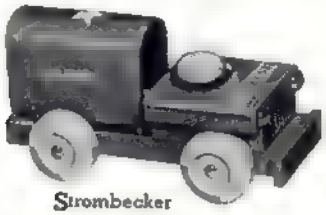
6⅝" long x 3" wide x 3⅛" high. Bright yellow finish on truck body with red plastic wheels and winch. Strong yellow cord with hook on end. Winds around reel.

* *

No. 305-504 ... . Each $0.98

Twenty four in a Carton

EGGBERT'S ARMY TRUCK



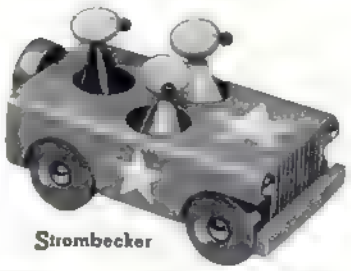
6⅝" long x 3" wide x 3⅛" high. Olive drab body—bright yellow plastic wheels. Authentic olive drab canvas-like cover. Chassis solid wood construction.

* *

No. 306-505 ... . Each $0.98

Twenty four in a Carton

EGGBERT'S JEEP



6 ⅝" long x 3¼" wide x 3½" high. Olive drab finish on body of jeep, yellow plastic wheels. Three bright Eggbert figures mounted on springs which give Eggbert an amusing motion as jeep is moved about.

No. 307-551 Each $1.79

Twelve in a Carton

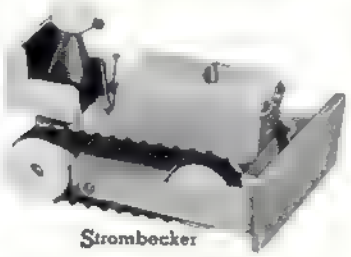
EGGBERT'S ARMY TANK

5⅛" long x 3⅝" wide x 4¾" high. Painted green and yellow with rubber treads non-toxic harmless lacquer finish.

No. 309-552 ... . Each $1.79

Twelve in a Carton

EGGBERT'S BULLDOZER



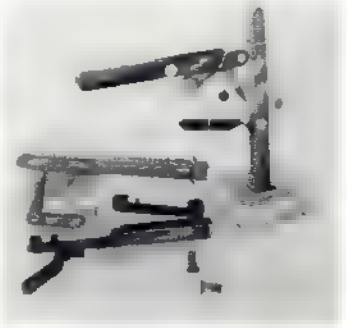
6 ⅞" long x 4¼" wide x 4⅝" high. Yellow and green bulldozer. Harmless non-toxic finish. Rubber treads roll over hardwood wheels.

No. 308-553 ..... Each $2.00

Twelve in a Carton

ARCHER

JACK

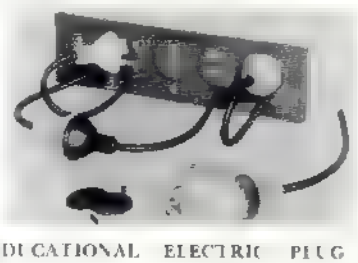


An UNBREAKABLE 10" high Jack is easily assembled with 11 colorful parts. The clear plastic housing shows the child how the Jack ACTUALLY WORKS—Teaches mechanical motion and creates imaginative thinking. 4 to 7 years.

No. 2362-280 ....Each $0.98

Twelve in a Carton

RECEPT-O-PLUG



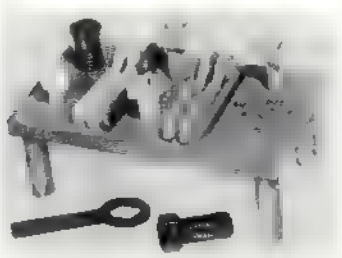
EDUCATIONAL ELECTRIC PLUG set. This colorful 21 pc. UNBREAKABLE POLYETHELENE set consists of a 10" MASTER RECEPTACLE, 5 plugs, 10 Male and Female Plates, and 5 Cords. Teaches color association, dexterity, and should keep the youngsters away from household electric dangers. 3 to 6 years.

No. 2363-260 .....Each $0.98

Twelve in a Carton

ARCHER

MECHANICS BENCH



A COMPLETELY UNBREAKABLE RIGID POLYETHELENE work bench. This 13 pc. set consists of a LARGE 6" x 11" Bench, 6 differently shaped and colored SCREWS, and 6 matching WRENCHES. Teaches color association, hand dexterity, and mechanical aptitude. GUARANTEED against all abuse. 3 to 7 years.

No. 2361-270 .....Each $1.98

Twelve in a Carton

DOEPKE

AGE GROUP 4 TO 10 YRS

WITHIN U.S.A. MAP

These changeable blocks give a colorful four dimensional view of the United States. Revolving them creates four separate beautifully lithographed, brightly colored, and precisely accurate maps as interesting as they are educational.

Map No. 1—"Wild Animals and Where They Are Found"—is a coast-to-coast panorama of moose, mountain lions, bears, alligators, coyotes, and other wildlife.

Map No. 2—"The 48 States and their Capitals"—charts the boundaries of each state, names the state flower, names the capitals and stars their locations.

Map No. 3—"Principal Rivers, Mountains and Lakes"—highlights dramatically the nation's towering mountain ranges, deserts, plains, streams, lakes, and seacoasts.

Map No. 4—"Industry, Agriculture, and Activities"—shows America's skyscrapers, factories, farm products, natural resources, and recreation centers.

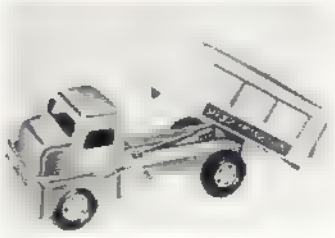
Six long blocks make up this four in one map. 12" by 6½". 4 to 10 years.

No. 2401-817 Each $2.00

Six in a Carton

STRUCTO

HYDRAULIC DUMP TRUCK

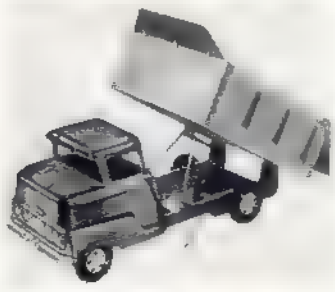


Body raises and dumps loads automatically by means of hydraulic cylinder. Slow dumping action permits load to be spread evenly. Non-toxic, non-stain liquid in cylinder. Rubber wheels. Metallic green cab, yellow body, metallic green tail gate. L. 12⅛" W. 5⅛" H. 7⅜"

No. 898-965 Each $2.98

Six in a Carton

DUMP TRUCK

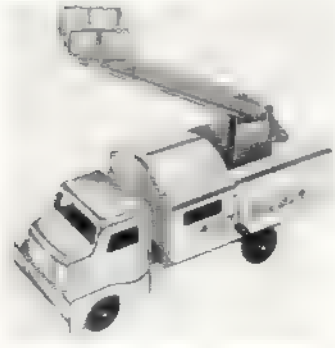


Truck of heavy gauge steel. Dumps and lowers by means of a lever. Rubber wheels with plated spoke hub caps. Blue cab and chassis, orange body. L. 15¾", W. 6⅛", H. 6¾"

No. 889-600 Each $2.98

Six in a Carton

TREE TRIMMING TRUCK

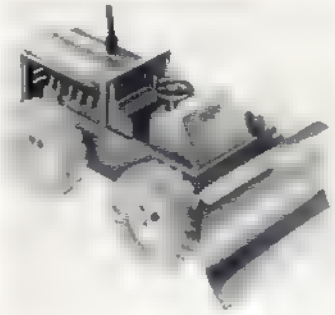


Crank operation raises platform into trees for trimming. Platform remains level at all elevations. Entire Boom swivels 360°. Heavy duty rubber wheels. Bronze body; metallic green boom. L. 11⅞", W. 4¼"; H. 12⅝"

No. 894-939 Each $2.98

Six in a Carton

BULLDOZER



Sturdy steel construction. Blade tilts up between jobs and is held in position by a heavy spring. Four massive yellow wheels. Simulated "Diesel" motor. Yellow motor, metallic green body and scraper blade. L. 11¾", W. 7", H. 6¾".

No. 885-345 Each $2.98

Six in a Carton

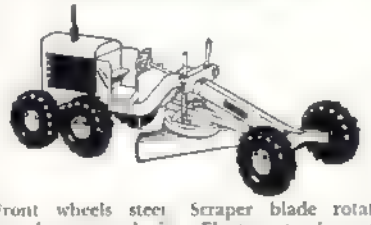
DELUXE ROCKER DUMP

Sturdy steel construction. Die-cast metal wheel-operated winch raises and lowers body. Universal coupler connects Rocker body to Tractor. Simulated "Diesel" motor. Six massive yellow wheels. Metallic green with yellow motor and wheels. L. 20¼" W. 6¾" H. 6⅝"

No. 882-312 Each $3.98

Six in a Carton

DELUXE ROAD GRADER

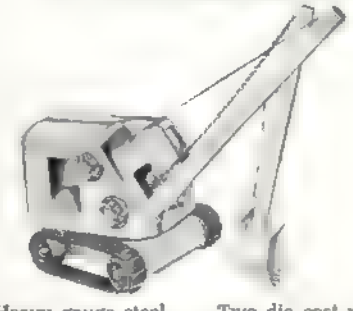


Front wheels steer. Scraper blade rotates, raises, lowers and tilts. Floating tandem rear wheels. Realistic-looking "Diesel" motor. Six massive black wheels. Body orange. L. 18 15/16", W. 7¼", H. 7⅜"

No. 879-301 Each $3.98

Six in a carton

HEAVY DUTY STEAM SHOVEL

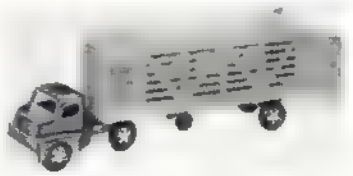


Heavy-gauge steel . . . Two die-cast metal hand wheels control raising and lowering of boom and automatic unloading of shovel . . . Massive rubber wheels and heavy-duty tractor treads . . . Cab revolves. Length 26¼". Width 7", Height 6¾".

No. 883-106 Each $3.98

Six in a carton

CATTLE TRANSPORT



Constructed of heavy gauge steel. Eight rubber wheels with chrome-plated hub caps. Two retractable dolly wheels. Rear doors open, floating tandem duals. Green cab, orange body. 9 vinyl animals included. L. 21⅛"; W. 5⅛" H. 7⅛"

No. 892-960 Each $3.98

Six in a Carton

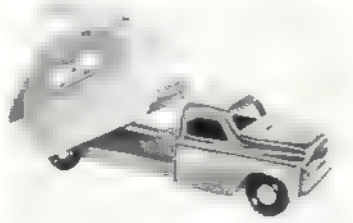
DELUXE AUTO TRANSPORT

Actually five toys in one. Bright chrome-plated aluminum cab with die-cast metal chassis. Heavy gauge steel trailer. Two die-cast metal automobiles and one die-cast metal pick-up truck. Ramp extends at rear for loading and unloading. Ten rubber tires with die-cast metal wheels. Green ramp, yellow body, 1 blue car, 1 green car, 1 maroon truck. L. 27"; W. 6"; H. 6¾"

No. 881-707 Each $4.98

Six in a Carton

HYDRAULIC SANITATION TRUCK

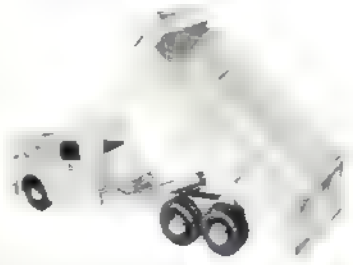


Hydraulic cylinder raises body, dumps load automatically. Dumping action is slow, permitting load to be spread evenly. Top gate opens for loading; back gate for unloading. Non-toxic, non-stain liquid in hydraulic cylinder. Rubber wheels with plated spoke hub caps. Blue cab and chassis, grey body. L. 18⅛"; W. 6 1/16" H. 7⅞"

No. 888-454 Each $4.98

Six in a Carton

HYDRAULIC-LIFT DUMP TRUCK



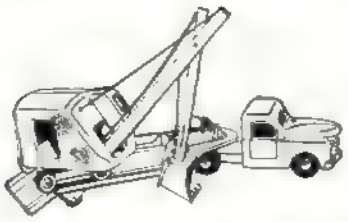
Body raises and dumps load automatically by means of a real HYDRAULIC cylinder . . . Dumping action is slow, permits load to be spread evenly . . . Liquid in HYDRAULIC cylinder is non-toxic, will not stain . . . 10 rubber wheels . . . Hood raises revealing "Fireball" motor. L. 20⅞". W. 7⅞". H. 6⅞".

No. 880-250 Each $4.98

Six in a Carton

STRUCTO

CLAM BUCKET AND MACHINERY-HAULING TRAILER TRUCK



Clam Bucket—Two cranks control raising, lowering, opening and closing of bucket . . . Cab revolves.

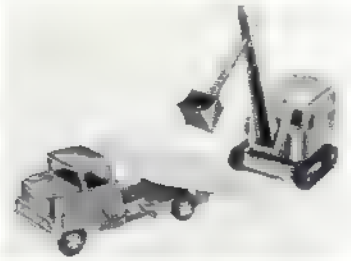
Machinery-Hauling Trailer Truck—Hinged loading ramp nests in truck bed . . . Crank-operated steel chain winch . . . 8 rubber wheels on tractor and 5 on trailer. Length 31⅞", width 7⅜", height 6¼".

* *

No. 895-405 ..... Each $5.95

Six in a carton

TILT TOP TRAILER TRUCK



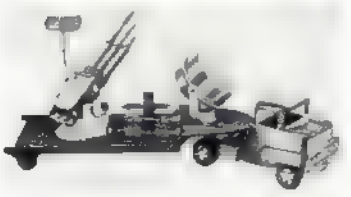
Trailer tilts to ground level automatically when lever is released. Two die-cast metal hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. Cab revolves 360°. Power shovel has rugged tractor treads mounted on hard rubber wheels with plated spoke hub caps. Truck cab, body and Power Shovel of heavy gauge steel. Trailer has rubber wheels with plated spoke hub caps. Truck cab and chassis green with orange bed, green Power Shovel. Truck: L. 20-⅝", W. 7¾", H. 6". Power Shovel: L. 26¼", W. 7", H. 6¼"

* *

No. 890-605 Each $6.95

Six in a Carton

MOBILE ANTI MISSILE UNIT



Searchlight missile launcher and two missile racks mounted on trailer. Fully operative launcher has 3 separate firing tubes. Press button 1, 2 or 3 and missiles are launched many feet up to the air. Launcher revolves 360°. Elevation knob lowers and raises firing tubes. 6 plastic missiles with soft rubber tips. Searchlight swivels; is adjustable for desired elevation. Will throw a beam more than 20 feet. Works from regular flashlight batteries (not included). Red cab and chassis; blue trailer; silver missile launcher; red searchlight with white bracket. L. 27", W. 7⅜", H. 11¾"

* *

No. 891-620 ..... Each $6.95

Six in a Carton

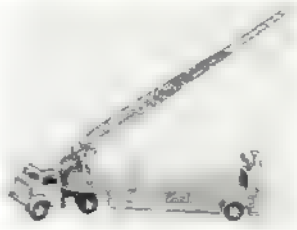
READY-MIX CONCRETE TRUCK

Mixer is geared to axle . . . Rotates as truck moves and simulates mixing noise . . . Mixer has openings for loading and for discharging contents . . . Mixer barrel is raised by crank for unloading . . . Simulated water storage tank and "Diesel" motor . . . 10 rubber wheels . . . Chrome-plated hub caps . . . Length 21⅝", Width 7⅜", Height 9¼"

No. 884-471 Each $7.98

Six in a carton

HYDRAULIC HOOK AND LADDER TRUCK



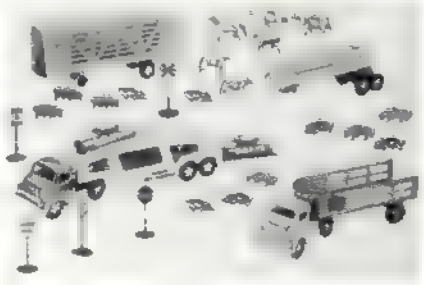
Die-cast metal cab with "strap-type" gas tank. Heavy gauge steel body. Aerial ladder raises automatically to 60° angle by hydraulic cylinder with non-toxic, non-stain liquid. Extension ladder extends 31", swivels 360°. Auxiliary ladder included. Eight rubber wheels, plated spoke hub caps. Tiller seat swivels. Fire engine red chrome trim. L. 28⅝"; W. 6½"; H. 7¼"

* *

No. 893-765 ..... Each $9.95

Six in a Carton

TRANSCONTINENTAL FLEET
13 PIECE ASSORTMENT



Set of 2 Tractors, 4 Trailers, 18 Animals, 2 Cars, 6 Play Cartons, 5 Highway Signs, and 7 Logs. Cabs and trailers have heavy duty rubber wheels with plated spoke hub caps. Complete 43-piece set individually packed in display carton

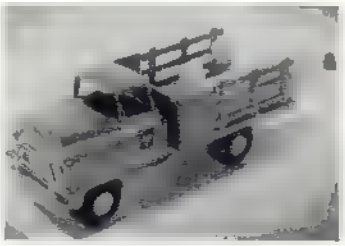
* *

No. 897-540 ..... Each $15.95

One in a Carton

BUDDY L

GMC BUILDER'S SUPPLY TRUCK w/MATERIAL



Length 16¼", width 9⅛", height 6"

No. 2480-5616 Each $4.98

Six in a carton

TONKA

PICK UP TRUCK

Movable tail-gate is held open or closed by plated chain. Has trailer coupling for accessory trailers. 12¼" long, 5½" high, 5½" wide

* *

No. 1442-02 Each $2.98

Six in a Carton

UTILITY TRUCK

Rough and tough construction throughout—stakes permanently attached. 16¼" long, 5¾" high, 6" wide

No. 1443-03 Each $3.98

Six in a Carton

FARM STAKE TRUCK

Removable stake panels have safe rounded edges. Has trailer coupling. 13¼" long, 5¼" high, 6" wide

* *

No. 1444-04 Each $3.98

Six in a Carton

...It's SMART "LOOK AHEAD" Design

Speeds up Sales on your STRUCTO Line!

Styling moves merchandise...no question about it. Father and son, Mother and daughter...all want the latest, the smartest in automobiles, appliances and *live-action TOYS*. That's where Brooks Stevens, nationally famous industrial designer, has scored again in a BIG way. He has created for our *Structo* 50th Anniversary Line the new "Look Ahead" contour...sleekest, sweetest style-lines you've ever seen. Lines that will move the line...FAST.

You know as well as we do that that's only *part* of the entire *Structo* success story. In addition, *Structo* live-action toys are as nearly self-selling as any merchandise can be, because of these proved fundamentals:

1—Realism, Live-Action Delight Girls and Boys.
2—Nationally Promoted Throughout the Year.
3—Styled by World-Famous Industrial Designer, Brooks Stevens.
4—Rugged Construction Appeals to Parents.
5—Oakite Chryscote Treatment Protects Finishes.
6—2-Coat Non-chip Baked Enamel Finish.
7—Safe Rolled Edges, Shielded Moving Parts.
8—Backed by *Structo's* 50-Year Reputation for Quality.

Display the complete line of *Structo* Live-Action Toys in your store...you'll be surprised and delighted by the steady flow of good profits all year 'round!

STRUCTO TOYS

...precision-manufactured in the world's largest toy factory under one roof, now observing 50 years of quality and reliability.

FIFTIETH ANNIVERSARY
safe-creative
STRUCTO
live-action toys
50 Years of Progress Producing Quality Toys

STRUCTO MANUFACTURING COMPANY
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Sales Offices: 2330 W. Third St., Denver, 1657 Pennsylvania St., Dallas, 1961 Santa Fe Building;

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Only Aurora gives you all these selling features:

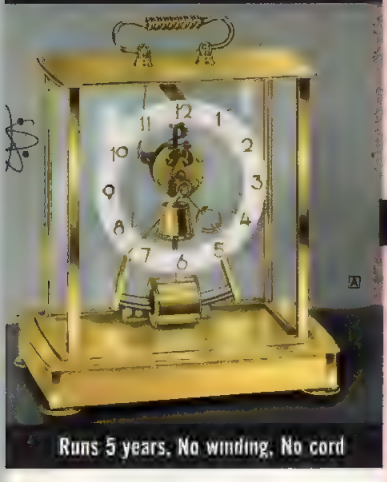
- Aurora offers the largest collection of truly authentic scale model kits in the world. You can choose from 17 exciting categories with over 150 different models.
- Aurora's years ahead engineering provides your customer with dramatic, super detailed models that make him want to build more and more kits.
- Aurora's research brings you unusual, hard to find models that your customers want.

A HOBBY FOR EVERYBODY
AURORA

AURORA GIVES YOU MORE TO SELL . . . GIVES YOUR CUSTOMERS MORE TO BUILD AND DISPLAY . . . GIVES YOU REPEAT BUSINESS ALL YEAR LONG! SEE THE BIG LINE AT THE TOY SHOW . . . 200 5TH AVE. . . . ROOM 317

Aurora Plastics Corp. • West Hempstead, N.Y.

NEW ELECTRONIC TRANSISTOR CLOCK



A

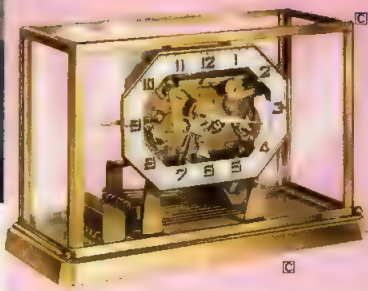
A "FUTURA". A miracle of electronics. "Just set it and forget it!" Runs 5 years on one battery with help of transistor. Heavy brass case. 6 jewel movement for supreme accuracy. Size 9¼ x 7½". Shpg. Wt. 8½ lbs.
262CC3620 . . . . . Retail **$57.50**

B "SYMPHONY"—8-DAY WESTMINSTER CHIME. A Mantel Clock whose traditional design is always popular. Melodiously chimes every quarter hour and in addition strikes the full hour. Beautifully finished in Mahogany. Size 16 x 8¼". Shpg. Wt. 8 lbs.
8058M-CC3150 Retail **$49.95**

As above with hour and half hour strike only. Size 16 x 8¼". Shpg. Wt. 8 lbs.
8048M-CC1890 Retail **$29.95**

B

IMPORTED CHIME CLOCKS

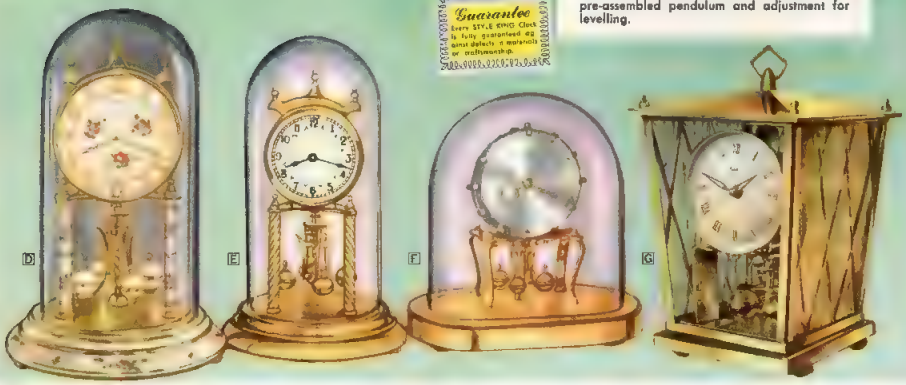


C

C 8-DAY—"CHIME-MASTER". 9 chime rods. Tune selector permits instant choice of Westminster, Whittington or Winchester chimes. Mellow chimes strike the full hour and play every quarter hour. You'll love watching the fascinating "heart-beat" of this exquisite clock, styled in a gleaming brass and glass case. Chimes are self-regulating. Size 12 x 7¼ x 5¼". Shpg. Wt. 18 lbs.
98CC5870 . Retail **$80.00**

400-DAY ANNIVERSARY CLOCKS

All 400-day clocks need winding only once a year. Silently revolving pendulum adds charm to your home. Dependable timekeepers with pre-assembled pendulum and adjustment for levelling.



D E F G

D "DECOR"—400-DAY DELUXE ANNIVERSARY CLOCK. Ivory with brass trim and floral decorations. Exceptional dial with raised golden numerals. A treasured possession. Size 12 x 7¾". Shpg. Wt. 6 lbs.
224CC1735 . . . . . Retail **$27.50**

E "HERITAGE"—400-DAY ANNIVERSARY CLOCK. The perfect gift for important occasions. Polished brass case and Flemish swirl posts with dainty floral enamel dial. Size 12 x 7¾". Shpg. Wt. 6 lbs.
219CC1385 . . . . . Retail **$22.00**

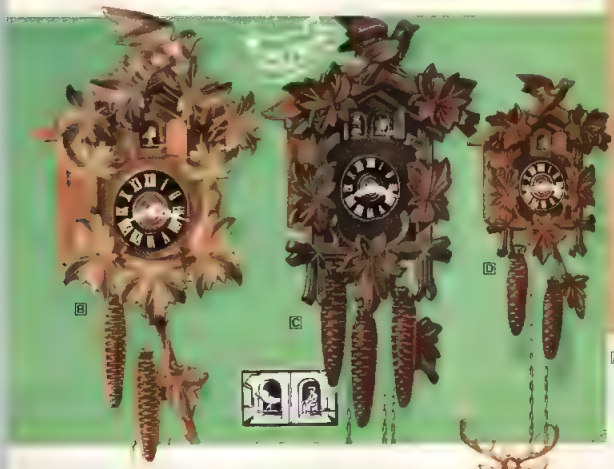
F "OLYMPIA"—OVAL 400-DAY ANNIVERSARY CLOCK. Gleaming brass pedestal contrasted by rich silver dial, entirely housed under graceful glass dome. Size 9½ x 9½". Shpg. Wt. 5 lbs.
250CC2205 . . . . . Retail **$34.95**

G 400-DAY—"COACHMAN'S LANTERN" CLOCK. Styled like a Coachman's Lantern, to fit both contemporary or traditional settings. Raised brass numerals on silver-white dial. Size 8¼ x 5¾". Shpg. Wt. 6 lbs.
555CC1890 . . . . Retail **$29.95**

10% Federal excise tax not included

Black Forest Cuckoo Clocks by Style King

These hand carved imported Black Forest Cuckoo Clocks are intriguing examples of Old World clock making skill in creating fine timekeepers. On the hour and half hour door opens, bird pops out, calls the full hour and once on the half hour, accompanied by gong strike. Cuckoo calls are controlled by self regulating movement.



A 8-DAY CUCKOO CLOCK — LARGE DE LUXE MODEL. Rich mahogany finish. Beautifully and realistically carved. A true masterpiece in craftsmanship and timekeeping. Needs winding only once a week. Size 14 x 9". Shpg. Wt. 11 lbs.
856CC2140 . . . . . Retail $34.00

As above but with 30-HOUR movement. Size 14 x 9". Shpg. Wt. 5 lbs.
156CC1605 . . . . Retail $25.50

B TWO-TONE BLOND FINISH. A most decorative clock to enhance the beauty of any room. 9 carved leaves. 30-HOUR movement. Size 12 x 8". Shpg. Wt. 4 lbs.
151B-CC1195 . . . . . Retail $18.95

As above but with 8-DAY movement. Size 12 x 8". Shpg. Wt. 10 lbs.
851B-CC1795 . . . . Retail $28.50

C MUSICAL 2-DOOR CUCKOO CLOCK. A useful and entertaining gift. After first door opens and cuckoo calls, second door opens, a musician appears and the music plays. 30-HOUR movement. Dark mahogany finish. Size 12 x 8". Shpg. Wt. 5 lbs.
270CC1825 . . . . . Retail $28.95

D 30-HOUR MAHOGANY FINISH. Here's a style so popular we offer it in three models. Size 10 x 6". Shpg. Wt. 4 lbs.
27CC820 . . . . . Retail $12.95

As above but larger size 12 x 8". Shpg. Wt. 4 lbs.
151CC1070 . . . . . Retail $16.95

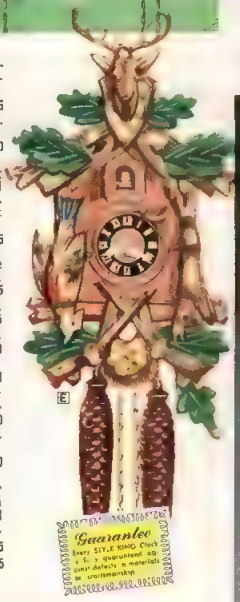
As above but 8-DAY. Size 12x 8". Shpg. Wt. 11 lbs.
851CC1670 . . . . . Retail $26.50

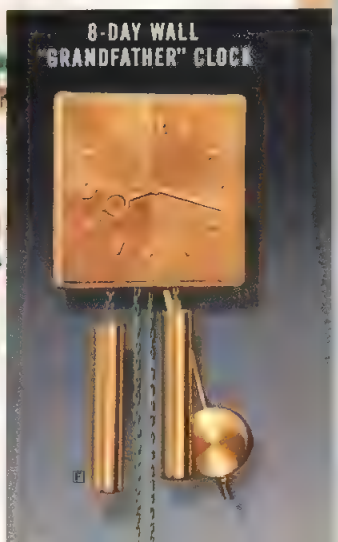
E 8-DAY ORIGINAL HUNTING MODEL. Deeply handcarved and exquisitely finished in color. A conversation piece, perfect for den or hall. Size 17 x 9½". Shpg. Wt. 11 lbs.
859C-CC2645 . . . . . Retail $42.00

As above but with 30 HOUR movement. Size 17 x 9½". Shpg. Wt. 5 lbs.
159C-CC2175 . . . . . Retail $34.50

F 8-DAY WALL "GRANDFATHER" CLOCK. Chimes the full hour and on the half hour. Styled in beautiful Blond Elm or Dark Mahogany. Raised numerals, weights and pendulum are all brass. Size 10 x 10". Shpg. Wt. 15 lbs.
42/8E-CC3150—Blond (as shown) . . . . . Retail $49.95
42/8M-CC3150—Mahogany . . . . . Retail $49.95

10% Federal excise tax not included





stylist

QUALITY JEWELRY FOR 76 YEARS

All Items Luxuriously Gift Boxed

Prices are retail, not including Federal tax
All Sterling Silver protected by Rhodium finish
All Illustrations Actual Size

ADVERTISED IN LIFE

(A) Heavy 10KT solid gold, fine engine turned border, mirror finish.
5728H2450 Set .....Retail **$49.00**
5729H1500 Links only .....Retail **30.00**

(B) Genuine gold encrusted hematite, expertly carved intaglio, setting 1/20 10KT gold filled.
5731H1375 Set .....Retail **$27.50**
5732H875 Links only .....Retail **17.50**

(C) 1/20 10KT gold filled, hand engraved on soft satin background with brightly polished signet.
5734H625 Set .....Retail **$12.50**
5735H375 Links only .....Retail **7.50**

(D) Hamilton gold plate with highly polished simulated black onyx or ruby with sparkling, hand-set rhinestones. Specify color.
5749H375 Set .....Onyx....Retail **$7.50**
5750H225 Links only ...Onyx....Retail **4.50**
5749H375 Set .....Ruby....Retail **7.50**
5750H225 Links only ...Ruby....Retail **4.50**

(E) Brightly polished rhodium plate with antique black.
5746H300 Set .....Retail **6.00**
5747H175 Links only .....Retail **3.50**

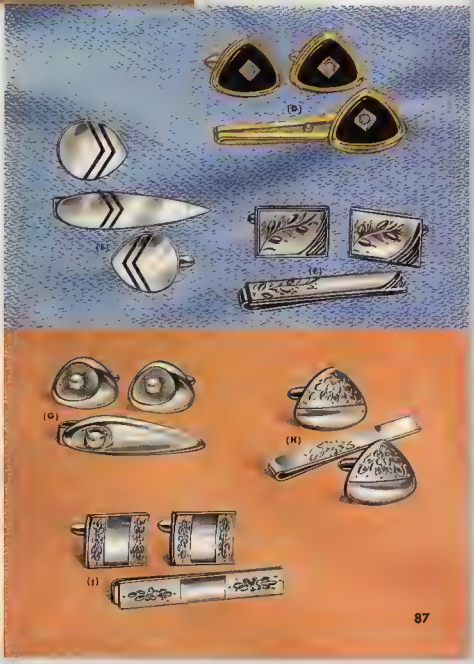
(F) Hand engraved, bright and satin finish of rhodium.
5752H375 Set .....Retail **7.50**
5753H250 Links only .....Retail **5.00**

(G) Cultured pearls set in Sterling silver with dull and bright finish.
5710H875 Set .....Retail **$17.50**
5711H575 Links only .....Retail **11.50**

(H) Bright and satin finish, hand engraved Sterling silver
5716H500 Set .....Retail **$10.00**
5717H300 Links only .....Retail **6.00**

(I) Heavy Sterling silver, concave shape, hand engraved, bright and satin finish.
5701H825 Set .....Retail **$16.50**
5702H550 Links only .....Retail **11.00**

All tie-bars with alligator clip except sets (A) (B) (C) (D)

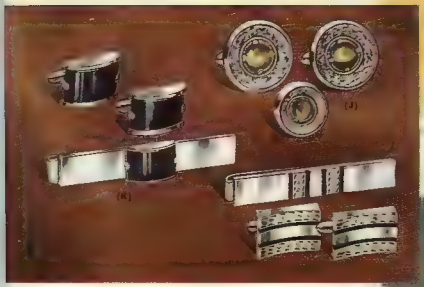


stylist

Quality Jewelry

ADVERTISED IN LIFE

FOR 76 YEARS



(J) Finest quality genuine grey cat's eye, Sterling silver. Available also in genuine Jade. Specify stone. Tie tack set.

5719H825	Set	Cat's-eye	Retail **$16.50**
5720H625	Links only	Cat's-eye	Retail **12.50**
5719H825	Set	Gen. jade	Retail **16.50**
5720H625	Links only	Gen. jade	Retail **12.50**

(K) Genuine black onyx in new setting motif Sterling silver

5725H750 Set ..... Ret. **$15.00**
5726H500 Links only. Ret. **10.00**

(L) Massive weight, hand engraved Sterling silver, antique black finish

5704H825 Set ..... Ret. **$16.50**
5705H550 Links only. Ret. **11.00**

(M) Hamilton gold plate with antique black

5737H300 Set .. Ret. **$6.00**
5738H175 Links only .. Ret. **3.50**

(N) Hamilton gold plate, hand engraved with bright and satin finish

5740H375 Set .... Ret. **$7.50**
5741H250 Links only .. Ret **5.00**

(O) Hamilton gold plate, contrasting antique black

5743H375 Set .. Ret. **$7.50**
5744H250 Links only Ret. **5.00**

(P) Heavy Sterling silver, hand engraved

5707H750 Set ..... Ret. **$15.00**
5708H500 Links only. Ret. **10.00**

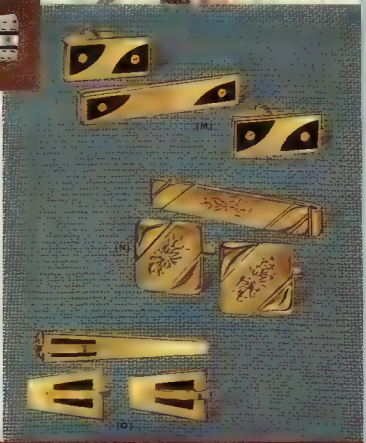
(Q) Hand engraved Sterling silver, bright and satin finish

5713H525 Set .... Ret. **$10.50**
5714H325 Links only Retail **6.50**

(R) Genuine black onyx with sparkling hand-set rhinestones, Sterling silver

5725H825 Set .... Ret. **$16.50**
5723H550 Links only. Ret. **11.00**

All tie bars with alligator clip except set (J)



VINYL & RUBBER DOLLS

SUN RUBBER

18 Inch "Sunny Tears"

She cries happy tears. Rooted saran hair, sleeping eyes. Fully jointed, completely washable. Wears knitted shirt, diaper and bib. Has lacy dress, booties, panties, soap, sponge, bottle etc.

No.	List Each	L.P.L.	P.L.
M87-10077	$10.98	07Y34	06Y60

Packed 3 each, 12 lbs.

18 Inch "Sunny Tears"

Cries real tears. Molded hair, sleeping eyes. Movable arms, legs and head. In knitted shirt, diaper and bib, surrounded by lace trim dress and matching panties, soap, sponge, nursing bottle, accessories.

No.	List Each	L.P.L.	P.L.
M87-10076	$8.98	06Y00	05Y40

Packed 3 each, 12 lbs.

SUN RUBBER

14 Inch "Sunny Tears"

Cries real tears. All vinyl with sleeping eyes. Movable head, legs and arms. Wears diaper and bib, holds nursing bottle. In an attractive acetate display box.

No.	List Each	L.P.L.	P.L.
M87-10086	$5.98	04X00	03X60

Packed 6 each, 9 lbs.

8 Inch "Tiny Cindy Lee"

Soft vinyl baby with sleeping eyes. Movable arms, legs and head. Lace trimmed shirt, pin-on diaper, booties and bottle. Acetate display box.

No.	List Each	L.P.L.	P.L.
M87-10066	$2.98	02X00	01X80

Packed 12 each, 8 lbs.

SUN RUBBER

8 Inch "Tiny Cindy Lee"

Drinks and wets. Molded vinyl with movable head, painted eyes. With pin-on diaper and nursing bottle in a plastic bag with colorful tab.

No.	List Each	L.P.L.	P.L.
M87-14415	$1.00	00X67	00X60

Packed 12 each, 4 lbs.

10 Inch "So-Wee"

Drinks and wets, can be bathed. Arms, legs and head are movable. Sparkling stationary plastic eyes. Checked pin-on diaper. In a window box with handle.

No.	List Each	L.P.L.	P.L.
M87-10040	$1.98	01X34	01X20

Packed 12 each, 11 lbs.

We Represent The Best Manufacturers!

Now Showing . . .

SUN'S COMPLETE LINES!

★ DOLLS ★ TOYS
★ PLAY BALLS
★ ATHLETIC BALLS

new dramatic packaging!

more exciting!

more sales appeal!

SUNNY TEARS DOLLS
Most Beautiful and Life-like. Cry Tears Naturally — Right from their sleeping eyes. A complete Baby Doll Merchandising Program.

CHARACTER TOYS AND DOLLS
Exclusive characters for year 'round volume sales. Packaged for Self Selling.

PLAY BALLS
All completely new . . . exciting and colorful. Satellite — Sun-Glo — Sculptured Face Balls All vinyl, air-filled, permanently sealed.

ATHLETIC BALLS . . . COMPLETE LINE
Basketballs, Footballs, Goal and Game Sets, Volleyballs, Soccer Balls, Tether Balls. From junior size to regulation performance.

SUN QUALITY AT POPULAR PRICES

COLORFUL CATALOGS AVAILABLE

THE SUN RUBBER CO.
BARBERTON, OHIO

PERMANENT SHOWROOM
1208-10 200 Fifth Avenue Building
Telephone ORegon 5-8815

RUBBER & VINYL TOYS

SUN RUBBER CO.

Mickey Mouse
A large, dashing Mickey with colorful shirt and pants. In a colorfully decorated windowed display box.

No.	List Each	L.P.L.	P.L.
M75-14001	$1.98	01X34	01X20

Packed 6 each, 6 lbs.

Dog "Spot"
Whistles when squeezed. Soft vinyl with movable head and decorated features and spots. In a plastic bag.

No.	List Each	L.P.L.	P.L.
M75-14064	$1.00	00X67	00X60

Packed 12 each, 5 lbs.

SUN RUBBER CO.

Lambkin
Soft vinyl lamb with movable head, decorated features. Whistles when squeezed. In polyethylene bag.

No.	List Each	L.P.L.	P.L.
M75-14018	$1.00	00X67	00X60

Packed 12 each, 5 lbs.

Palomino Pony
Dashing vinyl pony, 6¼ inches high. Movable head. Whistles when squeezed. Colorfully decorated. In a plastic bag.

No.	List Each	L.P.L.	P.L.
M75-14061	$1.00	00X67	00X60

Packed 12 each, 4½ lbs.

"Sun-Glo" Vinyl Playballs
Inflated, plenty of bounce. Durable molded vinyl, "space" decoration in brilliant non-peeling colors. Scuff resisting, permanently lustrous.

3-3/4 in. Diameter, Assorted Designs

No.	List Each	L.P.L.	P.L.
M75-14078	$0.39	00X26	00X24

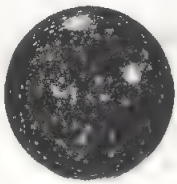
Packed 36 each, 8 lbs.

4-7/8 in. Diameter, Assorted Designs

No.	List Each	L.P.L.	P.L.
M75-14079	$0.59	00X40	00X36

Packed 12 each, 4 lbs.

SUN RUBBER CO.



"Satellite" Vinyl Playballs
Hundreds of glittery stars and meteors are permanently imbedded in vivid color high-gloss vinyl. Inflated and sealed for long-life high-bounce action.

3-3/4 in. Diameter, Assorted Colors

No.	List Each	L.P.L.	P.L.
M75-14933	$0.39	00X26	00X24

Packed 36 each, 8 lbs.

4-7/8 in. Diameter, Assorted Colors

No.	List Each	L.P.L.	P.L.
M75-14934	$0.59	00X40	00X36

Packed 12 each, 3 lbs.

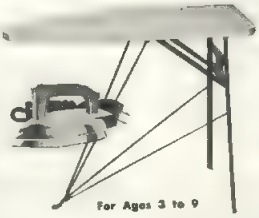
DOUGHBOY INDUSTRIES

"Bobo" Inflatable Clown
Colorful design on rugged Krene vinyl with "Forti-plyed" seams. Weighted roly-poly bottom, bounces back to upright position. Squeaker in his nose. 50 in. tall.

No.	List Each	L.P.L.	P.L.
M75-528	$3.98	02X67	02X40

Packed 6 each, 25 lbs.

Housekeeping Aids For Little Helpers!



For Ages 3 to 9

For Ages 3 to 9

Just Like Mom's Big Hoover!

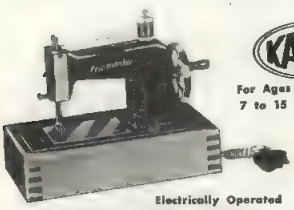
Picks Up Real Dirt!

For Ages 3 to 9

ELECTRIC IRON AND BOARD SET—Just like Mom's! Iron enameled in Coral finish with highly polished electric sole-plate Heats evenly . . . will not burn. Plastic handle and attached cord. 6" overall length. Board is White baked enamel finish with ventilated top. Reinforced steel construction. 28x8". Sh. wt 7 lbs.
3T79X365 ..... **List $5.50**

SUSIE ROBETTE ELECTRIC MECHANICAL MAID—First female robot! Sweeps, dusts, vacuums, moves forward, moves in left or right circles. 11" tall, of high-impact plastic with metallic finish. Apron, bows, hat in pastel. Broom, vacuum, duster included. Operates on 2 batteries (not included). Sh. wt. 3 lbs.
3T80X532 ..... **List $7.98**
2R34X13 Battery . . . . **List, ea. .20**

HOOVER VACUUM CLEANER—Like Mom's big Hoover! It runs and hums! It's safe and is loads of fun. Lights up and even the bag fills up! Has a motor that really picks up dirt. Operates on two flashlite batteries (not included). For the girl that likes to play grownup.
3T81X530 (Sh. wt. 3¼ lbs.) . **List $7.95**
2R34X13 Battery . . . . . **List, ea. .20**

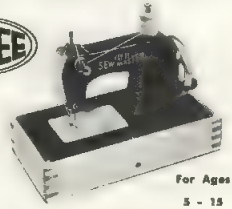


Electrically Operated

KAY-EE

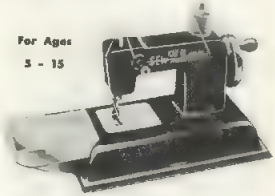
For Ages 7 to 15

KAYanEE ELECTRIC SEWING MACHINE — Comes threaded, ready to sew a strong chain stitch! Precision built of sturdy steel construction on a beautiful hard-wood base. Uses standard 12 x 1 size 14 needle. Operates on 110-115 volt AC current. 9¾x6x7½". Sh. wt. 5 lbs.
3T58X1198 **List $17.98**
SAME AS ABOVE except hand operated.
3T59X665 (Sh. wt. 4 lbs.) . . **List $9.98**



For Ages 5 - 15

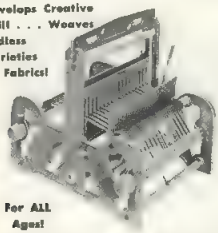
KAYanEE HAND OPERATED SEWING MACHINE — For the littlest seamstress! Sturdy steel body on attractive hard-wood base. Comes threaded, ready to sew a strong chain stitch. Contains metal clamp to hold machine to table top. Uses standard No. 12 x 1 size 14 needle. Size: 8¾x4¾x6¾".
3T24X465 (Sh. wt. 2½ lbs.) . **List $6.98**



For Ages 5 - 15

KAYanEE HAND OPERATED SEWING MACHINE — Make her dreams come true! Precision built of sturdy steel construction. Comes complete with an extension table. Threaded and ready to sew a strong chain stitch. Metal clamp to hold machine. Uses standard No 12x1 size 14 needle. 10¼x4½x6" including extension. Sh. wt. 2 lbs
3T25X332 **List $4.98**

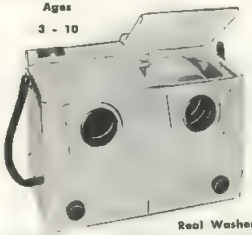
Develops Creative Skill . . . Weaves Endless Varieties of Fabrics!



For ALL Ages!

WEAVE-RITE LOOM—More than just a toy —it really weaves! Has many features found in professional looms. Special setting for children's finger, and so easy to operate, too. Sturdily constructed and can weave 6⅝" wide and any length desired. Easy to follow instructions. 10" high, 10¾x10¾".
3T78X330 (Sh. wt. 3 lbs.) . . . . . **List $4.95**

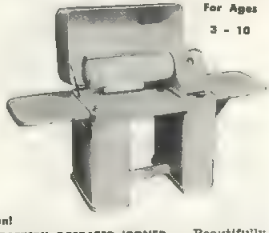
Ages 3 - 10



Real Washer Action!

WESTINGHOUSE LAUNDROMAT WASHER/DRYER COMBINATION—Washer is agitator type while the dryer has a tumbler action. Action in both units is visible thru plastic window. Light shines when units are operating. Operated by two flashlite batteries (not incl.). 9" long.
3T19X365 (Sh. wt. 1½ lbs.) . **List $5.50**
2R34X13 Battery . . . **List, Ea. .20**

For Ages 3 - 10



BATTERY OPERATED IRONER — Beautifully designed and finished in Pink and Blue gloss enamel. Side shelves lift up making ironer 12¼" long. Lever raises and lowers roller hood. Roller goes back and forth. Operates on two flashlight batteries (not included). Sh. wt. 1½ lbs.
3T21X199 . . . . . **List $2.98**
2R34X13 Battery . . . **List, Ea. .20**

MOSTOW MEANS MOST FOR YOUR MONEY • MOST IN SERVICE

Cook and Prepare Food Just Like Mom!

Safely . . . Easily and with Loads of Fun!

LITTLE LADY ELECTRIC RANGE WITH FIBERGLASS INSULATED OVEN—It really bakes! Large 12½"x11⅞"x7". Made of durable steel electrically welded and finished in White baked enamel. Four quick heat burners. Oven has separate heating element. Colored play switches—large oven with window and rack. Complete with 6 utensils and cook book. AC or DC.
3T43X550 (Sh. wt. 9 lbs.) . . . **List $8.50**

HOLIDAY STOVE AND SINK COMBINATION WITH RUNNING WATER — Here's fun! Primed with water, the pump continuously runs the water thru the faucet and out of the sink drain. Metal, and enameled in pastel tones. Red lite shines under cooking unit. Length 11¼". Uses 2 batteries (not included)
3T64X265 (Sh. wt. 1½ lbs.) **List $3.98**
2R34X13 "D" Battery . **List, ea. .20**

LITTLE LADY DELUXE ELECTRIC RANGE WITH HEAT-TROL OVEN—Temperature controlled, Fiberglass insulated! 15x13¾x7½". Two "Off" and "On" switches — one for oven and one for burners. Thermostat automatically turns oven heat off and on to maintain baking temperature Two separate double top burners. Complete with 10 utensils and cook book. AC.
3T48X1035 (Sh. wt. 13 lbs.) **List $15.95**

REVERE COPPER CLAD STAINLESS STEEL AMERICAN HERITAGE SET—Miniature kitchen jewels . . . just like real Revere ware! Can actually be used for cooking! Set contains a 2" deep covered saucepan, 4½" open skillet, covered sauce pot, coffee pot, mixing bowl, whistling tea kettle and cooking guide Sh. wt. 3 lbs.
3T55X665 . . . . . **List $9.98**

MIRRO 48-PC. BAKING, COOKING & SERVING SET—Just like Mother's! This set is filled with play value for the little homemaker. It contains not only cooking and baking utensils, but also contains a complete service for 4. Special bright aluminum with Red enamel handles. Embossing on percolator, plates, saucers.
3T66X263 (Sh. wt. 2½ lbs.) . . . **List $3.95**

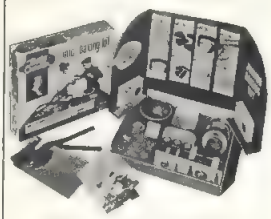
REVERE COPPER CLAD STAINLESS STEEL KITCHEN PRINCESS SET—Puts a gleam in any little princess's eye. These sparkling beauties will delight any child. Set includes a 3¾" open skillet, 1⅜" deep open sauce pan, covered saucepot, vinyl plastic apron, chef's hat, cooking guide and Samae powder. Sh wt. 2 lbs.
3T53X332 **List $4.98**

SIZE:
9¾" high
5" wide
5¼" deep
Operates on 2 "C" Batteries (not included)

PISTON ACTION REFRIGERATOR — Little Mom's delight! Durable metal and finished in Pastel Pink enamel. Clear plastic window on door. Bottom drawer pulls out, movable freezer tray. When door is opened the 3 pistons move up and down, and turn the round center shelves.
3T63X265 (Sh. wt. 2 lbs.) . . **List $3.98**
2R35X13 "C" Battery . . **List, ea. .20**

Mixes and Makes Juice

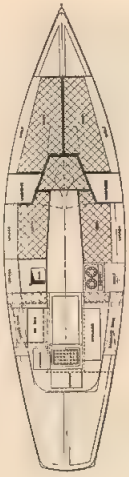
DELUXE MIXER WITH JUICER ATTACHMENT—Will actually mix and juice! Sturdily constructed and finished in Pink and White enamel. Mixer comes apart — can be used as hand mixer. 8½x7⅞x5¼". Uses 2 batteries (not included).
3T65X265 (Sh. wt. 1 lb.) . . **List $3.98**
2R35X13 "C" Battery . . . . . **List, ea. .20**



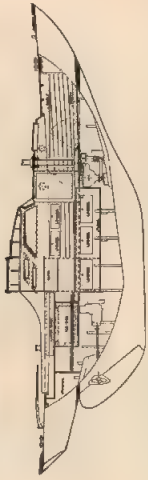
Bakes Cookies, Cakes and Pies!

BETTY CROCKER JR. BAKING KIT — A real baking set for little hands. Consists of General Mills white, yellow, devil's food and spice cake, 3 types of frosting, pie crust and cookie mixes, mixing bowl, 3 bake pans, 7 cookie cutters, 6 utensils, cookie sheet, muffin tin and recipes
3T67X332 (Sh. wt. 4 lbs.) . . . **List $4.98**

ALL STOVES ON THIS PAGE ARE SAFETY TESTED!



KING'S CRUISER FOR 1958



L. O. A	28′ 0″
L. W. L.	19′ 0′
Beam	7′ 3″
Draft	3′ 11″
Min. freeboard	1′ 11″
Displacement	5 070 lbs
Weight keel	2.205 lbs
Sail area	300 sq ft
Genoa jib	170 sq. ft.
Head room	5′ 3″

Comfortable cruising accommodations for four. For the racing skipper—exceptional speed and performance.

Designed for American yachtsmen. Built in Sweden to highest standards of construction. Over 80 of these beautiful yachts are cruising and racing in U. S. waters

For further information contact our dealers:

GARDNER F. SCHIRMER (Maine through Rhode Island)
78 Abbot Road, Wellesley Hills, Mass.

GEORGETOWN YACHT BASIN, INC. (Conn. through Va.)
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FRED J. DRIVER
2575 S. Bayshore Drive, Miami 35, Fla.

CLARK SWEET
632 - 31st Street, Lido Peninsula, Newport Beach, Calif.

FRANK A. VALLE
228 Paydras Street, New Orleans 12, La

BAUMAN BROS. & DICK MILLER
Sausalito Yacht Harbour, Sausalito, San Francisco, Calif.

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Post Office Box 224, Bellevue, Washington

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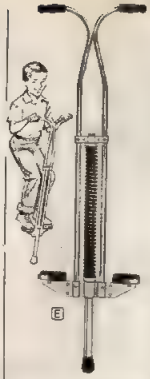
SWEDISH BOATING, INC.

Georgetown, Maryland

U. S Distributor

WHIRLY BIRD . . . new game craze is easy to play, safe for children and loads of fun for grownups too! Develops skill in pitching and catching. Includes four varnish-over-color steel targets, each fastens to the hand with elastic . 2 birds have suction cups and finest, archer-quality turkey feathers. Comes with easy instructions and luggage-type case.
89-6217 B280 Whirly Bird Game. . . **$3.95**



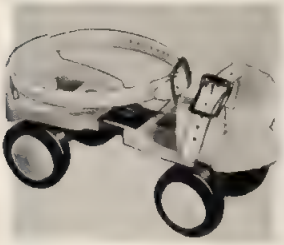
E SUPER DELUXE POGO STICK of triple-plated tube steel . . . rollicking bound-about fun for everyone from featherweight tots to occasional flings from 200-lb. dad! Adjustable spring tension guarantees a smooth, bumpless ride for all . . . 2 bicycle grip handles provide better balance. Powerful spring is tempered steel and preset. Safety non-slip rubber foot pedals, tempered steel footstep, rubber bottom tip. Easy-to-follow instructions.
89-5888 B675 Pogo Stick. **$9.95**

F THE "JET JUMPER" . . . lightweight aluminum pogo stick helps teach muscle control, coordination. Sure to score a big hit with energetic young guys and gals who'll spend hours perfecting their sidewalk antics. Safe, too . . . non-skid rubber foot treads and a solid rubber inset tip hold young hoppers on course, make balancing easy. Power-packed spring tension responds quickly to body weight . . . travels along in leaps and bounds.
89-5458 B485 Jet Jumper **$6.95**

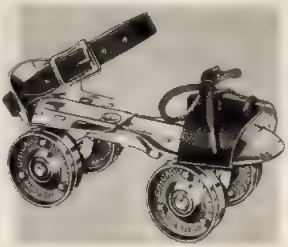
MICKEY MANTLE'S 4-BAGGER TARGET . . . exciting as a World Series game! Score mounts every time one of the 3 rubber balls is pitched into a plastic pocket . . . great sport for a party, good practice for a lone marksman. Gaily colored laminated hardboard takes lots of "bum" throws, stands indoors or out on a sturdy metal easel. Target is 3-ft. tall.
89-6886 B350 Four-Bagger Target. . . . **$4.95**

33-PC. SPINNING OUTFIT. Fishermen from 6 to 60 look enviously at this 6-ft. fiberglass spinning rod with stainless steel tips and guide, cork handle! Metal bantam spinning reel has a full-ball pick-up arm, handles the 100-yd. 6-lb. test monofilament line easily. Outfit includes copper spoon, red-white plug, float, 3 snelled hooks, 10 hooks, 12 shot.
89-5276 B695 With fishing manual. . . **$9.95**

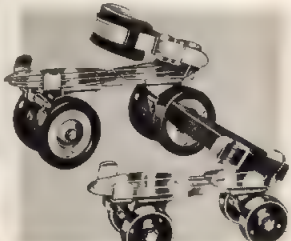
45-PC. BAIT CASTING SET. All-steel tackle box packed with such terrific fishing equipment Dad'll want to borrow some himself! Includes level wind reel with cork arbor, 100 yd. line capacity; 4' glass rod; gold fish plug; copper spoon; 100' monofilament line; 12 split shot, 20 hooks, 20' leader material; 2 snelled hooks; pencil float, Fishing Manual.
89-5268 B550 Bait Casting Set. **$7.95**



"ZIPEES" SKATES IN PASTEL COLORS. Safe, featherweight roller skates with self-lubricating ALL NYLON wheels that roll noiselessly, wear longer. Perfect for "first-timers" because they're made of nonbreakable, rust-proof nylon and orlon. So light, a pair weighs less than 12 oz. Even tots find them comfortable. Adjust to fit children's shoe sizes 8 to 12.
89-8593 B203 Zipees Skates. **$2.98**



CHICAGO IMP SR. ROLLER SKATES . . . the only beginners' skate with smooth rolling ball bearing wheels for the small roller skater. Silvery metal with heavy red leather ankle and toe straps. Straps lace and buckle to different sizes for perfect comfort. Skates adjust from 5¾ to 7⅝" long . . . "grow" with your child's foot
89-5490 B203 Imp Sr. Skates. **$2.95**

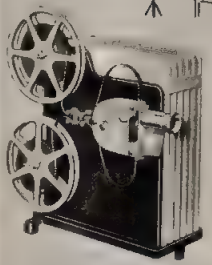


"SILENT FLASH" CHICAGO SKATES. America's longest wearing, fastest rolling skates. Ball bearing wheels with hard-rubber tires actually outwear metal ones by test. Nickel finished. Sturdy strap, rubber ankle guard. Extend 8" to 11". Shock absorbers.
89-5466 B485 "Silent Flash" Skates. **$6.95**
89-5474 B345 Chicago "Flying Scout" Skates. All steel, no ankle guard . **$4.95**

CLOCKMAKER CONSTRUCTION KIT. Fascinating for boys and girls, 8 and over. Kit contains all parts necessary for assembling, by hand, a real pendulum wall clock that keeps accurate time, looks most decorative hanging in their own room. Gears, pinions, brass plates, "acorn" weight, form clock movement. Plastic housing. Instructions incl.
89-3909 8280 Clockmaker Kit $3.98

NEW SNAP-IN BEADS . . . make exciting constructive fun for children of all ages! Set contains a large assortment of beautiful colorful beads that require no stringing, no clasp! Just snap the beads together to form striking necklaces or bracelets of any desired length. Snap apart to use beads over and over again. Size of box: 11⅝x8½x1¼ inches.
89-3826 8210 Snap-In Beads $2.98

A 6-year old can run his own show . . . with
The Thunderbird Movie Projector



POTATO HEAD FAMILY. Now Mr. and Mrs. Potato Head have a son, "Spud" and a daughter "Yam" . . . plus 2 new pets to make it even more fun to bring the family "to life"! Hilarious fun for everyone—transform fruits and vegetables into comical characters. Kit includes eyes, ears, lips, noses, mustaches, hats—even tiny "limbs"!
89-2364 8210 Potato Head Family . . . $2.98

JEWEL PEARL and CRAFT CHEST . . . makes a wonderful gift for the fashion-minded young artist! She'll love designing and making her own costume jewelry. Beautiful simulated pearl studded jewel case contains plastic rings, pins, bracelets and colorful sparkling imitation jewels. Chest includes jewelry cement for attaching stones; instructions too.
89-2356 8280 Jewelry Craft $3.95

THUNDERBIRD MOVIE PROJECTOR. Safe enough, easy enough for even a six-year-old to operate! No need to ask Daddy to show their fun movies for them—they can do it all by themselves now! The Thunderbird is of sturdy metal construction, engineered to show brilliantly clear pictures. (Projection lamp is a powerful 150 watts!) Projector is blower-cooled—makes it safe for the hands of the operator, safe for the films shown. And the whole thing is as easy to operate as can be: on-off switch, threading mechanism, motor rewind are all that have to be "operated". Can handle 200 ft. of 8 mm film at one show, showing it through a fine ¾" achromatic projection lens. Manual framer and vertical tilt device make for easy adjustment. 110 volts, 60 cycles, AC. UL approved. Corrugated carrying case.
89-7751 8225O Projector $29.95

8mm Black-and-White Films to show on your Thunderbird Projector. 50-ft.
89-7769 8450 Cartoon Series, featuring Woody Woodpecker. Set of 3 . . . . . $5.95
89-7777 8450 Cartoon and Comedy Series: Woody Woodpecker, Abbott and Costello. Set of 3 . . . . . $5.95
89-7785 8450 Cartoon, Comedy & Science Series: Woody Woodpecker, Abbott & Costello. Set of 3 . . . . . $5.95
89-7793 8450 Cartoon, Animal Adventure and Western featuring Hopalong Cassidy. Set of 3 . . . . . $5.95

FLASH CAMERA OUTFIT . . . everything a young photographer needs to take his first fine pictures! Camera, with American Optical lens, takes 12 exposures on #620 film. M-2 flash attachment takes M-2 Peanut bulb or any bayonet-type bulb without using an adapter. Also in wood and fibreboard case: 6 flash bulbs, 2 batteries, Kodak film.
89-3891 8625 Flash Camera Outfit . . . $8.95

DIAL PHONE SYSTEM. Dial and the phone on the other end rings . . . you can proceed to have a loud, clear conversation on this completely electronic phone system! 2 black adult-sized phones are ready for use indoors or out—give excellent connections. Includes 4 flashlight batteries, 50-foot cable, 2 hand phones, 2 desk cradles and instructions.
89-3958 8350 System, with guarantee. $7.95

HISTORICAL RIDERS and HORSES. Out of America's colorful past ride these heart-stirring figures . . . lifelike replicas of the exciting heroes who portray them today on TV and in the movies. Each has the "take-apart" features children love. Authentically detailed and handpainted in vivid colors, they're collector's items, too! Made of unbreakable acetate. 9½" high (mounted).

E ***Wyatt Earp*** . . . "brave, courageous and true", the Marshal rides "Tombstone".
89-4295 B280 Wyatt Earp **$3.98**

F ***Tonto*** . . . the Lone Ranger's faithful Indian companion mounted on "Scout".
89-4287 B280 Tonto **$3.98**

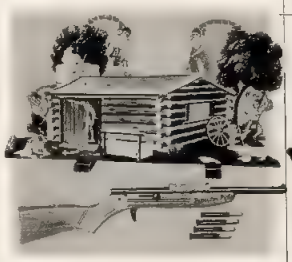
G ***Lone Ranger*** . . . famous masked rider of the West on his beautiful horse "Silver".
89-4261 B280 Lone Ranger **$3.98**

H ***Cochise*** . . . hero of "Broken Arrow", TV's latest sensation, riding his spirited Pinto.
89-4279 B280 Cochise **$3.98**

K ***Jim Bowie*** . . . with his famous bowie knife, mounted on his horse "Blaze".
89-4311 B280 Jim Bowie **$3.98**

L ***Gen. George Custer*** . . . in full battle regalia mounted on his golden palomino "Bugler".
89-4329 B280 Gen. George Custer **$3.98**

CHEROKEE CHIEF ARCHERY SET . . . use indoors or out—fun for youngsters, adults too! Includes a 46" lemonwood bow in brilliant natural finish with strong cabled linen waxed bow string; wrist guard; four 18" feather-fletched arrows with rubber suction safety tips; big, colorful 24" target of extra-thick laminated fiber board; sturdy wooden tripod.
89-6951 B420 Archery Set **$5.98**



INDIAN RAID . . . shooting game that is both safe and exciting. Game is equipped with log cabin, 5 Indians decorated in 8 colors, bolt action repeater rifle, harmless rubber-tipped safety bullets. As one Indian is shot at and hit, he automatically disappears and another Indian appears in a different part of the cabin. 24" long, 12" high
89-1812 B280 Indian Raid **$3.98**

MR. MAGOO POP-UP TARGET. Hit the target and zoooom! . . . there goes the genial Mr. Magoo, shot from a "cannon", flying through the air with the greatest of ease. Mother Magoo and Waldo drop behind the scene when target is hit. A safe, amusing shooting game for boys and girls. 18x19½" target, 2 plastic guns, 6 rubber-tipped darts.
89-6332 B210 Pop-Up Target Game **$2.98**

"WRANGLER" JR. GUITAR. Youngsters can play real music on this beautiful guitar! Authentic shape, size; real fingerboard, raised frets; friction-type tuning keys, nylon strings. Nickel tailpiece. Neck cord. Pick, song book, instructions. 30¾x 11¾".
89-5136 B350 . . . . . **$4.98**

Fun For Boys and Girls

KING OF THE WILD WEST TV SEAT . . . puts him right in the spirit of his favorite Western! Authentically styled saddle is mounted on tripod stand of splinterless wood with non-skid floor stoppers. 11" natural russet unfinished cowhide saddle seat will support weight of an adult. Removable lariat and miniature bed roll included.
89-6415 B420 TV Seat **$5.98**

FLYING DUCK SHOOT . . . with plastic dart rifle. A game of skill that's safe living-room fun for all the family. 3 ducks "fly through the air" (they're attached by spring clips to the arms of an automatically revolving floor stand). Ht. 4½ ft. Rifle, 21½" long 4 rubber-tipped darts.
89-6456 B350 . . . . . **$4.98**

LUXURIOUS ELEGANCE IN SEMI-PORCELAIN

5th Avenue Dinnerware

CREATED BY TAYLOR, SMITH & TAYLOR

Guaranteed
AGAINST BREAKAGE FOR ONE YEAR
(with FREE Replacement)
We agree to replace any piece of this set without charge—that is broken either on arrival or from any cause during a period of one year from date of purchase.

TAYLOR, SM TH & TAYLOR

These exquisite dinner sets must be seen to be fully appreciated. Above all, their quality should not be judged by unusually moderate prices. They are the latest triumphs of the outstanding designers of Taylor, Smith & Taylor—a name that means deluxe quality and impeccable taste. All are OVEN-PROOF, detergent resistant—and covered by a written guarantee against breakage from any cause for ONE FULL YEAR. Open stock guaranteed for 5 years.

"America's finest dinnerware since 1899"

REGAL ROSE . . . The creation of a world famous designer. Features lifelike rose effect with contrasting stem and leaves. Matching two-tone sugar, creamer and cups. Platinum band around all outer edges.

D44G278-1480—32 piece set for 6 . . . Retail $24.75
D44G278-2442—53 piece set for 8 . . . Retail 40.75
D44G280-4522—93 piece set for 12 . . . Retail 75.50

CANDLELIGHT . . . An example of charming dignity with appealing simplicity. A modern shape, with America's newest side spray treatment exquisitely beautiful. Warranted 22 K. gold band around all outer edges.

D44G281-1294—32 piece set for 6 . . . Retail $21.50
D44G282-2165—53 piece set for 8 . . . Retail 36.00
D44G283-3710—93 piece set for 12 . . . Retail 61.80

HARVEST GOLD . . . Luxurious simplicity in one of the most attractive patterns available today. A superb modern shape featuring an idealized wheat motif. Warranted 22 K. gold band around all outer edges.

D44G275-1228—32 piece set for 6 . . . Retail $20.50
D44G276-2852—53 piece set for 8 . . . Retail 34.50
D44G277-3542—93 piece set for 12 . . . Retail 59.00

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 cereal bowls
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 nappy
1 gravy boat
1 covered sugar
1 creamer
1 covered casserole (open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 6 32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1—11" platter
1 nappy
(open vegetable dish)

*IMPORTANT. Note that every 32 piece set includes full size 10" plate. Shipped direct from pottery in East Liverpool, Ohio . . . Allow 2 Weeks for Delivery

DISTINCTIVELY BEAUTIFUL SEMI-PORCELAIN

Dinnerware Creations

BY TAYLOR, SMITH & TAYLOR

Guaranteed
AGAINST BREAKAGE FOR ONE YEAR
(with FREE Replacement)
We agree to replace any piece of this set without charge—that is broken either on arrival or from any cause during a period of one year from date of purchase.
TAYLOR SMITH & TAYLOR

The finest full color photographs of these luxurious patterns cannot do full justice to their breathtaking beauty and superb quality. Although the name Taylor, Smith & Taylor has been a symbol of excellence in dinnerware since 1899—these latest creations reflect the newest modes and the modern spirit in a delightful manner. All are OVEN-PROOF, detergent-resistant—and guaranteed against breakage from any cause for ONE FULL YEAR. Open stock guaranteed for 5 years.

"America's finest dinnerware since 1899"

PINK PINE . . . A modern shape with orchid pink body on which is superimposed classical pine effect. Warranted 22 K. gold band on all outer edges. A fresh, appealing pattern that will evoke praise from all.

D44G266-1486—32 piece set for 6 Retail $24.75
D44G267-2442—53 piece set for 8 Retail 40.75
D44G268-4522—93 piece set for 12 Retail 75.50

SCANDIA BLUE . . . A superb set in the modern Danish manner that any hostess will be proud to use. A delft warm blue body on which is superimposed an orchid-like floral effect in soft grey and white. Attractive two-tone effect on sugar and creamer. 22 K. gold band on all outer edges.

D44G272-1486—32 piece set for 6 Retail $24.75
D44G273-2442—53 piece set for 8 Retail 40.75
D44G274-4522—93 piece set for 12 Retail 75.50

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1 gravy boat
1 happy (open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

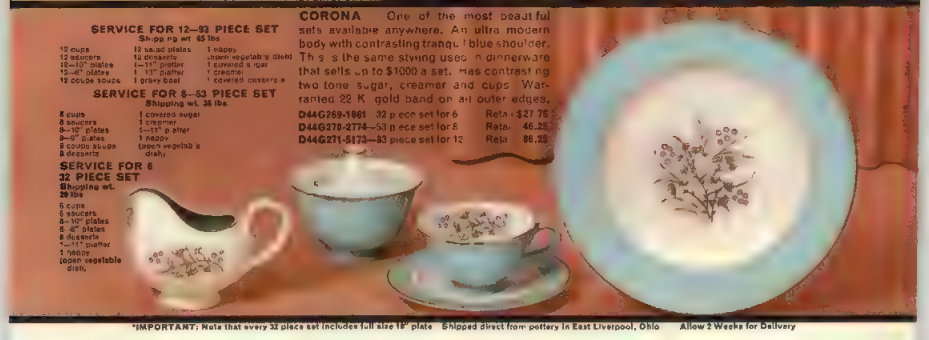
8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 happy (open vegetable dish)

SERVICE FOR 6 32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6 -6" plates
6 desserts
1—11" platter
1 happy (open vegetable dish)

CORONA One of the most beautiful sets available anywhere. An ultra modern body with contrasting tranquil blue shoulder. This is the same styling used in dinnerware that sells up to $1000 a set. Has contrasting two tone sugar, creamer and cups. Warranted 22 K. gold band on all outer edges.

D44G269-1861 32 piece set for 6 Retail $27.75
D44G270-2774—53 piece set for 8 Retail 46.25
D44G271-5173—93 piece set for 12 Retail 86.25



*IMPORTANT: Note that every 32 piece set includes full size 11" plate. Shipped direct from pottery in East Liverpool, Ohio. Allow 2 Weeks for Delivery

Wilson

Baseball Gloves

(A) WILSON'S TED WILLIAMS "FIELDMASTER" GLOVES — Designed for smoother fielding and snap-action flexibility. Recommended and autographed by one of the most outstanding players of our time. This "Fieldmaster" takes the field in value and outstanding performance. Made of good grade tan glove cowhide to professional specifications. Streamlined curved back fingers. Palm lacing. Leather fingertip lacing continues through two-piece web. Grease-set Grip-Tite pocket. Full sheepskin lining and roll leather binding. Contour felt pad and hand-formed heel. Fully oiled. Ship. wt. 3 lbs.
804-2115 Index 1-634; 6-792 .....Retail $12.50

(B) WILSON'S HANK SAUER GLOVE—Skillfully designed of good quality cowhide with many fine construction details. Endorsed by Hank Sauer, the great fielder. Greased, Grip-Tite pocket. Full welted streamlined fingers. Continuous leather lacing through fingertips. Button-type wrist strap. Flat leather binding. Fully leather lined. Contour-fitted felt padding, hand-formed heel. Fully oiled. An honored glove in Wilson's medium price field.
804-2195 Index 1-730; 6-693 .....Retail $10.95

(C) WILSON'S FRANK THOMAS FIELDER GLOVE—Endorsed by a top fielder, this leader glove is made to withstand the rigors of hard play . . . yet it's moderately priced. Made of good grade cowhide glove leather with greased Grip-Tite pocket. Closed wrist. Leather finger-tip lacing causes fingers to work as solid unit and prevents ball from slipping through. Full leather lining. Cushioning felt padding. Hand-formed heel and flat style binding. Glove is fully oiled for best performance. Preferred by professionals because it's designed to their recommendations. Ship. wt. 3 lbs.
804-2105 Index 1-664; 6-630 .....Retail $9.95

(D) WILSON'S JIM GREENGRASS FIELDER GLOVE — Check the price . . . then check the top-quality construction details in this moderately-priced glove. Made of tan glove cowhide with greased Grip-Tite pocket. Leather finger-tip lacing causes fingers to work as solid unit, prevents ball from slipping through. One-piece palm and thumb. Button-type wrist strap. Flat style binding and full lining. Felt padding. Glove is fully oiled. Truly a professional model glove by Wilson. Ship. wt. 3 lbs.
804-2151 Index 1-397; 6-377 .....Retail $3.95

(E) WILSON'S REGULAR TRAPPER — A top choice in a trapper model. Even the hard ones are easy to handle with this "designed-for-action" trapper. Many top features for a moderately priced glove. Expertly designed and constructed to stop and hold those fast balls. Stops a bullet-line drive with its good grade cowhide. Fully oil treated. Leather palm lining. Leather thumb and finger loops. Inner greased pocket. Flexible thumb and finger stiffeners. Adjustable wrist strap padded with shearling. Flat style binding. Ship. wt. 3 lbs.
804-2680 Index 1-630; 6-598 .....Retail $9.45

(F) WILSON'S HARRY CHITI CATCHER'S MITT Outstanding value, skillfully designed to put on a good show behind the plate. Good grade quality mitt leather, grease-formed Grip-tite pocket. One piece palm and heel band style, Snap-action lacing. Adjustable shearling-padded wrist strap. Thumb and finger loops. Welted, leather laced crotch and newly styled laced Web. Leather laced throughout. Ship. wt 3 lbs.
804-2546 Index 1-1130, 6-1073 . . . . . Retail $16.95

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this year!

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Safe harbor for 125 boats • Three pools
Luxurious, studio type hotel rooms
Large restaurant and new shops
120 private cabanas
Send for free brochure

Reservations for 1958 season
George Branson, Executive Director

TERRA MAR
OLD SAYBROOK
CONNECTICUT
"where the river meets the sea"

RIG IT RIGHT

(*Continued from page* 105)

will prove helpful. A wheel jack to support the weight will make hitching and unhitching the trailer something your boy can do.

A rubber tire dolly wheel with a wide tread is very helpful when moving the trailer about on land, as well as when launching and loading by immersion. And speaking of immersion remember to repack the wheel bearings often. Salt water, especially, is hard on wheel bearing grease. Be sure that the bearing dust cap is in place. This is a great help against sand and grit. Spring shackles should be greased every time you service the car on a long trip. Finally, if the trailer hitch seems somewhat worse for wear, replace it with a sturdy new one

Now, let's look at the car. For a heavy boat and a long trip, a house trailer hitch is needed. (Never trust a bumper hitch!) Have it welded to the fore and aft frame members and beefed up on the last cross member and bumper supports This is just as important to trailing as a good keel is to boating.

The Matter of Brakes

The brakes should need little cautioning comment. State laws and an on-the-road test will tell you what you need here. If the trailer doesn't have brakes, they can almost always be added

The sagging American tourist, with or without a trailer, is a dangerous and not uncommon sight on many highways Don't be one of them. Get a weight distributing hitch or helper springs. The pneumatic "Airlifts" which can be varied from 4 to 12 pounds, depending upon the amount of lift you need, work well, and are not expensive. The reason you probably will need helpers on most sizable boats is because 10 to 20 per cent of the weight of the trailer and load should bear on the car's hitch. If it does not, you will surely learn the meaning of the word "weave." Some other weave causes are loose or misaligned axle, loose hitch or trailer ball, or unevenly inflated tires. Trailer tires, like the automobile's tires, should all have the same air pressure.

So, just put her on a trailer, hook up, and take off. There's really not much to it, if you rig it right. But whether your load be a featherweight runabout or a husky auxiliary, look before you leap. Your safety and that of others may be at stake. In trailing, as in boating, once the precautions are taken, they are seldom needed.

☆ ☆ ☆

ULMER FOUL-WEATHER GEAR

In a continuing effort to correct any faults which crop up, as they will, through continued usage, Charles Ulmer Inc., City Island, N. Y., has endeavored to improve their two grades of foul weather gear

Aldair—outer surface of Nylon cloth has been siliconed to give it a water-resistant surface, to prevent the spread of moisture on uncoated outer surface with ten-pound test inner coating, thus doubly insuring the wearer's dryness and comfort. All seams are double-stitched and heavily coated to prevent leakage from that source.

Light 'n' Dry—inner surface of Nylon is being coated, as well as outside, as this, in the light of experience has proved most satisfactory for this light-weight suit; seams are now being double-stitched and coated to make them completely watertight, instead of as previously sewn.

The small carrying bags to match are valuable adjuncts and have found increasing favor, not only as a means of carrying and storing the suits, but also for use of valuables, cigarettes, etc., when suits are being used.

Aldair is available in marine blue and Light 'n' Dry in either dark gray or yellow.

I wouldn't have missed that for the world."

"Missed what?" I asked.

"Those two guys I was talking to," said Bob. "They crew for Uffa on distance races, and, in between times, they race their own fourteen-footer. We swapped a bunch of yarns while you were up with Uffa. Sure glad I came." He looked relaxed.

I said, "You mean white sails and keels and rudders?"

"Pardon me?" Bob said.

"Never mind," I said.

Besides, I'd learned one thing about Uffa which Bob didn't know. He's the kind of man whose only knowledge of French is, "Je t'aime," and who marries a Frenchwoman whose only knowledge of English is, "I lauf you."

Or could it be that I knew that twelve years ago anyway and I'd just forgotten

☆ ☆ ☆

DYNA

(*Continued from page 87*)

power) was built by Burger of Manitowoc, Wis., from designs by Sparkman & Stephens of New York. She is 57′ 5″ overall length, 40′ load waterline, 13′ 6″ beam, 5′ 6″ draft with her centerboard housed, and spreads 1,604 square feet of sail in a modern masthead rig. Her 72′ mainmast is an elliptical hollow aluminum structure.

Her light displacement—48,100 pounds—for a vessel of her size, stems from the fact that Dyna is of welded aluminum plate construction. Dyna's shell plating is ¼″ thick and is of a special high-tensile strength alloy developed for marine use by Alcoa. She and her cruising sistership, Aria, which flies the private signal of George Kress, a fellow Green Bay townsman of Ewing, are believed to be the largest aluminum-hulled sailing yachts built in the United States.

The bare hulls of these vessels weigh some four tons less than a conventional wood frame and plank vessel of similar dimensions and 9,700 pounds less than one of steel. Of Dyna's 48,100 pounds of displacement, 18,000 is in her cast-iron keel which is slotted to handle an aluminum centerboard.

The welded hull is a one-piece shell that lends itself to an exceptionally smooth finish and, because it achieves strength with a minimum of hull members, makes for unusual roominess below. This factor is reflected in the spaciousness of the accommodations and the abundance of locker and stowage space.

Fuel and water tanks are integral with the hull and are almost twice the usual size. For auxiliary power Dyna has a GM series 51, vee-drive diesel. Electricity for refrigerator, lights, radio direction finder, fathometer and such is provided by a Leece-Neville 1,500-watt, 32-volt DC engine-driven generator and an Onan 3-kw, 32-volt diesel generator.

Dyna's galley, located aft on the port side, has a 7.7-cubic-foot Latsco refrigerator, a Heritage stove in gimbals, a double sink and all manner of lockers and shelves for food and cooking equipment. The chart table and drawers, and the navigator's department are opposite the galley.

The big light oak-panelled main cabin sleeps four in built-in and transom berths, and has a gimballed dining table. The owner's stateroom, with its own toilet room, is located forward of the cabin and abaft the forecastle.

Exterior trim is teak and the decks have been covered in fiberglass. Guest Products, of Long Island City, N. Y., did the rigging and installed the mechanical aids which make her an efficient racing machine.

Dyna was launched at Manitowoc in April and has been busy ever since. She had her owner's trials in May, was hauled out for a few finishing touches and then departed from Green Bay in June almost before her last coat of varnish was dry to meet her crew in Milwaukee and compete in the Queen's Cup race. In this, her very first effort under fire, she took third place. A few days later, Dyna was first in Class A in the Muskegon Y.C. regatta. Her crew was beginning to find out how to make her go.

She followed her first victory with a sweep of the Port Huron-Mackinac race and then topped Class A and Division One in the 50th Chicago-Mackinac test. These excellent performances, unfolded in the largest and sharpest fleets the Lakes had to offer, won her the Commodore Buhler Trophy for the best total corrected time for both of the fresh water classics.

Dyna proved herself to be a slippery performer in light going and a very fast boat to windward in a real breeze of wind.

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DUNPHY BOATS

The all-new lapstrake models with the clipper bow design have been added to the regular line of molded mahogany plywood hulls offered by The Dunphy Boat Corporation, Oshkosh, Wisconsin.

The 16′ Whitecapper, one of the lapstrakes, with a beam of 78″ and a maximum depth of 36″, is 72″ wide at the transom. The combination tank lockers that double as fishing seats and the convertible tops are accessories available for the Whitecapper as well as for the smaller 14½′ Surf Rider.

A new larger 16′ Manta hull, has been added to the line of seven-ply all-mahogany boats. The Imperial model has ample room for deck chairs and picnic equipment. The 14′ 2″ Ski Rider is designed for skiers.

Other Dunphy models include the Robalo and Bonito series of 14′ hulls and a new open-type runabout, the 14′ Black Bass for fishermen. Many of the boats are equipped with "Magic Carpet" seat suspension systems which give added comfort.

BOAT DISTRIBUTION, INC.
BOX 474, CLINTON, N. C.

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OR

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We at Boat Distribution, Inc., and our direct factory distributors listed below, invite you to visit our exhibit at the New York Boat Show, space D-59-A, 4th floor. Compare our boats with the Nation's finest—see for yourself why we claim they are America's best budget priced boats.

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900 Main Ave., S. W., Wash., D.C.

Carolina Sales Corporation
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Bridges Boat Distribution
36 Cuyahoga Falls, Akron, Ohio

You'll get more for your boating dollar buying America's best budget priced boats and

Grandma III

America's First Lady of Land and Sea

DEALERS and DISTRIBUTORS!
A few franchises are still available to qualified persons.

RIG IT RIGHT

(Continued from page 105)

will prove helpful. A wheel jack to support the weight will make hitching and unhitching the trailer something your boy can do.

A rubber tire dolly wheel with a wide tread is very helpful when moving the trailer about on land, as well as when launching and loading by immersion. And speaking of immersion remember to repack the wheel bearings often. Salt water, especially, is hard on wheel bearing grease. Be sure that the bearing dust cap is in place. This is a great help against sand and grit. Spring shackles should be greased every time you service the car on a long trip. Finally, if the trailer hitch seems somewhat worse for wear, replace it with a sturdy new one

Now, let's look at the car. For a heavy boat and a long trip, a house trailer hitch is needed. (Never trust a bumper hitch!) Have it welded to the fore and aft frame members and beefed up on the last cross member and bumper supports. This is just as important to trailing as a good keel is to boating.

The Matter of Brakes

The brakes should need little cautioning comment. State laws and an on-the-road test will tell you what you need here. If the trailer doesn't have brakes, they can almost always be added

The sagging American tourist, with or without a trailer, is a dangerous and not uncommon sight on many highways. Don't be one of them. Get a weight distributing hitch or helper springs. The pneumatic "Airlifts" which can be varied from 4 to 12 pounds, depending upon the amount of lift you need, work well, and are not expensive. The reason you probably will need helpers on most sizable boats is because 10 to 20 per cent of the weight of the trailer and load should bear on the car's hitch. If it does not, you will surely learn the meaning of the word "weave." Some other weave causes are loose or misaligned axle, loose hitch or trailer hall, or unevenly inflated tires. Trailer tires, like the automobile's tires, should all have the same air pressure.

So, just put her on a trailer, hook up, and take off. There's really not much to it, if you rig it right. But whether your load be a featherweight runabout or a husky auxiliary, look before you leap. Your safety and that of others may be at stake. In trailing, as in boating, once the precautions are taken, they are seldom needed.

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ULMER FOUL-WEATHER GEAR

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Aldair is available in marine blue and Light 'n' Dry in either dark gray or yellow.

melmac® quality dinnerware

TEXAS-WARE

molded of melamine

GUARANTEED
Two full years against breakage.

COMMENDED BY PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

Rio Vista PATTERN

Complete service for eight

45 pieces...$46.80 open stock value...specially priced $29.95

Rio Vista's graceful coupe shape sets a beautiful table . . . and is *so* easy to care for. Safe in boiling water or dishwasher . . . the colors will never fade or wear away. So sturdy it's *guaranteed two full years* against breaking, cracking or chipping! 45 pieces in set are 8 each 10″ dinner plates, 7″ salads, cups, saucers, cereals; 1 each large platter, serving bowl, creamer and sugar with lid. Colors: Rainbow of Pink, Gray, Turquoise and White as illustrated. Shipping weight 15 lbs.

16212A2097 45 pc. Rainbow Assortment Retail **$29.95**

Nassau PATTERN

Decorator colors bonded together with the *Color-on-Color** process, exclusive with TEXAS WARE. Beautiful shape molded for greatest resistance to breaking, cracking or chipping. Available in **20 pc sets** (4 ea 10″ dinner plates, 7″ salads, cups, saucers, and cereals. Shipping weight 6 lbs.) and **45 pc Services for 8** (8 ea 10″ dinners, 7″ salads, saucers, cups, cereals; 1 ea large platter, serving bowl, sugar with lid. Shipping weight 16 lbs).

16269A1317	20 pc. Turquoise on Sandalwood	Retail **$21.95**
16270A1317	20 pc. Yellow on Sandalwood	Retail **$21.95**
16271A1317	20 pc. Pink on Gray	Retail **$21.95**
16272A2997	45 pc Turquoise on Sandalwood	Retail **$49.95**
16273A2997	45 pc. Yellow on Sandalwood	Retail **$49.95**
16274A2997	45 pc. Pink on Gray	Retail **$49.95**

*Patent Pending

TEXAS-WARE

molded of melamine

Melmac quality dinnerware molded for highest resistance to breaking, cracking or chipping. Bang it, boil it, drop it. . . . The TEXAS WARE name and guarantee are your assurance of quality and lasting beauty.

GUARANTEED
Two full years against breakage.

COMMENDED BY THE CONSULTANTS OF PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

As Advertised in LIFE

Shasta PATTERN

A beautiful floral you will never tire of. All flat pieces are decorated . . . cups and bowls are molded by TEXAS WARE'S famous *Color-on-Color** process and are sandalwood with white interiors.

20 PIECE SERVICE FOR 4
4 each decorated 10" dinner plates, 7" salad plates, and saucers, sandalwood *Color-on-Color* cups and cereals. Shipping weight 6 lbs.
16273A1497 20 pc. SHASTA Retail **$24.95**

45 PIECE SERVICE FOR 8
8 each decorated 10" dinner plates, 7" salad plates and saucers, 8 each sandalwood *Color-on-Color* cups and cereals; 1 each large decorated platter, sandalwood *Color-on-Color* serving bowl, sandalwood creamer and sugar with white lid. Shipping weight 16 lbs.
16276A3597 45 pc. SHASTA Retail **$59.95**

Flourish PATTERN

A graceful scroll design in turquoise on a white background. Beautiful for family or formal dinner. Cups and bowls are molded by the exclusive *Color-on-Color** process in turquoise with white interiors.

20 PIECE SERVICE FOR 4
4 each decorated 10" dinner plates, 7" salads and saucers, Turquoise *Color-on-Color* cups and cereals. Shipping weight 6 lbs.
16214A1497 20 pc. FLOURISH Retail **$24.95**

45 PIECE SERVICE FOR 8
8 each decorated 10" dinner plates, 7" salad plates, saucers, turquoise *Color-on-Color* cups and cereals; 1 each large decorated platter, turquoise *Color-on-Color* serving bowl, turquoise creamer and sugar with white lid. Shipping weight 16 lbs.
16216A3397 45 pc. FLOURISH Retail **$59.95**

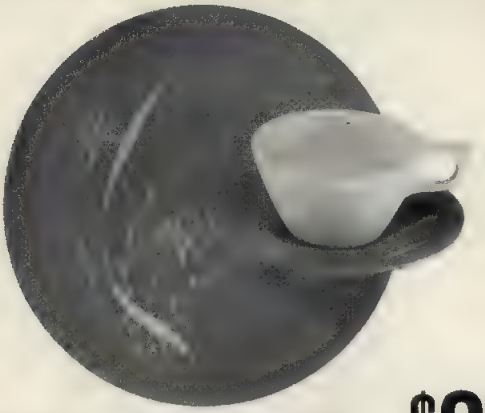
*Patent Pending

Please specify color to match your TEXAS WARE set.

16277A337 8 pc. Gob. Sdlwd. Ret. **$5.95**
16278A337 8 pc. Gob. Turq. Ret. **$5.95**
16279A337 8 pc. Gob. Gray Ret **$5.95**
16280A337 8 pc. Gob Rbow. Ret. **$5.95**
16281A337 8 pc. Sher. Sdlwd. Ret. **$5.95**
16282A337 8 pc. Sher. Turq. Ret. **$5.95**
16283A337 8 pc. Sher. Gray Ret **$5.95**
16284A337 8 pc. Sher. Rbow. Ret. **$5.95**

KONITE SHERBETS AND GOBLETS

End your broken glass problem with beautiful, break-resistant Konite. Bowls are clear while bases are molded of melamine in colors to match your TEXAS WARE. 8 goblets or sherbets to a set, all Sandalwood, all Turquoise, all Grey, or Rainbow of Pink, Turquoise, Grey and White. Shipping weight goblets 2¼ lbs., sherbets 1¾ lbs.



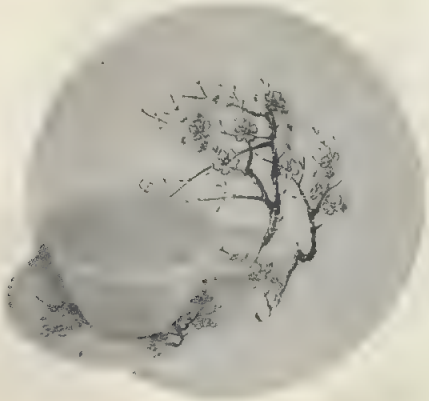
"LILY"

Five new patterns in decorated TEXAS-WARE

45-PIECE SERVICE FOR EIGHT... $29.95

Lowest price ever for a 45-piece decorated set of TEXAS WARE. Shown are two of the five fabulous new decorated patterns in melamine. Colors include popular pastels... pink, yellow, sandalwood, turquoise and translucent white. Offer your customers the beauty of fine dinnerware without the breakage. Melmac® quality TEXAS WARE is guaranteed in writing two full years against cracking, chipping or breaking. Set includes eight of each: decorated 10" dinner plates and decorated 6" saucers; solid color cups, cereal bowls and dessert bowls; one of each: solid color 8½" x 12" platter, serving bowl, creamer, sugar and lid. Catalogue pages and dealer ad mats available. Contact your local jobber direct, or Plastics Manufacturing Company • Department HA-758 • 2700 South Westmoreland Avenue • Dallas, Texas.

TEXAS-WARE



"BLOSSOMS"

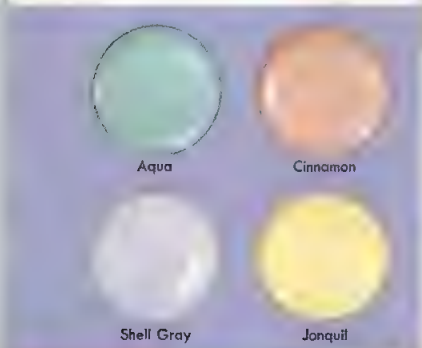
TEXAS·WARE

fine melmac® dinnerware

Guaranteed TWO FULL YEARS Against Breaking, Cracking or Chipping in Normal Use

The finest molded dinnerware available . . . beautiful colors and shapes to make lovely table settings, combined with such sturdy durability that all TEXAS WARE is guaranteed against breakage. Safe even in the hands of children and so easy to care for . . . they clean with the swish of a cloth, and never a worry about chipped edges or broken handles. Perfectly safe in scalding water or dishwasher.

Rainbow



San Jacinto CONTEMPORARY

45-Piece Special Service for Eight

$52.70 open stock value . . . now only $29.95

Delightful texture colors to lend a special carefree gaiety to family meals or a dinner for friends. Save 45% on this special service for eight. Wonderful new colors: Aqua, Cinnamon, Shell Gray, Jonquil, or Rainbow of Aqua, Shell Gray, Jonquil and Tangerine. Please see reverse side of page for set composition and weight.

SJ-45-AP1997 .... 45-pc. Service for Eight, Aqua.....Retail **$29.95**
SJ-45-CP1997 .... 45-pc. Service for Eight, Cinnamon.....Retail **$29.95**
SJ-45-JP1997 .... 45-pc. Service for Eight, Jonquil.....Retail **$29.95**
SJ-45-SP1997 .... 45-pc. Service for Eight, Shell Gray..Retail **$29.95**
SJ-45-RP1997 .... 45-pc. Service for Eight, Rainbow....Retail **$29.95**

Nassau

Made by the bold new Color-on-Color process . . . exclusive with TEXAS WARE. Colors are molded together so that they are forever joined in permanently beautiful contrast. Nassau makes a beautiful table setting against any background traditional or modern, and you'll love the handsome new shape. Available in: White on Sandalwood, Yellow on Sandalwood, Turquoise on Sandalwood, or Pink on Gray. Please see reverse side of page for set composition and weight.

N-20-WSP1317 .... 20-pc. Service for Four, White on S/Wood ..Retail **$21.95**
N-20-TSP1317 .... 20-pc. Service for Four, Turq. on S/Wood ..Retail **$21.95**
N-20-YSP1317 .... 20-pc. Service for Four, Yel. on S/Wood.....Retail **$21.95**
N-20-PGP1317 .... 20-pc. Service for Four, Pink on Gray .....Retail **$21.95**
N-45-WSP2997 .... 45-pc. Service for Eight, White on S/Wood..Retail **$49.95**
N-45-TSP2997 .... 45-pc. Service for Eight, Turq. on S/Wood...Retail **$49.95**
N-45-YSP2997 .... 45-pc. Service for Eight, Yel. on S/Wood...Retail **$49.95**
N-45-PGP2997 .... 45-pc. Service for Eight, Pink on Gray... ..Retail **$49.95**

beauty without breakage

TEXAS-WARE

fine melmac® dinnerware

Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or hottest electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

20 Piece Service for Four

4 each dinner plates, salad plates, cereal-soup bowls, cups and saucers. Approximate shipping weight 6 pounds.

45 Piece Service for Eight

8 each dinner plates, salad plates, cereal-soup bowls, cups and saucers; 1 each large platter, serving bowl, creamer, sugar bowl and sugar bowl lid. Approximate shipping weight 16 pounds.

Guaranteed

All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

Gold wheat

Classic gold pattern on glistening translucent white. Lovely for dining by candlelight . . . durable enough for years of day-in, day-out family use. Dinners, salads, saucers and platter decorated; cups and bowls in lustrous solid white.

GW-20P1497	20-pc. Service for Four	Retail **$24.95**
GW-45P3597	45-pc. Service for Eight	Retail **$59.95**

Shasta

Lovely, stylized daisies with yellow, sandalwood and turquoise petals on gleaming, translucent white to set a beautiful table, whether the background is contemporary or provincial. Decorated dinners, salads, saucers and platter; matching sandalwood cups and bowls with sparkling white interiors molded by TEXAS WARE'S exclusive Color-on-Color process.

SH-20P1497	20-pc. Serv. for Four	Retail **$24.95**
SH-45P3597	45-pc. Serv. for Eight	Retail **$59.95**

Springtime

A pure white translucent body wreathed with a delicate floral design in rich turquoise, yellow and sandalwood . . . a traditional pattern that will charm family and guests alike. Dinners, salads, saucers and platter decorated; cups and bowls are molded by exclusive Color-on-Color process in matching turquoise with gleaming white interiors.

SP-20P1497	20-pc. Serv. for Four	Retail **$24.95**
SP-45P3597	45-pc. Serv. for Eight	Retail **$59.95**

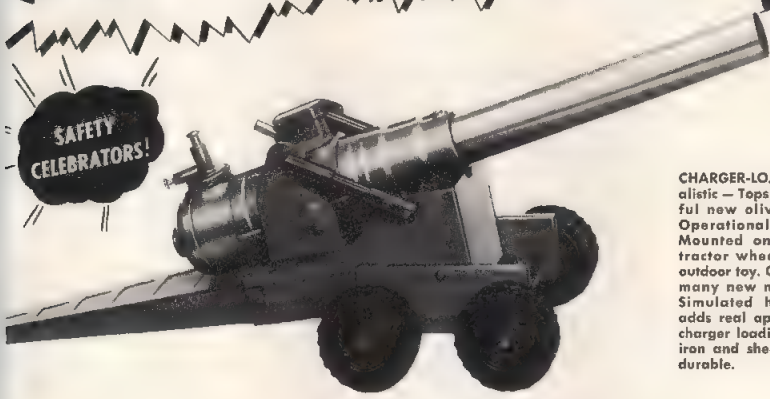
FUN FOR BOYS...

BIG-BANG

REALISTIC CANNONS and GUNS

155 MM CANNON

SAFETY CELEBRATORS!



CHARGER-LOADING . . . So realistic — Tops in toys — Beautiful new olive drab color — Operational new features. Mounted on 8 heavy-duty tractor wheels. Indoor and outdoor toy. Can be used with many new military games. Simulated hydraulic lifter adds real appeal. Automatic charger loading cannon. Cast iron and sheet metal, highly durable.

SPECIFICATIONS

Length of tilting cannon	15½ inches
Overall length	25 inches
Approximate weight	7½ lbs.
Retail price	$14.95

BANG-SITE packed with cannon

105 MM CANNON

COMMENDED BY PARENTS

CHARGER-LOADING . . . Real appeal — Exciting results — Made of cast iron and sheet metal, mounted on 4 heavy-duty tractor wheels. Beautiful new color, automatic loading device. New design with simulated hydraulic lifters.

SPECIFICATIONS

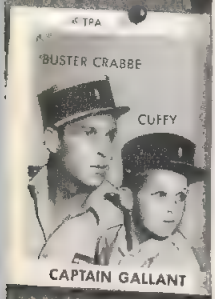
Non-tilting body	10½ inches
Overall length	17 inches
Approximate weight	4¼ lbs.
Retail price	$9.95

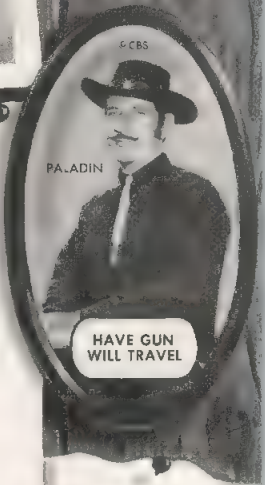
BANG-SITE packed with cannon

Exclusive Manufacturers of BIG-BANG *Cannons*

THE CONESTOGA COMPANY, INC.

MAIN OFFICE and FACTORY — BETHLEHEM, PENNSYLVANIA





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Here are your 1958 *WANTED* Holster and Halloween Costume Designs — the greatest line-up of pre-sold, licensed tie-ins with television, movie and comic characters. Only Halco gives you these EXCLUSIVES!

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HOLSTER SETS

✓GUNSMOKE ✓HAVE GUN WILL TRAVEL
✓HIGHWAY PATROL ✓CAPTAIN GALLANT

EXCLUSIVE-LICENSED
HALLOWEEN COSTUMES

✓MIGHTY MOUSE ✓TOM and JERRY
✓HECKLE and JECKLE ✓CHARLIE CHAN
✓TOM TERRIFIC

OTHER HALCO PRODUCTS

✓TOY PISTOLS ✓TOY PISTOL CAPS
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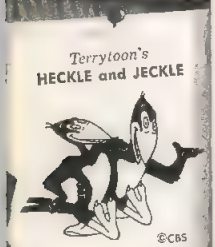
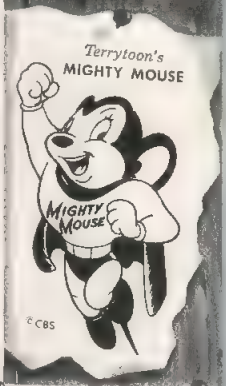
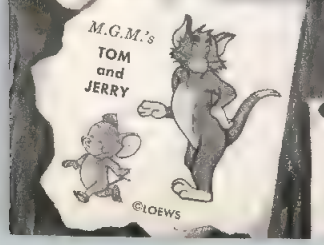
✓SANTA SUITS ✓ICICLES
✓DREAM WORLD PLAY CLOTHES







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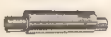
Models M-3, M-4, TR—standard for years; non-corrosive cast grey iron, excellent silencing



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Excellent silencing, long life and a great space saver

MODELS WM1 and WM2 MONEL
New super silencers for modern, high speed engines—with restricted cooling systems

MODEL TR2 MONEL
A deluxe silencer like Models WM1 and WM2 but for engines below waterline

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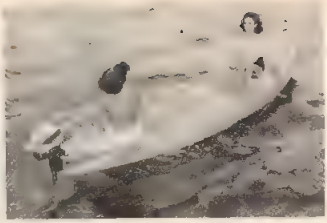


The new 15-foot canoe, CO-15, constructed by Aluma Craft Boat Company, 1515 N.E. Central, Minneapolis, Minn., has a fan-tail for center mounting a motor. The fan-tail is located entirely above the water line. This allows the canoe to be paddled in the same manner as a double-ender canoe.

NEW STRUCTURAL CELASTIC

The new structural Celastic and B.W. Mix for marine decking, hull repairs, insulation, etc., is a colloid-treated fabric. When immersed in B.X. Mix for five seconds it becomes soft and pliable.

Made by Walters Industries, Inc., 156 7th Ave., New York 11, N. Y., Celastic has its own adhesion and will take any contour or shape. It will stick to any surface; wood, plastics, glass, etc.

When the product sets up, it is not only waterproof and light weight, but according to the company it becomes a tough skin which reinforces the surface and has high impact and abrasion qualities.

COLE-HERSEE JOINS NAEBM

The Cole-Hersee Company, Boston, Massachusetts, prominent manufacturer of quality marine, automotive, truck, farm, earth-mover, and industrial electrical equipment, has become affiliated with the National Association of Engine and Boat Manufacturers. With this latest affiliation, Cole-Hersee Company will increase its development and manufacturing efforts towards the production of even better and safer marine electrical equipment.

CARLISLE MARINE ROYALTY RUNABOUTS

Aqua King is one of five new 17' Royalty Group runabouts being offered by Carlisle Manufacturing Co. for the new year.

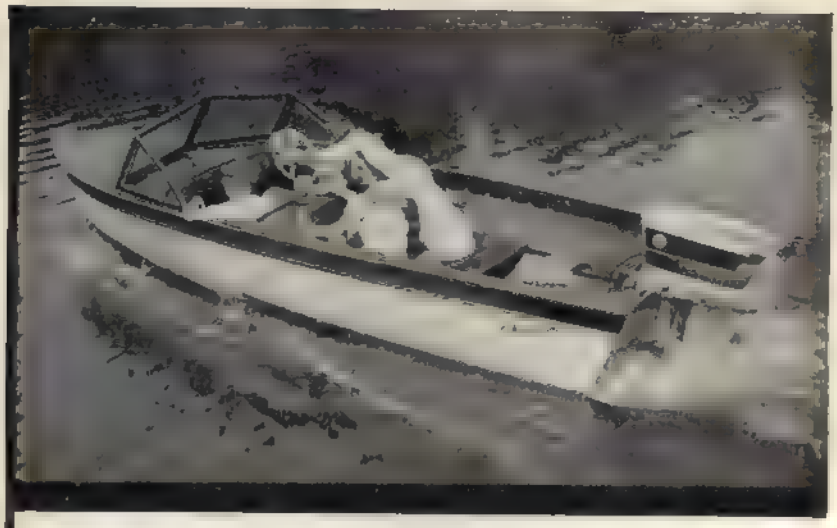
Five new Royalty Group 17' runabouts, equipped with remote controls, are being introduced by Carlisle Marine Manufacturing Co., Morrisville, Penna.

The five are wide-beamed for family use. This also permits fine planing performance. All mahogany construction is a feature of each model.

Ribs, 19" on center, are of heavy construction as are keelson, keel and stem, which is of Honduras mahogany. Sides are of African mahogany. Decking is of 3/8" 5-ply marine plywood.

Models are the Aqua King, Aqua Queen, and Lord Thunderbird. Two utility models are the Nobleman and Squire, used for fishing. Horsepower capacities range from 50 to 70 for the latter to 60 to 109 for the King and Queen.

Better than Great for '58!



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THOMPSON—for 55 years *"The Greatest Name in Outboard Boats"*—now even greater, with the sleekest, speediest, easiest-handling boats in its history! New models . . . new flared clipper bows . . . new wider beams . . . new roominess . . . new structural strength. Plus *natural* flotation and famous Thompson Sea-Lap® construction for maximum safety. Take a ride, then decide—Thompson's for *you*. See your Thompson dealer—now.

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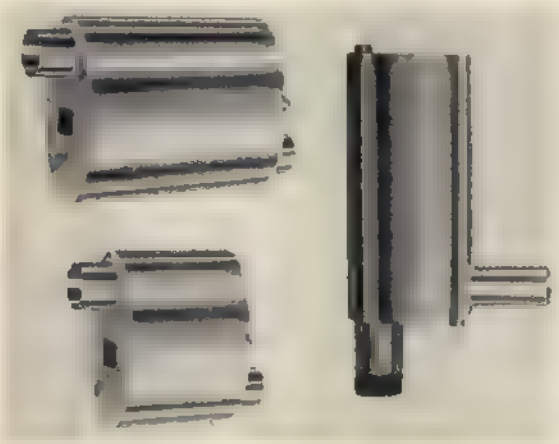
THOMPSON BROS. BOAT MFG. CO. • 341 ANN, PESHTIGO, WIS. • 341 ELM, CORTLAND, N.Y.

QUIET THAT EXHAUST



Deluxe model silencers are being featured by The Maxim Silencer Company in its 1958 line of wet-type marine silencers

Deluxe Model silencers are featured in the 1958 line of wet-type marine silencers shown by The Maxim Silencer Company of Hartford, Connecticut, subsidiary of Ferrari Mfg. Co.

Models WM1, WM2 and TR2 are all Monel, wet-type, exhaust silencers for the modern, high-speed marine engines with thermostatically controlled or closed cooling systems. They use a minimum of cooling water and create a minimum of back pressure. High degree silencing is produced by WM1 for engines above the waterline and by TR2 for engines below the waterline. Either, used in series with WM2, will, according to Maxim, give perfect silencing. Model MO, also all-Monel, is designed for use in smaller boats where weight and space must be kept to a minimum. Maxim also shows the popular cast iron silencer line, Models M-3, M-4 and TR.

SKIS FOR AMATEURS AND PROS

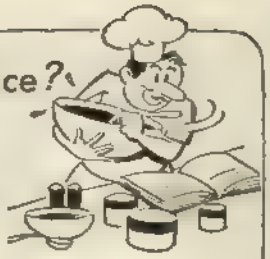
For 1958, Thompson Skis, Inc., of Crivitz, Wisconsin, will feature a line of water skis, made of tough-textured white ash.

For better visibility, Thompson's will carry a "white and bright" motif in their ski finishes. The regular line of varnished skis will be finished in a superlight, clear finish so that the same high visibility factor will be available to those who like the beauty of natural wood.

Four types of ski binders will be available for the coming year: binders for children, "Sunday skiers," intermediate and professional. Features of the new professional model will be the "deep heel," extra reinforcing of the binder, and harder durometer rubber which will give maximum control of special purpose skis such as jumpers, trick, and slalom skis.

A complete line of ski accessories, including the new Thompson Safe Tow (all aluminum handle), as well as a lower price group of plywood skis, will complete the line.

For better visibility Thompson carries out a white and bright motif in their ski finishes. Skis are of white ash.



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A GENUINE

MAXIM SILENCER

- EASY TO INSTALL—LASTS THE LIFE OF YOUR ENGINE
- STANDARD FOR 40 YEARS IN BETTER BOATS
- SOLD BY LEADING MARINE DEALERS EVERYWHERE
- IF YOU HAVE A SILENCING PROBLEM, CONSULT MAXIM

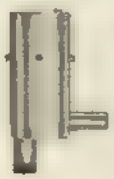
SEE THESE AT THE N. Y. SHOW,

BOOTH C-117

CAST TYPE SILENCERS
Models M-3, M-4, TR—standard for years, non-corrosive cast grey iron, excellent silencing.

MODEL MO MONEL
Excellent silencing—long life and a great space saver.

MODELS WM1 and WM2 MONEL
New super silencers for modern, high speed engines—with restricted cooling systems.



MODEL TR2 MONEL
A deluxe silencer like Models WM1 and WM2 but for engines below waterline

If you don't hit the Show write for details.

THE MAXIM SILENCER COMPANY
Subsidiary of Emhart Manufacturing Company
62 Homestead Ave., Hartford, Conn.

PLEASE SEND INFORMATION ON

☐ CAST SILENCERS ☐ MONEL SILENCERS

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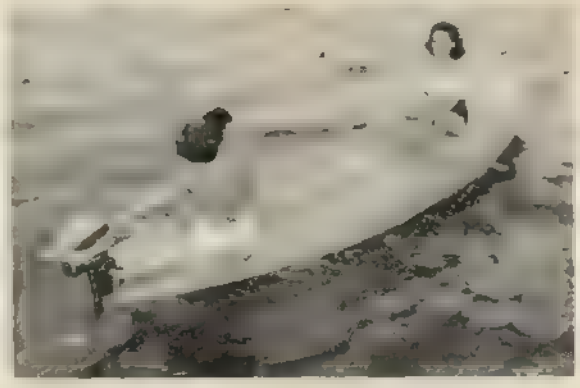

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A $2.89

B $1.89

C $1.89

H 89c

D $1.79

F $1.89

J 89c

E $1.79

G $1.79

Thrilling Action Toys..Wind 'em, Roll 'em

Most Items powered by friction or clockspring motors . .

K 89c

L $6.39

A **Friction Rocket Truck.** Fires 1½-in., 2-stage rocket . . first stage drops off, second stage continues on to "target." 15½ in. long steel truck with rubber tires. Second stage of rocket is plastic with soft rubber tip
49 N 5876- Wt 3 lbs. 8 oz . $2.89

B **DC7B Friction Passenger Plane.** "Props" spin as plane moves smoothly along on 6 rubber wheels. Big 17½-in. wingspan. Colorfully detailed, sturdy steel body. Imported from Japan
49 N 4240 – Wt. 1 lb. 8 oz. $1.89

C **Giant 20-in. Sedan.** Makes realistic "motor" sound as it's pushed along. Steel body with rubber wheels. Fully enclosed bottom. Wrap-around windshield. Order now . . avoid the Christmas rush
49 N 5845—Wt. 3 lbs. 8 oz .$1.89

D **3-piece Tractor Set.** Climbs steep grades, shoots harmless sparks as it rolls along. Remov able dump trailer and road scraper. Brightly printed steel. Rubber treads. Long-running clock-spring motor. 17 in. long
49 N 5733 Wt. 1 lb. 12 oz. . $1.79

E **Friction Fire Truck.** Siren wails as truck rushes to the scene of the "blaze." Swivel-mounted aerial extension ladder telescopes 9 to 21 in. Brightly printed steel truck, smooth roll ing rubber wheels. 14½ in. long
49 N 5755 Shpg. wt, 2 lbs. . $1.79

F **Friction Dump Truck.** Press lever—truck dumps load au tomatically. Rugged steel con struction, baked enamel finish 10 big heavy duty rubber tires 10½ in. long. Made in Japan
49 N 4221 – Shpg. wt, 2 lbs.. $1.89

G **2-stage Friction Rocket.** Turn hand crank to "rev up" powerful motor . . release lever . rocket zips away on rubber wheels, its siren screaming. First stage drops off . . second stage continues on to "target." Sturdy steel. 10 in. long. From Japan
49 N 5855—Wt. 1 lb. 4 oz. . $1.79

H **Minnie Mouse in Rocker.** Minnie rocks and knits . . head and legs move. Brightly printed metal. Enclosed bottom 6¾-in. high. Long-running clock spring motor. From Japan
49 N 5705 Shpg. wt. 8 oz.. . .89c

J **Donald Duck Eccentric Car.** Sturdy plastic figure of Don ald bounces up and down as steel car moves crazily forward and backward. Brightly colored. 5½ in. long. Long-running clock spring motor. Made in Japan.
49 N 5710— Shpg. wt. 14 oz. 89c

K **Crazy Train.** Clockspring motor powers this express on its wobbly route. Brightly colored metal engine and cars. Smooth-rolling rubber wheels. 12½ in. long. From Japan
49 N 5706—Shpg wt. 8 oz. 89c

L **Firebird "99" Auto Dash board.** Insert key . . wipers swish . signals blink . . horn blows. Glove compartment opens, speedometer accelerates. Made of sturdy plastic in gay colors. 13 in. wide. Uses 2 bat teries (not incl., order below)
49 N 5280 Shpg. wt, 2 lbs. $6.39
34 N 4650 Batteries for above. Shpg. wt for two, 8 oz. . . . . 2 for 35c

Build your Christmas toy order to $20 or more . . pay only 10% on Sears Terms

for Modern Junior Generals

A B-58 Supersonic Bomber. Big 2-foot long jet bomber fires 9-in guided missile, automatically ejects "pilot" who glides safely to earth by parachute. Retractable landing gear. Made of silver color unbreakable polyethylene

49 N 5516—Shpg. wt. 2 lbs. $2.79

B Guided Missile Launcher with Rocket. Realistic launching platform elevates up to 10⅜ in. high . fires 6-in. "Nike" rubber-tipped plastic missile. Made of sturdy plastic. 13⅛x5½x4 in. high over-all in vertical position

49 N 5893 Shipping weight 12 oz. 89c

C Twin Pom-Pom Anti-Aircraft Cannon. Swivels 360° . . gun barrels recoil alternately, raise, lower, make loud "pom-pom" noise. Collapsible plastic sight. Olive drab color metal and plastic. Crank operated. 22½ in. long. Order early to avoid the Christmas rush

49 N 5884—Shipping weight 3 lbs. . . . $2.89

D Jeep with Radar Trailer. 3-dimensional plastic "driver" in jeep, "operator" in trailer. Polyethylene radar unit . . scanner revolves as unit moves. Jeep hood opens, windshield flips down. Heavy gauge steel; rubber wheels. Jeep 11⅛ inches long, trailer 13½ inches long

49 N 5539—Shipping weight 6 lbs. . $4.79

E Mobile Missile Carrier. Picks up ballistic missile, transports it to firing site, sets missile in vertical position . . rocket fires. Carrier may also be used as side-lift fork truck for palleted loads of "lumber," "logs," or other toys. Heavy gauge welded steel construction with steerable front wheels, all-mechanical action. Rubber tires. 15x11x12½ inches high with platform raised

49 N 5541 -Shipping weight 10 lbs. $8.75

F Guided Missile Launcher Truck. 16-in. long launcher adjusts to 3 heights, swivels 360° . . fires 7½-in. long rubber-tipped plastic missile. Latest model truck cab with wide view windshield. Colorful heavy gauge steel construction; rubber wheels. 17x6½x9½ inches high

49 N 5540—Shipping weight 6 lbs. $5.79

G Army Transport and Cannon. Heavy gauge steel truck with tarpaulin cover. Heavy duty rubber wheels. Tows breech loader type plastic Howitzer that shoots harmless wooden shells. Spring action trigger on cannon for rapid firing. 30 inches long over all

49 N 5619—Shipping weight 6 lbs. 12 oz. $3.89

Set of 6 Soldiers. Assorted action poses. Flexible plastic. About 5½ inches high

49 N 4848—Shpg. wt. 1 lb. 2 oz. $1.29

Rider Jeep with Missile Launcher $11.65

Ride and steer your own combat jeep into action . . fire six harmless rubber tipped missiles into space from triple push-button launcher. Radar scanner tracks "enemy" position. Launcher swivels full 360°. Two missile racks mounted on hood. Tail gate opens to roomy storage compartment. Olive drab-finished heavy gauge automotive steel; smooth-rolling rubber tires. Protective front rubber bumper.

79 N 03572—40x25x18 inches high over-all, Shpg. wt. 16 lbs. . . $11.65

Build your Christmas toy order to $20 or more and buy on Sears convenient Easy Terms with only 10% down . see page 364 for details

A PROVEN SALES BUILDER
ITS FIRST YEAR

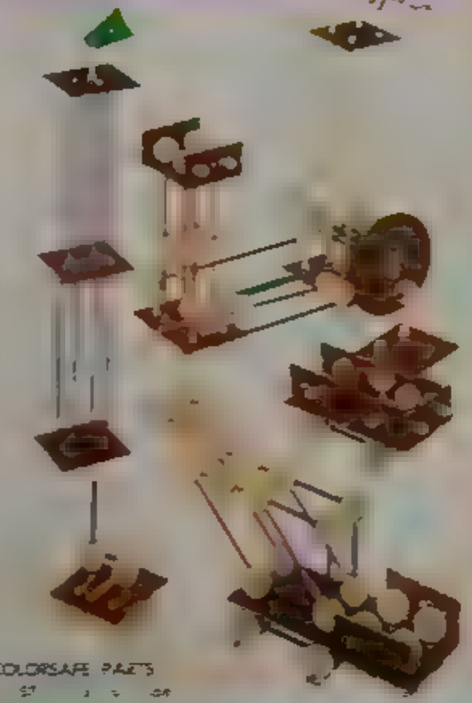
"BIG BOY"

NEW!

with EXCITING PLAY VALUE

TINKERTOY

Panel Buil



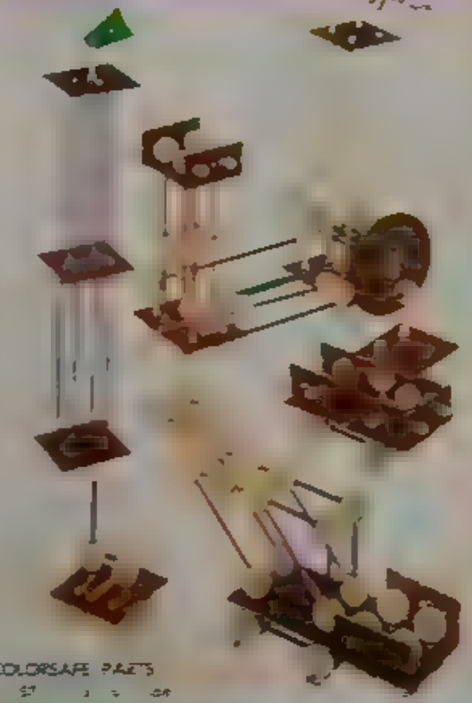
COLORSAFE PARTS

NEW!

with EXCITING PLAY VALUE

TINKERTOY

Panel Buil



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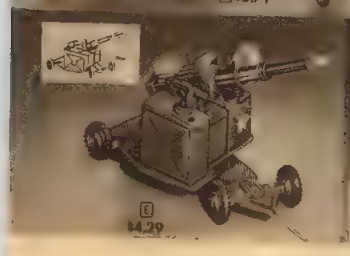
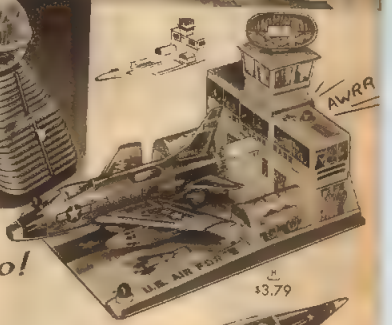




Flick a Switch and Watch 'em Go!

Battery-operated toys that perform like the real thing

A Pom-Pom Anti-Aircraft Truck. Gun swivels 360° . . lighted guns retract and recoil, raise and lower, make loud noise. Steel, rubber wheels. 13¾ in. long From Japan. Uses 3 batteries (not included, order below)
49 N 5878—Shpg. wt. 3 lbs. . $4.69

B Armored Car. Turret gun with radar screen revolves. gun fires . . car goes forward, turns left or right. Detailed scree. Rubber wheels. 9 in long. From Japan Uses 2 batteries (not included, order below)
49 N 4230 -Shpg wt 1 lb 8 oz $2.29

C Remote-control Helicopter. Takes off . . flies up, down, forward or backward . . hovers —all from remote control panel 5 maps, radar screen help "pilot" control flight 6-in. long aluminum plane with 7 in roto-blades. 9x7x4½-inches Plastic control panel Uses 4 batteries (not included, order below).
49 N 5820—Wt. 3 lbs. 6 oz $10.95

Batteries. Shpg wt each, 4 oz
34 N 4650.....Each 18c, 2 for 35c
34 N 4650—Wt. 12 oz. ..3 for 51c
34 N 4650—Wt 1 lb.... 4 for 68c

D Passenger Plane. Each propeller in turn "revs" up wing lights flash . plane moves forward or in circle Metal, rubber tires. 19-in. wingspan. Made in Japan Uses 2 batteries (not included, order below)
49 N 5703 Wt. 2 lbs. 8 oz.. $5.79

E Anti-Aircraft Electro-Mobile. Radar antenna sweeps skies . . screen lights up . . ma chine gun fires . cannon flashes Metal with rubber tires. 14½ in. long. From Japan. Uses 2 batteries (not incl., order below)
49 N 5865—Wt. 2 lbs. 8 oz.. $4.29

F Bulldog Tank. Goes forward, backward, climbs over obstacles. Fires projectiles, ejects empty shell casings, by remote control. 22½ in. long Plastic Uses 4 batteries . . order at left
49 N 5866 Wt 2 lbs $10.95

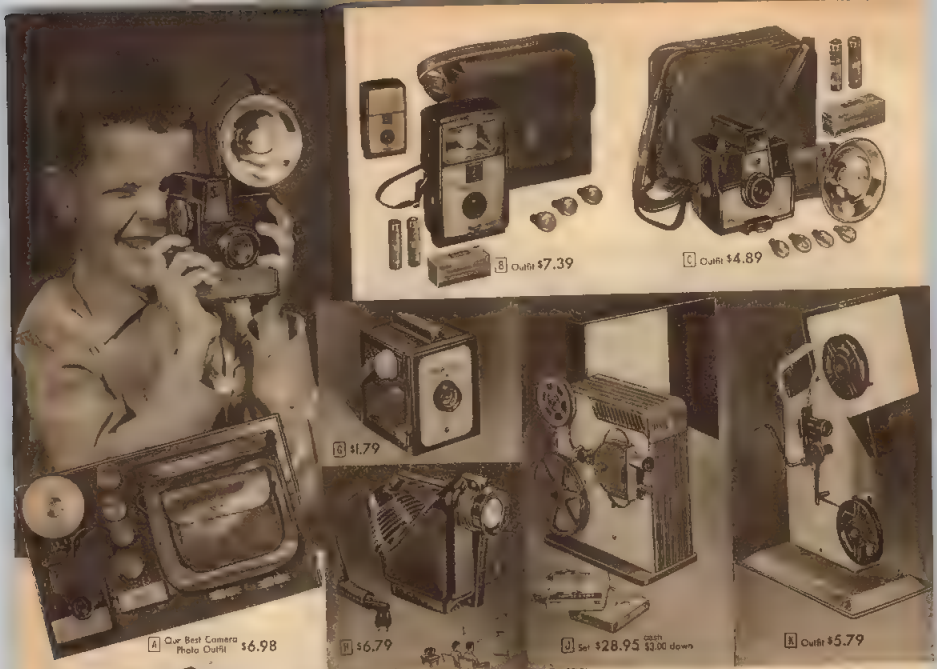
G Moon Space Ship. Contacts object, turns in another direction. Piston-action satellite. 2 lighted radar screens. Metal. 13 inches long Made in Japan Uses 2 batteries (not included, order at left)
49 N 5722 —Shpg. wt. 3 lbs...$3.79

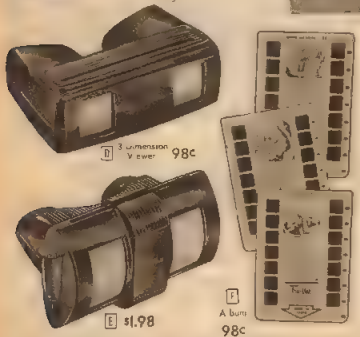
H Jet Plane Base. Plane goes forward with loud "purring" noise . . radar scanner revolves lighted screen shows silhouettes of planes as 2 gauges revolve. Steel. 11 in. long. From Japan. Order 2 batteries below.
49 N 4228—Wt 2 lbs 8 oz . $3.79

J Moon Rocket. Goes forward . instrument panel lights up to show "outer space lights blink on tail. 2 men in cockpit. Colored metal 15 in long. From Japan. Uses 2 batteries (not incl . order below)
49 N 5752 Wt. 1 lb. 8 oz. . $3.69

K Housecleaning Bear. Goes forward, stops, starts off in new direction Light in vacuum cleaner Metal. 8¾ in. high. Made in Japan. Uses 1 battery (not included, order below)
49 N 5860—Shpg. wt. 8 oz...$2.49

L Bubble-blowing Elephant. Rayon plush pachyderm dunks trunk into solution, raises head and blows long stream of bubbles Bright 7¼x4-in metal base From Japan. Uses 2 batteries . order at left
49 N 5861—Shpg. wt. 2 lbs. .$3.69





Picture Taking..Viewing Fun

Junior Camera and Movie Outfits that really work!

A Imperial Debonair Camera Photo Outfit. Our best detachable flash unit with bulb ejector, 12-exposure roll 620 film, bulbs batteries Plastic gadget bag
49 N 4886—Shipping weight 1 lb. 12 oz.....$6.98

B New! Mark 27 Camera with built in flash unit, roll Eastman No. 127 film (12 exposures), batteries, bulbs. Carrying case
49 N 5116—Shipping weight 1 lb. 12 oz... $7.39
49 N 5122—Camera only. Shpg. wt. 10 oz... 4.95

C Mark XII Economy Camera Outfit with detachable flash unit, 12-picture roll of 620 film, batteries. 4 bulbs, plastic gadget bag. Sturdy plastic body
49 N 4826—Shipping weight 1 lb. 9 oz ... $4.89

D Junior Tru-Vue 3-dimension Viewer Plastic casing; brightly colored. Uses 3-D slide-in picture cards (not incl). Order below
49 N 5106—Shipping weight 8 oz. 98c

E 3-dimensional Viewer. Fun for all. Just slide in cards (not included—see below) Scenes stand out in rich color, detail
49 N 5261—Shipping weight 8 oz..... . $1.98

F 3-dimensional Color Albums. Each album contains 3 cards. *State title of album:* Disney Album; Fantasyland, Mickey Mouse Club Circus, Fairy Tale, Lone Ranger, Roy Rogers Album; Robin Hood Album, Birth of Jesus, Christmas Album.
49 N 5112 Shpg. wt 4 oz..... Each album 98c

G Imperial Snapshot Camera. Takes 12 exposures on standard 620 film. Non-breakable high-impact plastic body; ground and polished lenses; eye-level view finder
49 N 5113—Shpg. wt. 10 oz $1.79

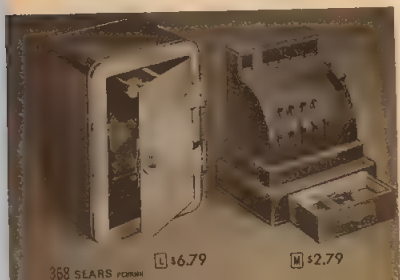
H Magnejector. Projects snapshots, post cards, comics . . enlarged many times in full, natural color 2 German lenses, 60-w bulb. 3 coloring strips
49 N 5109—Shipping weight 2 lbs. 10 oz....$6.79

J Electric 8 mm. Movie Projector. 3 rolls Castle film. toy theater screen 7½ in square. Blower cooled 150-watt projection lamp. 110-volt, 60-cycle AC motor Metal
79 N 05119—UL approved. Shpg. wt. 8 lbs. . $28.95

K 8 mm. Toy Movie Projector. Takes 200 ft black and white or colored film. Precision lens, 9x11-in screen 1 empty 25-ft. reel, batteries, 1 roll film included. Metal
49 N 5121—Shipping weight 3 lbs.. $5.79

L Steel Combination Safe. Replica of Hercules-Merlink office safe. Double number combination dial lock. 12¾x9½x8 in.
49 N 5104 Shipping weight 7 lbs. 13 oz...$6.79
49 N 5101—8 ½x7x6 in. safe. Wt 2 lbs. 8 oz.. 3.79

M New! Happi-Time Cash Register. Turn lever to indicate department. Lever opens cash drawer Toy money, coins, Sears sales clerk pad, pencil. Heavy steel
49 N 4815 -8x6x8 inches. Shpg. wt 4 lbs.. $2.79



Beautiful Tole Ware

Hand Painted Accessories to Brighten Every Room!

E ROUND GALLERY TOLE TRAYS colorfully hand painted in oils on black background. Baked enamel, alcohol-resistant finish. 1⅜" pierced and gilt edged gallery rims
71-8122 B433 Tray. 17" diam. **$6.95**
71-8130 B315 Tray. 14" diam. **5.00**

F TOLE NAPKIN or LETTER HOLDER. Hand-painted gold scroll design on black metal background; baked enamel finish
71-8148 B150 Holder. 3¼x5x4¼" **$2.25**

G SET OF 4 CANAPE TRAYS . hand painted in oils on mat-finish black baked enamel background. Golden scrolled borders. Chip, alcohol resistant. Each 4½x6½".
71-8155 8150 Set of Trays . **$2.25**

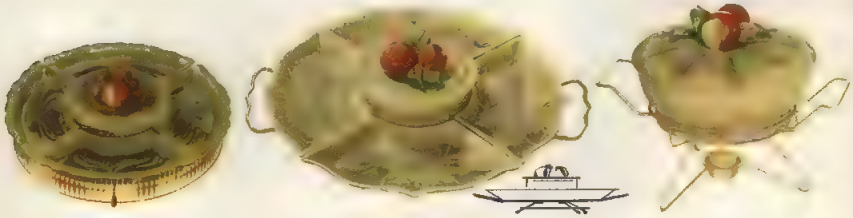
H TOLE WASTE BASKET . . . attractive anywhere in the house. Gleaming black metal with brightly colored hand painted floral design. Cutout grill border, gilded edge. 9½ inch oval diameter; stands 13½" high
71-5706 B200 Tole Waste Basket **$3.00**

K TOLE WALL SHELF . . . for spice jars, favorite plants, figurines or perfumes, books you'll find a hundred uses for it. Bright, beautiful floral design hand painted on gleaming black metal. Graceful scroll sides rolled edge of shelf trimmed with gold detailing. Two perforations for wall hanging. Measures 13¾x10x7" deep.
71-5763 B200 Tole Wall Shelf **$2.95**

L TOLE TRAYS. Bright-blooming florals hand painted on black. Pierced gallery border. Alcohol and heat-resistant enamel finish
71-5722 B400 Tray. 15¾x21¾". **$5.95**
71-5730 B335 Tray. 12x16". . . . **4.95**

M CHIPPENDALE TOLE TRAY. Hand painted floral motif in vivid colors on a black background; gilded scroll border. Alcohol and heat resistant. Overall 24x18".
71-5748 B650 Chippendale Tray **$9.75**

N MAGAZINE RACK . . . hand painted florals in vibrant colors on black baked on enamel finished metal; chip resistant Grille-type sides. 15x10x10½" high
71-5755 B338 Magazine Rack **$5.00**



REVOLVING LAZY SUSAN. Delightful crystal-glazed California pottery dishes rotate on a pierced, brass plated base. Sectional dishes are softly tinted . . . casserole cover is topped with red apples. Measures 12x5½"
71-6829 B470 Leaf Green . . . **$6.95**
71-7793 B470 Dawn Gray. **6.95**

REVOLVING 18" LAZY SUSAN. 4 sectional dishes of crystal-glazed California pottery with an exquisite handmade apple motif on casserole lid. Brass-plated revolving stand has graceful handles, rubber-tipped legs
71-6506 B810 Leaf Green **$11.95**
71-7801 B810 Dawn Gray . . . **11.95**

2-QT. CASSEROLE with WARMER . . . matches pieces at left with its handmade apple motif. Food stays deliciously hot in the California pottery casserole over the brass-plated warmer. Candle included. Measures 12½x10".
71-7819 B470 Leaf Green . . . **$6.95**
71-7827 B470 Dawn Gray. **6.95**

Hand Painted Accessories to Brighten Every Room!

F ROUND GALLERY TOLE TRAYS . . . colorfully hand painted in oils on black background. Baked enamel, alcoho. resistant finish. 1¾" pierced and gilt edged gallery rims.
71-8122 B435 Tray, 17" diam **$6.95**
71-8130 B315 Tray 14" diam **5.00**

F TOLE NAPKIN or LETTER HOLDER. Hand painted gold scroll design on black metal background; baked enamel finish
71-8148 B150 Holder 3¼x5x4¼". **$2.25**

G SET OF 4 CANAPE TRAYS . . . hand painted in oils on mat-finish black baked enamel background. Golden scrolled borders. Chip, alcohol resistant. Each: 4½x6½".
71-8155 B150 Set of Trays **$2.25**

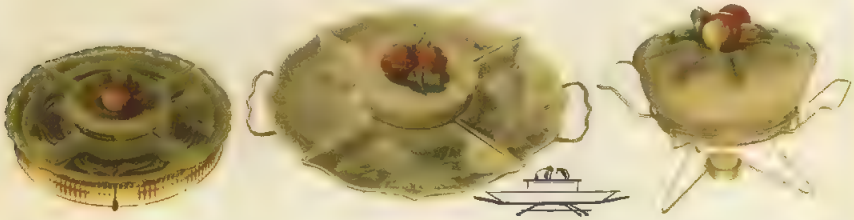
H TOLE WASTE BASKET . . . attractive anywhere in the house. Gleaming black metal with brightly colored hand painted floral design. Cutout grill border, gilded edge. 9½ inch oval diameter; stands 13½" high.
71-5706 B200 Tole Waste Basket **$3.00**

K TOLE WALL SHELF . . . for spice jars, favorite plants, figurines or perfumes, books you'll find a hundred uses for it. Bright, beautiful floral design hand painted on gleaming black metal. Graceful scroll sides; rolled edge of shelf trimmed with gold detailing. Two perforations for wall hanging. Measures 13¾x10x7" deep
71-5763 B200 Tole Wall Shelf **$2.95**

L TOLE TRAYS. Bright-blooming florals hand painted on black. Pierced gallery border. Alcohol and heat-resistant enamel finish
71-5722 B400 Tray, 15⅜x21¾". . **$5.95**
71-5730 B335 Tray 12x16" **4.95**

M CHIPPENDALE TOLE TRAY. Hand painted floral motif in vivid colors on a black background; gilded scroll border. Alcohol and heat resistant. Overall: 24x18"
71-5748 B650 Chippendale Tray. . **$9.75**

N MAGAZINE RACK . . . hand painted florals in vibrant colors on black baked-on enamel finished metal, chip resistant, Grille-type sides. 15x10x10½" high
71-5755 B338 Magazine Rack **$5.00**



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71-7819 B470 Leaf Green **$6.95**
71-7827 B470 Dawn Gray **6.95**

PART OF A CHILD'S WORLD

"Big Truck" styling makes new Tonka Toys top attraction

Dual headlights, swept-back, *tinted* windshields, sculptured cab design—all new Tonka Toys as up-to-date as their "big brothers" of '58. There's an all-new Tonka Toy for just about every style *work* vehicle built. Exciting new additions too—Sportsman, Deluxe Sportsman which includes Boat Trailer with boat and motor, and Farm Stake Truck with Horse Trailer—many more. Also accessories galore! And there are several fabulous new sets—top profit items.

Heavy-gauge steel bodies, brilliant *chromate* trim make the all-new '58 Tonka Toys the *toughest*, most appealing toys made. This toughness and new '58 styling make Tonka Toys the outstanding value in metal toys—for you and your customers.

TONKA TOYS INC. MOUND, MINNESOTA

BRAND NEW FOR '58

modern version of the wonderful Irish Mail

ONE SIZE is adjustable for children 3 to 10

Pat. applied for

NOW . . . a smartly styled, top quality four wheeler with 100% play value!

DURABLE

- Rigid steel construction
- Completely welded frame
- Lifetime nylon bearings
- Oil-impregnated bronze bushings

COLORFUL BAKED ENAMELS

- Red, pink or blue with black, ivory and chrome trim

SAFE

- Enclosed chain drive
- Positive turn control
- Protective hand rails
- Front wheel guards

DELUXE FEATURES

- Adjustable back rest
- Hitch-hikers platform

SPECIFICATIONS

- Length 33"
- Height 14¾"
- Width 17⅞"
- Shipping Weight 36½ lbs.
- One to carton

the HUB MAIN-LINER

Irish Mail

HERE IS FINEST QUALITY construction and bright modern styling in a *different* wheeled product . . . The Hub Main-Liner Irish Mail — designed for boys and girls 3 to 10 — provides speedy action and healthful exercise.

The Hub-Line Division is right now in full production — in a position to fill your orders immediately. Complete information is detailed on Spec Sheet which will be mailed promptly in answer to your request. Write today to

HUB LINE DIVISION

HUB TOOL MFG. and MACHINE COMPANY

Reading, Pennsylvania

Western Representative

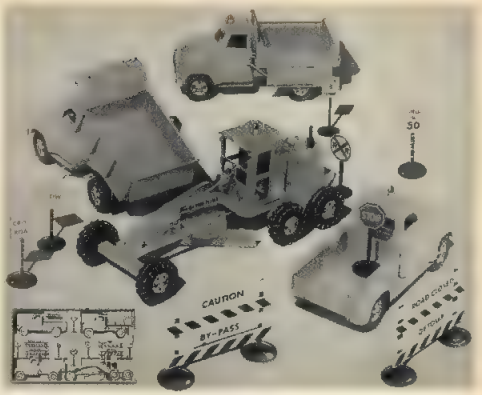
SUN GLO STUDIOS

527 West Seventh Street / Los Angeles 14, Calif.

ON DISPLAY AT

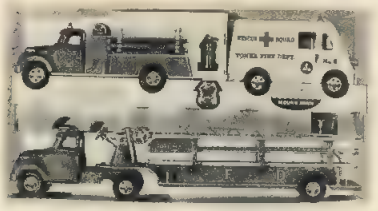
American Toy Fair, March 10-19, Room 431 Sheraton - McAlpin, New York
Western Toy Show, April 27 - May 1, Booth 226 Shrine Exposition Hall, Los Angeles

TONKA TOYS



State Highway Department. Authentic down to the last detail. Everything needed to keep young highway engineers busy on road building and road maintenance projects for hours. Set includes these scale models: **special road grader** with additional, simulated operating lights, the workhorse of the road gang built to scale and loaded with workable details, front wheels steer from big, all-weather cab, back wheels are floating tandem duals for the toughest "terrain. Blade can be rotated and tilted, 17x6¾x7¼"; **regular dump truck** with plated dump lever and tail-gate dumping latch located just behind cab, tail-gate also has a position for spreading, authentically heavy in weight, 13xbx6", **new hi-way hydraulic dump truck** with real hydraulic lifting mechanism which dumps load when lever is released and truck's two sides actually drop down for sanding or other maintenance work, tail-gate has a two position regulator for straight dumping or spreading, simulated flasher and road lights, 13x6½x6" **pick up truck**—a tough, handy little model with movable tail-gate which may be secured open or held shut by plated chains, 12¾x5¾x5½" In addition, set contains a complete set of 6 highway signs and 2 road barriers for use in construction areas. Road signs are 4½" high and barriers measure 4½x6". Complete set Ind. packed. Ship. wt. 12 lbs.

5N172-1298.....RETAIL **$20.00**



Tonka Fire Department. Complete 3 vehicle fire department includes **Aerial Ladder** with aluminum ladder which is raised to 36° and lowered by hydraulic controls. Ladder base revolves full 360°, two extra auxiliary ladders nested beneath 9¼" **Suburban pumper** engine connects to realistic hydrant and pull hose connects to garden hose for real operation. Hydrant regulates water pressure connection for hose, two 2" rubber hose, 4 nozzles and one 4½" fire hose. Has hook on underside to carry ladder. Ladder overall length 17" **Emergency rescue truck** has simulated 7½" [illegible] plated ladder, sliding side doors and Double opening rear doors. Ship. wt. 12 lbs. Complete set

5N166-1850.....RETAIL **$28.00**

Aerial Ladder Only. Ship. wt. 12 lb

5N167-875.....RETAIL **$13.00**

Suburban Pumper Only. Ship. wt.

5N168-588.....RETAIL **$6.00**

Rescue Truck Only. Ship. wt. 4 lbs.

5N169-330.....RETAIL **$5.00**

Tonka Stock Farm, and Truck. 6 durable Polystyrene farm animals frolic in a realistic wood corral that has chute for loading into the big stock truck—17¼x7½x6" A beautifully detailed and flexible toy set. Corral can be quickly assembled for after-play storage. Ship. wt. 8 lbs.

5N173-525.....RETAIL **$8.00**

Pick-Up Truck with Box Trailer. Hours of play value in the truck alone and it's more than doubled by the handy trailer. Trailer is heavy gauge and can be coupled and detached in seconds. Added space for bigger loads and more fun. Trailer measures 8½" long, 4¾" high, 5" wide. Truck measures 12¾x5¾x5⅛" all corners and edges are rounded for safety. Combination pick-up truck and trailer. Ship. wt. 8 lbs.

5N170-330.....RETAIL **$5.00**

Pick-Up Truck only. Ship. wt. 3 lbs.

5N171-199.....RETAIL **$3.00**

3-in-1 Hi-Way Service Set. A big, hydraulic action dump truck with 2-position tail-gate and drop down sides plus a scraper blade for grading and a big "V" type snow plow. Adjustable blade and plow are easily attached or removed from simple mounting bracket. Realistic versatile, extremely entertaining. Truck is 13" long, 6½" high, 5" wide. Ship. wt. 8 lbs.

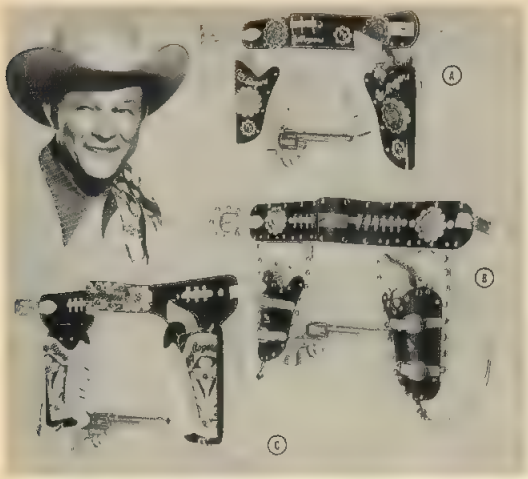
5N174-525.....RETAIL **$8.00**

BIG MIKE
Dual Hydraulic
DUMP TRUCK

The largest and heaviest dump truck in the Tonka Toy Line. Twin hydraulic mechanisms easily dump the huge load it can carry. 2-position tail-gate and tandem dual wheels are added details. 14" long, 7" high, 8¼" wide. Ship. wt. 8 lbs.

5N175-525....RETAIL **$8.00**

Official Roy Rogers
Holster Sets



A OFFICIAL ROY ROGERS DOUBLE HOLSTER SET. Double holster set of genuine leather. Large pockets feature Roy Rogers signature. Large concho medallions and contrasting colored leather fringe. Wide adjustable belt has nickel medallions, metallized bullets and Roy Rogers cap pistols insignia. Large open face trophy buckle. Complete with two nickel plated Roy Rogers guns 8" long break barrel repeater action. Fires roll caps. Ship. wt. 3 lbs.
5N186-265 ..... RETAIL **$4.00**

B OFFICIAL ROY ROGERS DOUBLE HOLSTER SET. Deluxe double holster set of genuine leather. Features drop-off styling for fast draw. Holster pockets feature double cross straps and buckles. Entire belt and holsters studded with studs. Nickel medallions on leather cut-outs and metalized bullets trim wide belt. Roy Rogers signature on fully adjustable belt. Gail western buckle mounted on leather background. Leather leg ties. Complete with 2 Roy Rogers 10½" long automatic break barrel repeater action pistols nickel plated. Ship. wt. 5 lbs.
5N188-515 ..... RETAIL **$8.00**

C OFFICIAL ROY ROGERS DOUBLE HOLSTER SET. Authentic styled two gun holster set featuring holsters of top grain cowhide "Hand-tooled" effect embossing on pockets and belt with colored background. Additional western flair created by use of contrasting colored leather fringe. Adjustable contour belt edged with weaving and trimmed with metalized bullets, spurs and roy rogers signature. Novel western buckle. Leather leg ties. Complete with 2 Roy Rogers 10½" long repeating cap pistols with automatic break action. Fires roll caps. Ship. wt. 4 lbs.
5N187-390 ..... RETAIL **$6.00**

NICHOLS "45" HOLSTER SET. Holster is extra large authentically styled in genuine natural top-grain cowhide leather. Holsters have edge creasing and large cross pieces. Extra long leg ties. Belt is adjustable type and has 12 large two-piece cartridges and an attractive western type buckle. Pistols are scaled-to 45 realistic man sized Nichols cartridge-loading six-shooter style. Guns are loaded by placing single cap in life-like 45 cartridge which is then placed in revolving cylinder of gun. Ship. wt. 5 lbs.
5N189-895 ..... RETAIL **$13.00**

As above Single Holster Set. Identical to above set in every detail except with only one gun and one holster. Ship. wt. 3 lbs.
5N190-500 ..... RETAIL **$9.00**

"STALLION 38" DOUBLE HOLSTER SET. Featuring exclusive cartridge loading 8 shot Nichols Stallion 38 revolver. Unique design loading by inserting a single cap in a real looking cartridge which is then inserted into revolving cylinder of gun. All Black top-grain cowhide double holster. Tooled pockets have nickel plated conchos backed up with Gold foil and nailheads. Large shaped backs are edge creased and have extra long leg tie. Belt is wide and adjustable type with western tooling and 12 two-piece realistic cartridges. End pieces have large western styled buckle, loop and tip. Adjustable plaque is edge creased and has nickel plated concha. Ship. wt. 3 lbs.
5N191-635 ..... RETAIL **$10.00**

PRE-SCHOOL HOLSTER SET. Specially designed for ages from 1 to 4. Top-grain leather with genuine shearling holster pockets and contour apron leather ornamentation. Two "Pal" nickel-plated pistols. Adjustable belt with nickel-plated slide buckle. Fits up to 26" waist. Leg straps. Bell attached to each holster jingles when worn. Ship. wt. 1 lb.
5N193-135 ..... RETAIL **$2.50**

WYATT EARP HOLSTER SET. Genuine cowhide in Mustang Brown shade. Reindeer color sueded leather trim and fringe. Belt has special adjustomatic feature and two sets of nickel-plated bullets eight jewel conch. Each holster pocket has eight jewel conch, and entire set is outlined with White chain stitching. Pistol is famous, repeater cap pistol, shoots roll caps. Break-open type loading. Ship. wt. 3 lbs.
5N192-310 ..... RETAIL **$4.75**

ACK ACK BURP GUN & SHOOTING GALLERY. Rapid fire multiple shot repeater burp gun shoots 15 unbreakable ping pong type balls, all packed together with large shooting gallery and 15 balls. Made from durable automotive plastic to withstand hard abuse. Makes realistic ack-ack sound when shot. Completely safe, no springs or levers. Ship. wt. 3 lbs.
5N195-325 ..... RETAIL **$5.00**

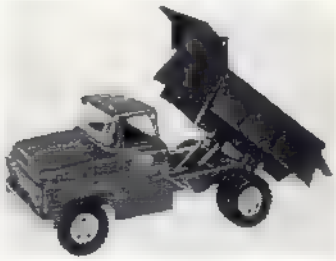
TONKA

SPORTSMAN

Has roomy enclosed space for supplies. Tail-gate held open or closed by placed chain. Has coupling for accessory trailers. 2¼" long 6" high 3½" wide.

No. 1445-05 .....Each $3.98
Six in a Carton

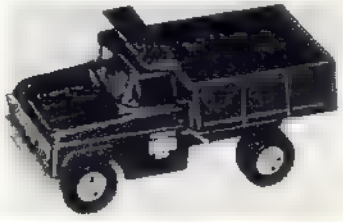
DUMP TRUCK



2 position tail-gate for straight dumping or spreading. Top leverage dump lever and snap-open tail-gate latch are at rear of hi-view cab. Thick, deep treaded dual tires really dig out of bad terrain. 13¼" long, 6" high, 6" wide.

No. 1446-06 .....Each $3.98
Six in a Carton

HYDRAULIC DUMP TRUCK



A touch on the release lever and out goes the load gently, smoothly—hydraulically! Adjust the 2 position tail-gate and dump straight or spread. Beautiful burnished bronze paint job. 19¾" long, 6" high 6" wide.

No. 1448-20 .....Each $4.98
Six in a Carton

WRECKER TRUCK

Heavy duty winch is supported by very thick reinforcing bars. Link chain with hook is easy to crank in. Includes all legally required working lights—simulated cab-top "flasher" light. 12 ½" long, 6½" high, 6¼" wide.

**

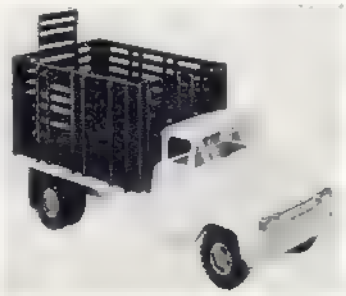
No. 1447-18 .....Each $4.98
Six in a Carton

GASOLINE TRUCK

Hinged back door with retractable hose and nozzle. Shiny red. 15¼" long, 5¾" high, 6" wide.

No. 1450-33 .....Each $5.98
Six in a Carton

STOCK RACK



Has sliding gate. 16½" long 6" high, 7½" wide.

No. 1449-32 .....Each $5.98
Six in a Carton

DELUXE SPORTSMAN

Boat, truck, trailer and motor that attaches to rear. 22¾" long 6" high, 6½" wide.

**

No. 1451-34 .....Each $5.98
Six in a Carton

FARM STAKE WITH 2-HORSE TRAILER

Trailer carries two polystyrene horses. Stake truck has removable stake panels. 21¾" long 6¼" high, 6" wide.

**

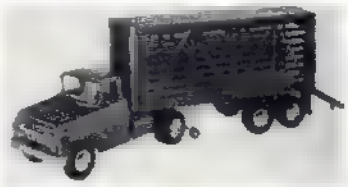
No. 1452-35 .....Each $6.98
Four in a Carton

THUNDERBIRD EXPRESS

A gleaming white truck freighter with dual-tandem trailer wheels. Authentic rear doors swing wide open to speed loading and unloading. Cab uncouples. Landing gear supports sleek trailer. 24¼" long 9¼" high, 6" wide.

No. 1454-37 .....Each $7.98
Four in a Carton

LIVESTOCK VAN



Trailer "landing gear" supports trailer when cab is uncoupled. Big tail gate swings down to become loading ramp. Dual tandem wheels have floating suspension. 21¼" long, 9¼" high 6" wide.

No. 1453-36 .....Each $7.98
Four in a Carton

NATIONWIDE MOVING VAN

Long and heavy NATIONWIDE VAN. Large interior is easy to fill through full width doors. 24¼" long, 8¾" high, 6" wide.

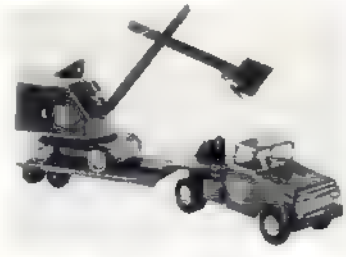
No. 1455-39 .....Each $7.98
Four in a Carton

HI WAY SERVICE TRUCK

Hydraulic dump truck, with a steel plated dump box with drop down sides and 2-position tail-gate, mounting bracket and easy attached scrape blade for grading. Two stake mounted signs included. 10½" long 6½" high 7½" wide.

No. 1456-41 .....Each $7.98
Four in a Carton

SHOVEL AND CARRY-ALL TRAILER



Streamlined STEAM SHOVEL with heavy chain. Tractor uncouples from trailer. 32½" long 14¼" high (with shovel loaded) 6" wide.

No. 1457-43 .....Each $8.98
Four in a Carton

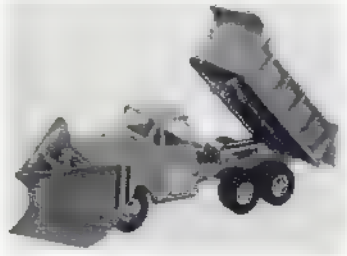
TONKA

STOCK FARM

Wood corral, six polystyrene farm animals, inclined loading chute, stock rack truck which is 16½" long, 7½" wide, 6" high

No. 1461-B202 ..... Each $8.95
Four in a Carton

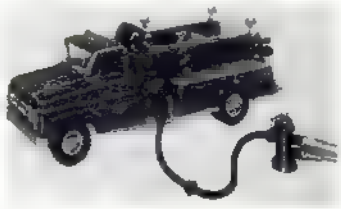
"BIG MIKE" DUAL HYDRAULIC DUMP TRUCK WITH SNOW PLOW



Has TWIN hydraulic action to dump the huge load it can carry. Running gear includes 2-position tail-gate and "floating" dual-tandem wheels. 18¾" long, 7" high, 9" wide

No. 1458-45 ..... Each $9.98
Four in a Carton

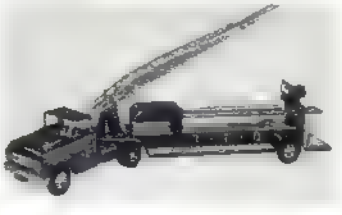
SUBURBAN PUMPER



Miniature hydrant connects to any standard garden hose, hydrant wrench controls water flow. 7¾" hydrant hoses on one side of truck and 10½" ladder on the other. Fire hose winds on reel. 17¼" long, 6½" high, 6" wide

No. 1459-45 ..... Each $9.98
Four in a Carton

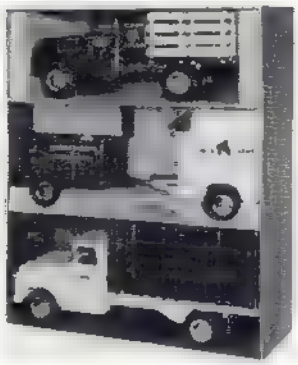
HYDRAULIC AERIAL LADDER



Swing the tillerman's seat to the side, and powerful hydraulic pistons arch the ladder skyward. Extends to full 36 inch height. 360° revolving ladder base, and a 19 inch auxiliary ladder "nested" on No. 5 provide complete fire fighting versatility. 32¼" long, 7½" high, 6" wide

No. 1460-48 ..... Each $19.98
Four in a Carton

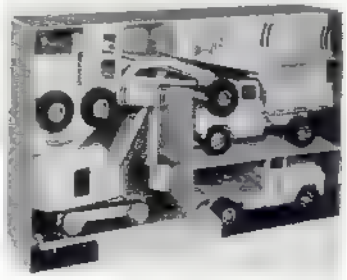
FARM SET



In addition to the trim WOOD CORRAL FARM STAKE TRUCK with removable panels, husky STOCK RACK, and fleet STAKE TRAILER WITH ANIMAL, there's a sporty HORSE TRAILER with two polystyrene thoroughbreds

No. 1463-B205 ..... Each $11.95
One in a Carton

HI WAY CONSTRUCTION SET



Set contains manually operated DUMP TRUCK with SCRAPER BLADE WITH MOUNTING BRACKET; ROAD GRADER with adjustable blade, in-cab steering; STEAM SHOVEL CARRY ALL TRAILER

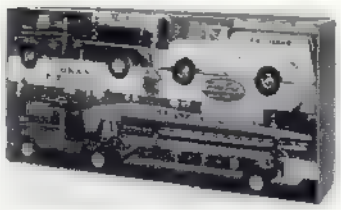
No. 1464-B207 ..... Each $19.95
One in a Carton

TRUCK-TRAILER RENTAL

FARM STAKE TRUCK with removable panels for carrying over-sized loads; PICK-UP TRUCK with movable tail-gate and trailer coupling; STAKE TRAILER with removable end panels; BOX TRAILER for handy hauling

No. 1462-B204 ..... Each $9.95
One in a Carton

TONKA FIRE DEPARTMENT

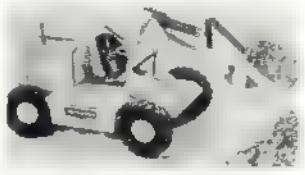


Set contains TANKER TRUCK which feeds water from hydrant to SUBURBAN PUMPER plus HYDRAULIC AERIAL LADDER with auxiliary ladders. Hydrant can get water from any garden hose. Also included is an authentic metal Fire Chief's badge

No. 1465-B215 ..... Each $29.95
One in a Carton

NYLINT

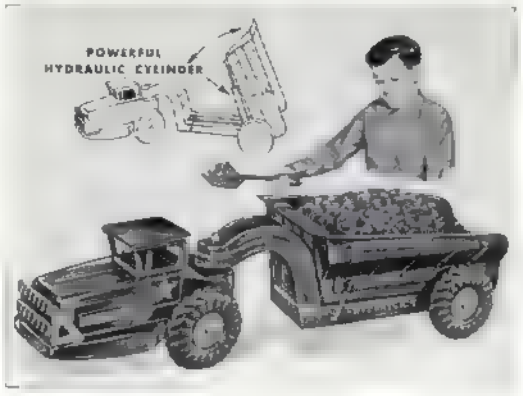
SPEED SWING



The bucket can be raised and lowered, swung to any position, and tripped to dump. The chassis has steerable wheels. The construction is strong, welded, 20-gauge and heavier steel, with sprayed-on baked-enamel finish and extra-size 3¾" rubber tires. Size: 19" long, 7½" wide, 11¼" high

No. 865-2000 ..... Each $7.95
Six in a carton

URANIUM HAULER

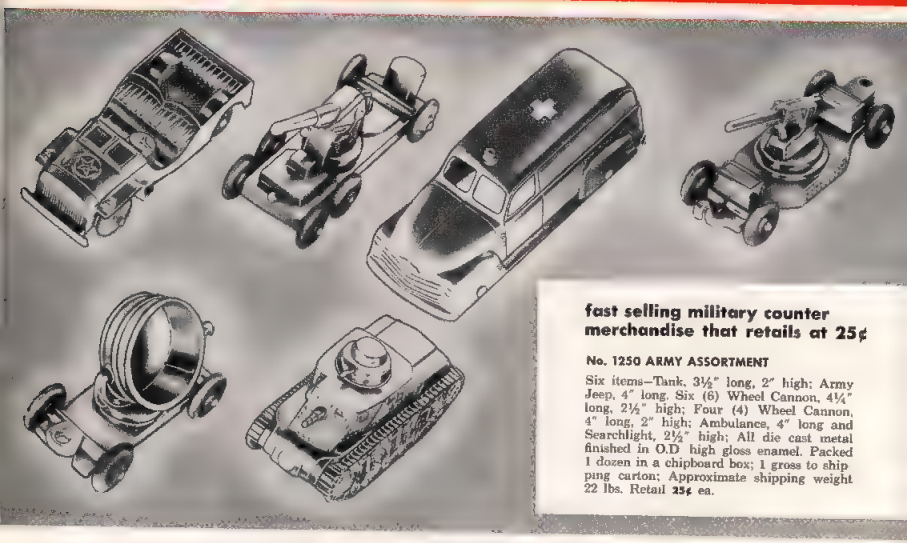


All-steel rear-dumper with a powerful hydraulic cylinder. Cylinder is specially designed easy to push down, strong enough to tilt and dump a load of wet sand when the latch lever is released. Tractor unit has permanent pivot for maneuverability. Baked enamel finish and big steel wheels with 3½" rubber tires

No. 869-2700 ..... Each $7.98
Six in a Carton

tootsietoy

more fun! stronger! lasts longer!

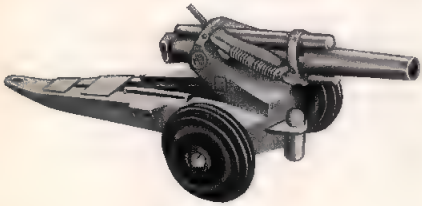


fast selling military counter merchandise that retails at 25¢

No. 1250 ARMY ASSORTMENT

Six items—Tank, 3½" long, 2" high; Army Jeep, 4" long. Six (6) Wheel Cannon, 4¼" long, 2½" high; Four (4) Wheel Cannon, 4" long, 2" high; Ambulance, 4" long and Searchlight, 2½" high; All die cast metal finished in O.D high gloss enamel. Packed 1 dozen in a chipboard box; 1 gross to shipping carton; Approximate shipping weight 22 lbs. Retail **25¢** ea.

boost spring sales with these counter items

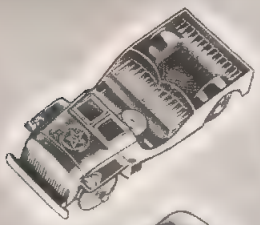


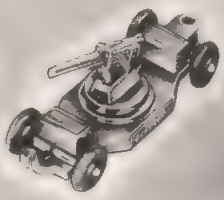
No. 1380 CANNON retails at 40¢

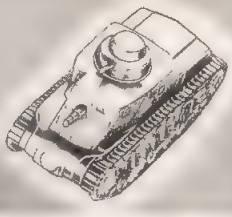
Terrific appeal! Striking detail and realism. Spring action mechanism. Shoots with amazing accuracy This 6" beauty is a steady impulse item! Rolls on real rubber with fully detailed treads. Official olive drab durable baked enamel finish. Packed 1 doz to a chipboard box, 12 doz. to master carton. Shipping wt. 23 lbs. Retail **40¢** ea.

No. 1170 AUTO and TRUCK ASSORTMENT that retails at 20¢ ea.

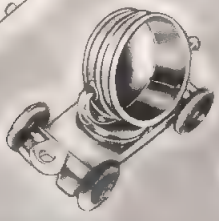
Self-selling, self-service display box with assorted medium size cars and trucks that gets fast repeat sales. "Rol-ezy" construction. Rubber wheels. Packed 3 doz. to individual display carton; 24 doz. to master carton. Shipping wt. 42 lbs. Retail **20¢** ea.

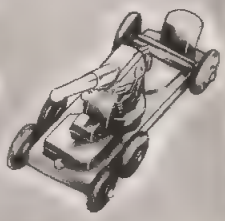






boost spring sales with these timely tootsietoys





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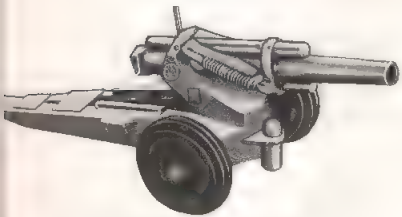
tootsietoys—more fun!...stronger!...last longer!



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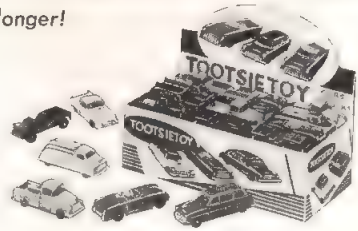

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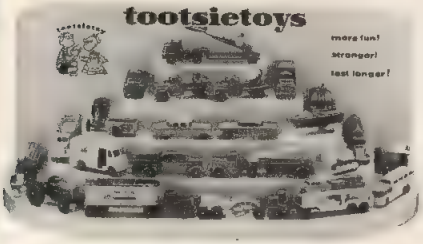
DOWST MANUFACTURING CO., CHICAGO 24, ILL.

tootsietoy

more fun! stronger! lasts longer!

Step up profits with these 3 new tootsietoy displays



No. 3990—tootsietoy "Step-Up" Counter Display
A self-selling "salesman" that works every minute of the day. Steps up turnover on gift boxed tootsietoys. Size 36" wide, 17⅞" deep, 16" high. Made of Plywood. Complete deal contains:

ITEM	QUANTITY	RETAIL	TOTAL
Tank	6	$1.50	$ 9.00
Rocket Launcher	12	1.00	12.00
Auto Transport	12	1.00	12.00
Van Trailer	12	1.00	12.00
Bulldozer	18	1.00	18.00
Hook and Ladder	6	1.00	6.00
Tractor and Scoop	6	1.00	6.00
Tractor and Disc Harrow	6	.89	5.34
Utility Truck	6	.89	5.34
Oil Truck	6	.89	5.34
Log Truck	6	.79	4.74
Car and Boat	18	1.00	18.00
Metro Truck	6	.79	4.74
U-Haul Trailer	12	.79	9.48
Roadgrader	18	.79	9.48
Scenic Cruiser	12	.79	14.22
Pumper	6	.89	4.14
Jeep and Cannon	18	.89	12.42
Radar Truck	12	.59	7.08
Searchlight Truck	12	.59	7.08
Anti-Aircraft Truck	12	.59	7.08
Convoy Truck	12	.59	7.08

Total Retail — $196.56

No. 3980—tootsietoy "Profitmaker" Display Board
A silent salesman that keeps profits coming in steadily on gift boxed tootsietoys. Masonite 24"x36". Hanging fixture. Deal consists of:

ITEM	QUANTITY	RETAIL	TOTAL
Auto Transport	4	$1.00	$4.00
Van Trailer	4	1.00	4.00
Tractor & Scoop	4	1.00	4.00
Tractor & Harrow	4	.89	3.56
Scenicruiser	8	.79	6.32
Oil Trailer	5	.89	4.45
Hook & Ladder	5	1.00	5.00
Bulldozer	6	1.00	6.00
Roadgrader	8	.79	6.32
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Anti-Aircraft	4	.59	2.36
Car & Boat	6	1.00	6.00
Car & U-Haul	6	.79	4.74
Rocket Launcher	5	1.00	5.00

Total Retail — $68.25

No. 2975 tootsietoy "Space-Saver" Wire Rack
Takes up a minimum of counter space—yields a maximum of profit. Skin-packed items sell fast! A terrific salesman Deal consists of

ITEM	QUANTITY	RETAIL	TOTAL
Space Ship	12	$ .49	$5.88
Cannon & Pellets	18	.49	8.82
Radar	2	.59	1.18
Anti-Aircraft	2	.59	1.18
Convoy	2	.59	1.18
Searchlight	2	.59	1.18
Jeeps & Accessories	6	.49	2.94
Tow Truck & Tools	6	.49	2.94
Construction Set	12	.39	4.68
Police Set	3	.39	1.17
Fire Dept. Set	3	.39	1.17
Traffic Set	3	.39	1.17
Med. Cars & Signs	12	.29	3.48
Jumbos	6	.39	2.34

Total Retail — $39.31

The original all-metal, die-cast toy line

DOWST MANUFACTURING COMPANY - CHICAGO 24,

tootsietoy

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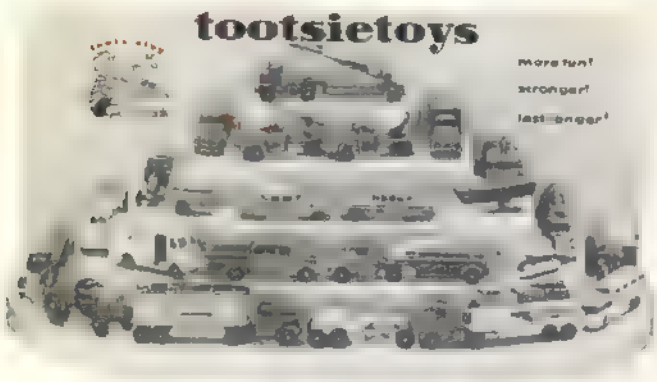

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The original all-metal, die-cast toy line

Topper for '58

The moment you step aboard a '58 Topper . . . you'll thrill to the years-ahead features and trim, sleek lines. Sit behind the wheel, feel the instant response to your every whim, then you will know . . . just as thousands of boaters already know . . . that a Topper will out-perform any other boat of substantially the same size and horsepower.

Picture yourself enjoying days of leisurely fishing . . . exciting water skiing . . . or entertaining friends in the spacious cockpit of any of these outboard beauties

Best of all, for their size, the Toppers are still the most inexpensive pleasure boats afloat!

SPECIFICATIONS *(all models)*
Length—20' 6"; Beam—8'; Speeds—up to 30 MPH.

Topper Deluxe Sports Cruiser

Topper Hardtop Sportsman

Write for FREE literature Topper Boat Company, 5816 Ritchie Highway, Baltimore 25 Maryland

This Year...GO TOPPER

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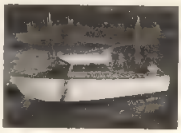


Topper Hardtop Sportsman

Write for FREE literature: **Topper Boat Company, 5816 Ritchie Highway, Baltimore 25, Maryland**

This Year...GO TOPPER

M TOURNAROCKER . . . built for big-load hauling with a huge, oversize hopper. Dumps either by backing the rear wheels against a stop, or by turning the hand-crank on an easy-action hoist. Front and back units joined by 2-way pivot that insures smooth travel over rough terrain. 20-ga. steel.
89-4741 B420 Tournarocker, 18″ long **$5.95**

N PAYLOADER . . . scale model that actually digs, loads and carries all kinds of materials like its grown-up counterpart! Can bulldoze, level, grade or scrape, too. Bucket remains level while raising, has release for dumping. Tough 20-gauge steel construction with baked-enamel finish, rubber tires.
89-4758 B550 Payloader, 18″ long **$7.95**

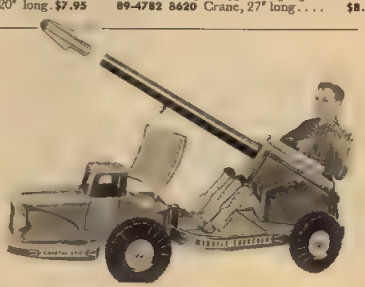
P MICHIGAN SHOVEL . . . action-packed scale model with bucket that takes a full "bite," then trips open automatically when raised to the boom! Sturdy boom can be raised or lowered, and the entire housing pivots on the rugged chassis to move loads where needed. Wheel can be steered.
89-4717 B695 Shovel, 31½″ long . **$9.95**

R TOURNADOZER . . . intriguing double-action toy built for rugged play. Has a big adjustable bulldozer blade on one end, a sturdy hoist on the other for lifting heavy loads. Powerful 20-gauge welded steel construction with baked enamel finish, extra large 3¾″ rubber tires for better traction.
89-4733 B550 Tournadozer, 20″ long . **$7.95**

S ROAD GRADER . . . turns out anything from village roads to super highways with ease! Does real scraping and grading with a blade that can be raised, lowered, tilted or swung in any direction to 6 positive-lock positions. Tandem pivoted rear wheels never leave the ground; rubber tires. 20-ga. steel.
89-4766 B480 Road Grader, 19¼″ long **$6.95**

T TELESCOPING CRANE . . . a fun-packed scale model that's a "must" for young builders! One handwheel elevates the boom, another extends or retracts it to the right height, and a third operates the chain hoist. Boom base rotates, operates at any position. Four-wheel steering. Rugged 20-gauge steel
89-4782 B620 Crane, 27″ long **$8.95**

ELECTRONIC CANNON brings push-button warfare down to scale-model size! Mammoth gun mount swivels, barrel can be raised or lowered by electronic pushbuttons . . . and when the elevation indicator shows on-target, the electronic firing button sends a HARMLESS sponge-nosed missile swiftly on its way. Four plastic missiles in clip. Permanently mounted on a rugged truck-trailer with 4 heavy-duty rubber tires, a rotating radar screen. 20-gauge welded steel. Has motor that operates on flashlight batteries (not included). Instructions.
89-4691 B895 Electronic Cannon, 22½″ long **$12.95**



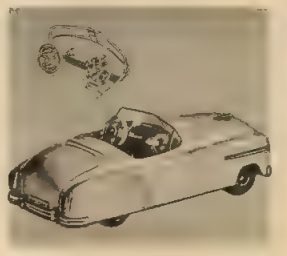
NEW MISSILE LAUNCHER . . . our naval defense coastal unit's answer to enemy attack! Radar screen rotates to spot enemy, pinpoint the target . . . then the launcher is swiveled, elevated by handwheel, cocked and loaded. A touch on the firing button and a straight-flying sponge-nosed missile "eliminates" the enemy. Plastic missiles are harmless, 3 in a clip. Toy is all-mechanical, easy to steer . . . launcher pivots to target position. Made of 20-gauge welded steel to stand up under severe "wartime" conditions. Sprayed-on baked enamel finish.
89-4709 B695 Missile Launcher, 31½″ long **$9.95**

"TOOTSIETOY" 24-PC. FLEET . . . cars enough to snarl up traffic on any playroom floor! Wrecker truck, fire truck with operating extension ladder, auto transport with 4 cars, trailer truck with rear doors that open . . . sedans, coupes, station wagons, sport cars, pick-up trucks and road signs! All die-cast metal, enameled in bright colors.
89-7322 B350 24-pc. Fleet. **$4.98**

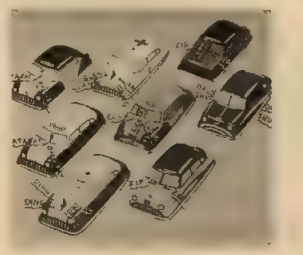
"TOOTSIETOY" CONSTRUCTION SET . . all the equipment a young builder needs including road signs! 4½" bulldozer, 5½" road grader make road building easy for little engineers. 4½" Mack dump truck, giant-size 11¾" machinery hauler and cab help him finish the job. Die cast of strong metal; bright enamel finish. Realistically scaled to size.
89-4352 B210 Tootsietoy Set . . . **$2.98**

"TOOTSIETOY" SERVICE STATION SET . . . for young men who like to play at being grease-monkeys (and mothers who like them to do so without using grease). Here are 8 cars and trucks to be kept in tip-top shape: using service station pumps, lever-operated lift rack (for changing oil and grease), road signs. Die-cast metal, brightly enameled
89-7314 B140 Service Station Set. . . . **$1.98**

SCHUCO GRAND PRIX RACER . . . authentic scale model of Indianapolis type racer. Made of sheet metal, powered by a fast, long running clock-spring motor. Knock-off hub caps; hollow rubber tires that can be changed as on a real racer. Pinion-type steering, fold-back windshield, rear view mirrors, hand brake, rubber crash absorber. With bag of 3 tools.
89-4634 B315 6½" Grand Prix Racer. **$4.50**

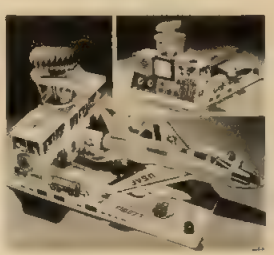


SCHUCO COMBINATO . . an almost-real wind-up sports car. Has a gearshift on steering column (3 forward speeds, neutral, reverse), horn, hand-brake and speedometer—all of which actually work! Two windup motors: one for horn, one for driving mechanism. Car is steered from steering wheel. Heavy gauge enameled steel; rubber tires. 7¾".
89-4659 B480 Schuco Combinato. . . . **$6.95**



GIANT AUTO FLEET . . . includes 12 cars. Roll 'em across the floor and windshield wipers click, windows open and close, taxi meters register and bells ring. Police car even has a gun that rat-a-tats . . . makes for lots of thrilling play! Each 4" auto has one type of automatic action. All are made of durable steel and zoom along on rubber wheels.
89-2539 B210 Giant Auto Fleet . . **$2.98**

MECHANICAL TANK . . realistic model. Extremely powerful, has amazing climbing ability. With caterpillar rubber treads, trap door turret, sparkling firing guns, removable miniature emergency tools, steering wheel, antenna, powerful wind-up motor. Made of metal with lithographed details. 6½" long. May be taken apart and re-assembled.
89-6562 B315 Mechanical Tank. . . . **$4.50**



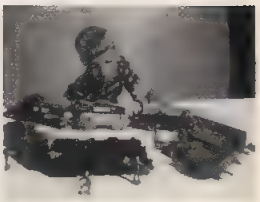
JET FIGHTER BASE . . . battery-operated so there's as much going on as on a real base! Radar tower has rotating antenna; radar screen has flashing signals; red-green lights at end of runway light up. Base is heavy metal, color-lithographed for latest details. 7" jet plane takes off with sparks, has controllable speed; friction-motor (to use alone).
89-6621 B350 Base, without batteries . **$4.98**

WRECKMOBILE . . . a triple-thriller toy! It's a handsome two-tone friction motor car that wrecks itself into smithereens . . . and then can be put together again! Made of high-impact Styrene plastic with an all-metal friction motor that will run the car over 50 feet. Wreckmobile is 8" long. A toy that'll be hours of fun for a boy (and his father)!
89-7298 B170 Wreckmobile. **$2.49**

New toys . . . . . *on parade*

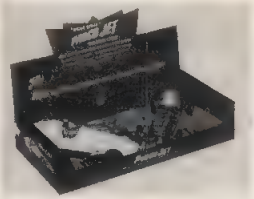
50 CALIBRE machine gun operates with push button control and has adjustable sight and flash concealer on muzzle. Die cast mechanism will shoot any standard roll of caps. $5.98. Cordelco, 727 East Pico blvd., Los Angeles.

KIDDYBIRD automobile No. 901 is a streamlined looking pedal-push toy large enough to seat child. Has all plastic body, realistic-looking semi-pneumatic rubber tires, patented safety handle grip. $35.95 Hamilton Steel Products, Chicago.



IDEAL FLYER is starter set for youngsters of three to eight. It includes locomotive, cattle and coal cars auto carrier, caboose and unbreakable figures of trainmen, etc. Hand operated. $9.98. Ideal, 200 Fifth ave., New York.

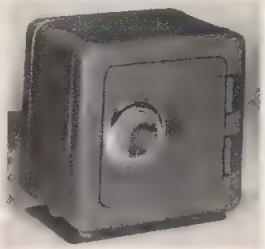
BOWLING GAME makes it possible to get strikes, spares, splits or a perfect score of 300, as in regulation bowling. 5 pins are suspended from steel frame which catches ball. Rubber ball is aimed at pins Can be played indoors. $7.95 South Bend Toy, South Bend, Ind.



JET DRAG STRIP kit contains 2 jet race cars, 2 50-foot racing strips, 2 racing tethers, 4 case-hardened spikes and instructions for complete drag strip. Cars run 200 feet at speeds up to 15 m.p.h. $6.95. Paghuso Engineering, Glendale, Calif.

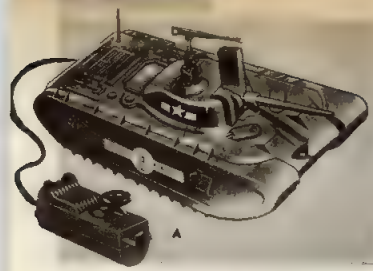
COSMIC CRUISER tent is colored bright yellow, with rocket designs and side door effects in red and plastic window in front. Measures 9' 10" long, 42" high, 36" wide, and comes with wire frame, wood poles and guy ropes. $15.95. J. W. Johnson. Bellwood, Ill

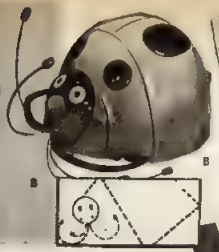
SCOOTER has 4 wheels, making balancing easy. Steering is controlled by leaning joystick to right or left. Has a strong steel frame and steel wheels with full ball bearing. Also available with single rear wheel. $11.95. Forco Products Monrovia, Calif



STEEL SAFE HAS REAL COMBINATION lock. All steel construction, it has a gray wrinkle baked enamel finish. Safe also features slot for coins from a penny to 50 cents. Will hold over $125 in assorted coins. $2.98. Superior Toy & Mfg., Chicago.

SATELLITE BINOCULAR has 2⅛" diameter lens, center wheel focus. Molded in hi-impact plastic with carrying strap. Satellite telescope extends to nearly three ft. Trimmed with hi-impact plastic ferrules. 98¢. Tico Toys, Providence, R. I.





(A) U S SHOOT-A-MATIC TANK—Triple action, remote control tank goes forward-reverse steers left, right Magazine loaded gun shoots pellets with battery case control Tank commander sweeps left and right to observe Rugged plastic construction, metal base, rubber treated tracks. 8½x4¾x 4¼" Less batteries
309A530 Retail $7 95

(B) LIGHTNING BRAINY BUG—Works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor Brilliantly colored, designed with flashing nose light 9½x-14x5". Wt 1 lb
77310A330 Retail $4.95

(C) REMOTE MILITARY POOL—5 khaki color vehicles 10" long motor truck, 10" long open truck, 9" long fire truck, 7" long wrecker truck; 7" long dump truck—all with special geared axle arrangement to be attached to electric motorized "Remotoflex" battery control box. All move forward and in reverse 3 lbs. Less batteries
77313A400 Retail $5 95

New remote control toys . . . safe, entertaining!

(D) ANDY GARD ELECTRIC MAGNETIC CRANE—Motor powered crane raises and lowers bucket . . . moves forward and reverse. Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. 2 independent electric motors; battery control case. 17" long Ship wt 2½ lbs
77301A665—Less batteries Retail $9 95

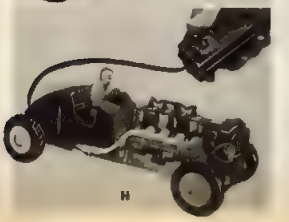
(E) REMOTE CONTROL DC-7—Huge scale model of the DC-7 commercial transport. 15" fuselage, 18" wing span. Plane can be steered left and right and propellers revolve while in motion Two authentic wing tip lights really work Wt 1 lb
77323A350—Less batteries . . Retail $4.95

(F) BIG HANK REMOTE TRACTOR—Authentic model of a real tractor it features visible moving pistons Moves by remote control in forward and reverse, with automatic reverse steering 11" long Ship wt. 2 lbs. Less batteries
77314A400 . . . . . Retail $5 95

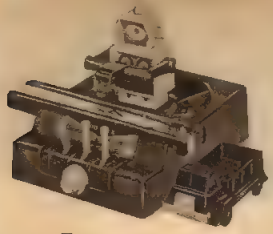
(G) REMOTE CONTROL PIASECKI BATTERY HELICOPTER—Large 11¼" authentically scaled model of the famous Army Piasecki helicopter with two action rotary blades and right or left steering Ship wt. 1 lb
77324A210—Less batteries . Retail $3 00

(H) REMOTE HOT SEE ROD—New fascinating remote control hot rod, moves in forward and reverse, has moving pistons you can see operating Automatic reverse steering 10" long Ship wt 1½ lbs. Less batteries
77315A335 . . . . . Retail $4 95

(J) REMOTE SEARCHLIGHT TRUCK—Realistic 12½" scale model of a searchlight truck that goes forward and backwards, left and right, off remote controls While in motion the large searchlight spins and lights. Ship. wt. 1 lb. Less batteries
77325A265 . . . . . Retail $3 95



(K) REMOTE CONTROL SEDAN WITH FLASHING LIGHT AND SIREN Goes forward and reverse, left and right off a polyethylene steering wheel on the control box. While in motion, light flashes and siren sounds. 8" long Ship. wt. 1 lb Less batteries
77326A133 . . . . Retail $2 00

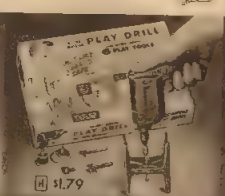


[D] "Big Max" $7.19

[E] Quarry Blaster $6.98

[A] Robot Hands, Mask $4.29

[F] 89c



[H] $1.79

[G] $3.19

[J] $2.49

[K] $7.98

[B] New 77 pc. Set $3.49

[C] $1.79

Fascinating Toys Stir Young Minds

Junior will love these for fun and excitement!

[A] **Atomic Age Robot Hands, Face Mask.** 15-in. plastic hands pick up any object. Have 9-in. polyethylene gauntlets with "lightning bolts" and "eyes" that glow in dark. Adjustable polyethylene robot face mask.
49 N 4817—Shipping weight 2 lbs. $4.29

[B] **77-pc. Plastic Cavalry and Indian Set.** Cowboys and Indians fight it out with typical Western frontier gear. Stagecoach, shooting cannon, tepee, riding and team horses, trees, cactus, etc.
49 N 5968—Shipping weight 2 lbs. 4 oz. $3.49

[C] **2 Drinking Ducks with Bowl.** New toy sensation. Actually drink for days and days without stopping. No spring . . no wires nothing but water keeps them going. Plastic ducks 7¾ in. high, plastic container.
49 N 4853—Shipping weight 1 lb. $1.79

[D] **"Big Max" Electronic Conveyor.** Flashing lights. Electro-magnetic hands pick up, release ingots to conveyor belt. Belt dumps into truck. Remote control. Uses 4 batteries (not incl.). High-impact plastic.
49 N 5279—Base 12x12 in. Shpg. wt 3 lbs. . . $7.19
34 N 4650—Batteries, Shpg. wt. 1 lb. . . . 4 for 68c

[E] **Jr. Dynamite Blaster.** POW! Sounds, looks like the real thing but actually harmless! Complete with realistic 2-color polyethylene stone quarry and detonator unit, blasting base, dome and danger flags.
49 N 4819—Shipping weight 4 lbs. $6.98

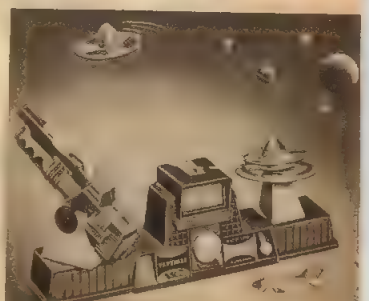
[F] **New! Little Orby.** Captivate the space minded with this wall-walking wonder! See gravity defied as he climbs mirrors, across ceilings or smooth, non-porous surfaces.
49 N 4805—5 in. long. Shpg. wt 8 oz. 89c

[G] **Electronic Field Phones.** 2-way Marine-type, plastic. Uses 1 battery (not incl.)
49 N 5273—7 in. high. Shpg. wt, 12 oz. $3.19
34 N 4650 Batteries. Shpg. wt. 8 oz. . . 2 for 35c

[H] **Plastic Play Drill.** Like Daddy's, but safe for Junior. Real motor drives tools at low power for safety—stops when pressed against skin. Plastic work bench, 6 play tools that slip into chuck and actually work! Uses 2 C batteries (not included).
49 N 5756—Shipping weight 1 lb. 8 oz. $1.79
34 N 4659—2 batteries for above. Shipping weight 4 ounces. . . . . 2 for 35c

[J] **New! 2-way Walkie-Talkie.** Marine-type. Operates electro-magnetically. Gives exciting realism to "battle play." 25-ft. twin-insulated conductor wire. Carrying case.
49 N 5272—Shipping weight 1 lb. $2.49

[K] **Talent Show Set.** Electronic microphone and loudspeaker set. Transmits, amplifies sound by means of 4 "C" cell batteries (not included) Aluminum mike stand adjusts from 10 inches to 45 inches. Use on floor or table. Plastic mike, amplifier. Cord.
49 N 5281—Shipping weight 3 lbs. $7.98
34 N 4659 Batteries. Shpg. wt. 8 oz. ..... 4 for 68c



New! Vanguard Satellite Launcher $5.95

Escorted by rockets, Vanguard launches its own satellite. radar screen lights up "track-" the satellite's progress, picks up radio "beep" signals. Launching platform revolves, elevates and lowers. Operates on 2 "D" flashlight batteries (not included) Plastic. Excitingly authentic.
79 N 05886—Shipping weight 3 lbs. $5.95
34 N 4650 -Batteries for above. Shpg. wt. 8 oz. ..... 2 for 35c

TOY GUNS AND RIFLES

CAP SHOOTING RIFLE

Exact replica of modern Winchester 348 Rifle. Stock and grip are moulded of plastic in appropriate color. Shooting mechanism and housing for caps are made of die-cast material. Easy and quick reloading. Gun works very realistically with loud report, and smoke is emitted from muzzle of gun. Length 35 ins.

	Suggested Retail $2.95	Each
K722-100	Cap Rifle (Mfr. No. 285)	$4.00

12 in a ctn.; wt. 18 lbs.

CAP SHOOTING SCOUT RIFLE

Reproduction of the "Winchester 73"

Shoots standard roll caps with an extra loud report and smoke is emitted from muzzle of gun. Walnut color plastic butt and grip, highly embossed. Special shock resistant plastic. All working parts bright nickel finish. Elaborate chasing with Western scenes. Blued metal barrel with red plastic choke and front sight. Realistic lever action cocks hammer for each shot just like the "Winchester 73." Length, 35 ¾". One in a box.

S. R. $3.98

		Each
K722-209	Cap Rifle (Mfr. No. 202)	$3.34

6 in a ctn.; wt. 20 lbs.

BOLT ACTION CAP SHOOTING RIFLE WITH CARTRIDGES

A live action model of a real bolt action hunting rifle, handsomely done in high grained walnut finish plastic with a metal barrel and featuring a bolt action cartridge loader.

The bolt action rifle employs a powerful telescopic sight with precision two-power lenses as well as a ramp front sight. The handsome plastic stock with built-in cheek rest is engraved in relief in a leaf design.

Bolt action loads and unloads the cartridge chamber and cocks the firing pin. A repeating cap firing unit fires a 50 cap roll. When caps are fired the firing pin is released. Three harmless plastic cartridges measuring 2⅝" each are supplied. Measures 39" in length. One in a carrying case.

S. R. $4.98

		Each
K722-308	Cap Rifle (Mfr. No. 493)	$6.66

3 in a ctn.; wt. 7 lbs.

TOMMY-BURP CAP GUN

Another authentic replica of a famous gun with Mattel-O-Matic action. Turn the crank for a "smoking" burst or squeeze the trigger for a single shot. Adjustable, sharpshooter sight, machine tool detail. New process simulated wood grain stock and forward grip. Rugged, all-metal firing and loading mechanism. Use perforated roll caps only. Individually packaged. Size: 25" x 6¼" x 2½".

S. R. $2.49

		Each
K722-407	Sub Machine Gun (Mfr. No. 548)	$3.34

6 in a ctn.; wt. 8 lbs.

LEVER ACTION RIFLE

Stock and forearm made of seasoned kiln dried wood. Barrel, receiver housing, cocking lever, made of high grade steel. Exterior parts finished in baked enamel. Packed with three corks. Complete with rubber bayonet. Length 27¼ inches.

Suggested Retail $1.85

		Each
K722-506	Pop Gun (Mfr. No. 4)	$2.40

12 in a ctn.; wt. 14 lbs.

LEVER ACTION PLAY-GUN

One piece stock and forearm finished in natural walnut. Barrel receiver housing, cocking lever, trigger and mechanism of metal. All exterior metal parts finished in regulation gun blue. Cocking lever cocks gun. Sharp report when trigger is pulled. Feel proof mechanism shoots harmless corks by compression if desired. Complete with rubber bayonet and telescope. Length overall, 32¼".

S. R. $2.29

		Each
K722-605	Pop Gun (Mfr. No. 2)	$3.00

12 in a ctn.; wt. 23 lbs.

ROOKIE KADET TRAINERIFLE

Age group 3-8 years

Authentic styled bolt action rifle. Wood stock, blued metal parts. Operating bolt action, clicker trigger. Complete with detachable rubber bayonet, adjustable ⅝" web sling and 28-page Kadet Handbook. Overall length: 36".

S. R. $2.98

		Each
K722-704	Trainerifle (Mfr. No. K21)	$4.00

12 in a ctn.; wt. 29 lbs.

WESTERN SET

Consists of Star Badge, Handcuffs and Gun (cut out and fold).

Suggested Retail 29c

		Each
K721-110	Western Set.....	$0.40
	(Mfr. No. 67)	

SHERIFF BADGE

Six star metal badge with pin on back, carded.

		Per 100
K721-169	Sheriff Badge.....	$7.00
	(Mfr. No. 3)	

SPURS

"KLIPPITY-KLOP" SPURS
Ages 3—10

Straps onto all children's shoes, and as he or she walks, a "Klippity-Klop" sound is made with each step. May be worn indoors or outdoors. Safe...harmless, and loads of fun!

Constructed of durable polyethylene plastic and insulated tempered steel. Will not mar floors, furniture or shoes. Carded.

	S.R. $1.98	Per Pair
K721-219	Western Spurs.....	$2.66
	(Mfr. No. 152)	

12 pair per ctn.; wt. 7 lbs.

COWBOY HAT

Quality felt cowboy hat in true western rancher style. Scroll braided embroidered crown, black and white striped binding, chin cord and slide. Sizes: extra small, small, medium and large. Color: black.

S. R. 98c

		Each
K721-318	Cowboy Hat.....	$1.34
	(Mfr. No. 465)	

12 assorted sizes per carton

POLICE SETS

Carded set consists of Captain's Badge, Jailer's Keys and Handcuffs. Designed in Reynold's aluminum.

	S.R. 59¢	Each
K721-417	Police Set.....	$0.72
	(Mfr. No. 368)	

BULLET-PAK

8 all-metal play bullets for Saddle Gun, Bullet-Loading Fanner 50, and Bandolier. 8 Bullets per card (1 doz. cards each display).

	S.R. 49¢	Per Card
K721-813	Play Bullets.....	$0.66
	(Mfr. No. 597)	

TOY GUNS

FIREBOLT DOUBLE-ACTION GUN

Two-way gun works with or without caps. Flip selector switch for smoking cap action, or vibrating sound from vibrasonic sound chamber. Pull back bolt—fire bursts or single shots. Realistic moving forebolt. Air-cooled, smoking barrel. Rugged construction with bolt action all-metal mechanism. Adjustable peep sight, wood-grain stock and grip. Use perforated roll caps only. Size: 27" long. One in a box.

	S.R. $5.98	Each
K721-516	Double Action Gun.....	$8.00
	(Mfr. No. 582)	

6 per ctn.; wt. 13 lbs.

SADDLE GUN

Authentic Winchester, lever-action, repeating cap rifle. Loads and ejects 8 all-metal play bullets. Fires 50 perforated roll caps. Smoking action. Front and rear sights. Blue steel barrel, zinc die cast mechanism, wood grain stock and grip. Comes with 8 bullets in Bullet-Pak. Size: 33" long. One in a box.

	S.R. $4.95	Each
K721-615	Saddle Gun.....	$6.66
	(Mfr. No. 544)	

6 per ctn.; wt. 11½ lbs.

SADDLE GUN AND BANDOLIER

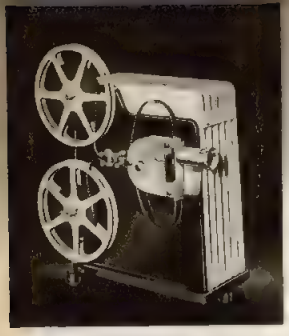
Authentic Winchester, lever-action, repeating cap rifle. Adjustable, genuine leather Bandolier with 32 all-metal play bullets that fit the rifle. Rifle loads and ejects bullets. Size: 33" long. One in a box.

	S.R. $7.95	Each
K721-714	Gun and Bandolier.....	$11.34
	(Mfr. No. 592)	

6 per ctn.; wt. 15 lbs.

NEW YORK TOY & GAME MFG. CORP. • 200 Fifth Avenue • New York 10, N. Y. *Factory: Lawrence, Mass.*

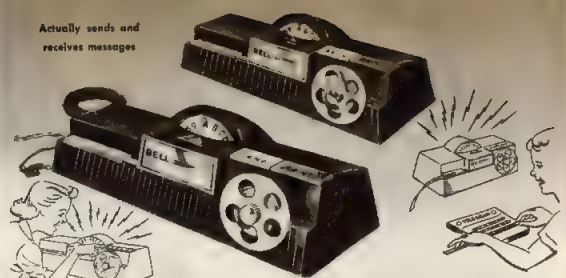
Also manufacturers of Jr. Ace juvenile sporting goods and tool sets



"THUNDERBIRD" HOME MOVIE PROJECTOR, 8MM—Not just for children but for adults, too! Projects brilliantly clear pictures, is blower cooled for the safety of your valuable home movies, has ¾" projection lens. Easy threading mechanism, handles 200 feet of film, has rapid motor rewind, vertical tilt device, manual framer. With take-up reel, on-off switch, 150W projection lamp. All metal. Wt. 8 lbs.

75230A2250—Projector and 1 roll of film . . . . . **Retail $39.95**
75231A450—Assorted cartoons, box of 3 rolls . . . . . **Retail $ 3.95**
75232A450—Assorted comedies, box of 3 rolls . . . . . **Retail $ 3.95**

Actually sends and receives messages



TELE-TYPER—An amazing new electronic toy that actually sends and receives telegrams . . . from house to house . . . from room to room. Provides hours of fascinating play . . . while children send and receive pretend telegrams, news, weather reports! Not only transmits messages but prints them by remote control. And there are no batteries needed, it operates with safe low voltage transformer from house current. Includes 2 bell Tele-Typer stations, plus a complete supply of telegraph blanks, rolls of telegraph tape, ink and necessary wire. All ready to use as soon as it's plugged in. Stations are 12" wide, 6" high, 5" deep. Ship. wt. 8 lbs.

75227A1120 . . . . . **Retail $16.95**

Talk and hear as on real telephones!

DIAL PHONE SYSTEM—Two full-size phones of handsome practically unbreakable Styrene. So easy to operate . . . just pick up receiver, dial call and phone at other end rings. Conversation is transmitted as clear-as-a-bell. Comes complete with 4 batteries and 50 feet of cable. Fun for children of all ages, a real step-saver for the adults for calling house-to-garage, etc. Wt. 3½ lbs.

75171A530 . . . . . **Retail $7.95**

TELECOM INTER-PHONE SYSTEM—Unbelievable voice reception! Has Remco's patented 5-time booster circuit in talking and hearing units. Amplified buzzer signal system. Just pick up phone and talk—no buttons to press. Plugs on ends of hook-up wire make the simple connection. Operates on batteries (not included). Includes 2 sturdy telephones with bases. Ship. wt. 2½ lbs.

7584A467 . . . . . **Retail $6.95**

Really launches rocket plane!

RADAR ROCKET CANNON—Giant electronic cannon launches flying rocket plane. Moving airplane targets appear on screen. Then large radar warning antenna rotates automatically and picks up beep signals. Actually a complete electronic communication center too because microphone and head set permit spotter to talk with radar operator. Telegraph key for sending code messages. (Less batteries)

75146A530—Ship. wt. 3 lbs. . . . . . **Retail $7.95**

Broadcast your own radio shows

TRANSISTOR RADIO AND BROADCAST KIT—A powerful professional radio set featuring the transistor . . . new electronic wonder that replaces tubes. Sensitive head set picks up radio program, powerful broadcast microphone transmits child's own programs. Sturdy 18" plastic case, 4" Alnico loud speaker, head set, tuner. Easily assembled. Wt. 4 lbs.

75144A665 . . . . . **Retail $9.95**

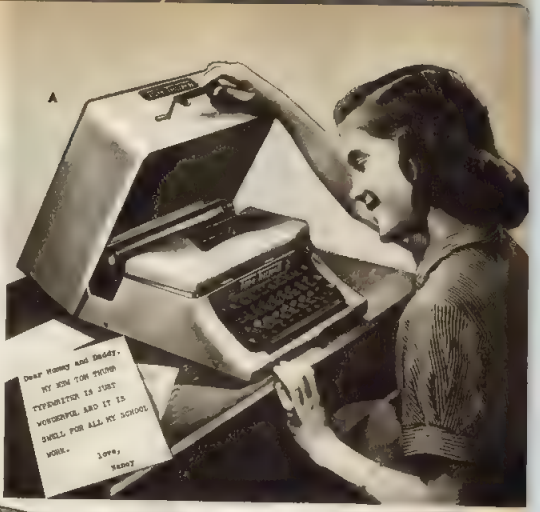
MASTER ELECTRICAL WORKSHOP—Completely equipped electrical workshop for over 1000 electrical experiments. Includes 3 large plastic operating panels with switches, telegraph keys, rheostat; electric motor, buzzer, bell, light beacons, electromagnet, tool kit, 3 batteries, wires, bulbs and hundreds of additional components. Instructions. Ship. wt. 4 lbs.

75228A665 . . . . . **Retail $9.95**

Talk-and-hear wrist radios

DICK TRACY WRIST RADIOS—Compact and efficient . . . transmit conversations loudly and clearly. Comes with 2 wrist radios for 2-way voice conversation . . . or messages can be sent in code by means of a buzzer signal system 25 feet of twin insulated conductor wire. All in new portable carrying case. Operate on 1 "C" flashlight battery (not included). Wt. 1 lb.

7563A200 . . . . . **Retail $3.00**



(A) TOM THUMB TYPEWRITER AND CASE—Will delight any youngster, and be an invaluable aid in school work. Letters are arranged same as standard keyboard, works by individual key action. Has finger tip spacer, shift keys, ball bearing carriage, uses standard ½" ribbon. Attractive blue finish, trimmed in chrome. 10½" deep, 10½" wide, 4" high. Ship. wt. 9¼ lbs.

75103A1335 ..... **Retail $19.95**

(B) BERWIN SUPERIOR TYPEWRITER—All metal, lithographed in bright gold. Simulated standard keyboard in red, with off-white keys. Type is all metal, dial operates with black knob. Standard-size letterhead will fit the rubber-rollered carriage. Uses real typewriter ribbon—red and black ribbons included. 10" long, 7" wide, 5¼" high. Complete instruction sheet included. Ship. wt. 2½ lbs.

75104A267 ..... **Retail $3.98**

TALLY RECORDER-CASH REGISTER—Registers sales from 1c to $1.00. Push lever opens drawer, rings bell. Permanent Tally Recorder erases itself—no paper needed. All chrome construction with enamel trim. Metal play money included. Ship. wt. 4 lbs.

75163A335 ..... **Retail $4.95**

TOM THUMB CASH REGISTER—Built of heavy steel with baked-on red enamel finish and real chrome front. Children will love using the play money included to ring up sales from 1c to $1.00. Push lever opens drawer. 7¼" high. Ship. wt. 3¾ lbs.

75164A200 ..... **Retail $3.00**

3-COIN REGISTER BANK—Registers and adds nickels, dimes, quarters. Special opening for pennies, half-dollars and bills. Locks at 25c, opens at $10—no keys to lose. Tamper-proof compartment holds $50. Sturdy steel construction. Ship. wt. 2½ lbs.

77006A267 ..... **Retail $4.00**

SENIOR MECHANICAL DRAWING SET—Contains 12"x17" drawing board, T-Square, plastic french curve, 2 triangles, protractors, sanding paddle, drawing ink, compass, 2 pencils, flo-point pen and holder; paper, eraser, project sheets, tacks. Ship. wt. 3½ lbs.

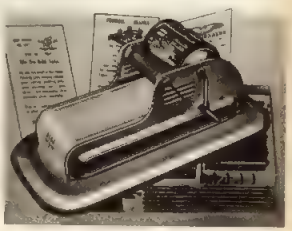
73203A335 ..... **Retail $4.95**

ACE PRINTING PRESS—Prints two-column, digest size newspapers, menus, programs that resemble professional printing. Adjusts to various thicknesses of stock, and for light or heavy inking. Takes sheets up to 5½"x7½". 600 pieces of type, 16 type slots, ink and ink brush, paper, tweezers, 16 page book of instructions, newspaper headings and picture dies, rubber cement. Ship. wt. 6 lbs.

77224A800 ..... **Retail $11.95**

CUB PRINTING PRESS—All metal press with two colors of ink and an extra ink roller. Comes in molded plastic storage unit with 48 alphabetized compartments. Prints hand bills, tickets, postcards—anything up to 3½"x5½", with 8 lines of type. Over 200 pieces of rubber type, type tweezers. 12 type slots, paper, instruction book, and 4 picture dies included. Ship. wt. 3½ lbs.

75142A500 ..... **Retail $7.49**

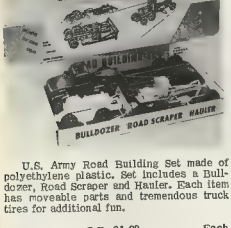


STAR PRINTING PRESS—Complete all metal printing press—perfect for children. Prints 3½"x7" maximum size. Has adjustable ink roller and self-adjusting pressure roller. Newspaper heading die for printing small newspapers. Includes 400 pieces of rubber type, 15 type slots, type tweezers, 7 picture dies, ink and brush, paper, tool for inserting slots, idea book. Ship. wt. 4 lbs.

77223A565 ..... **Retail $8.50**

TRUCKS, TRACTORS AND TANKS

ROAD BUILDING SET

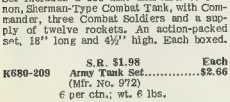


U.S. Army Road Building Set made of polyethylene plastic. Set includes a Bulldozer, Road Scraper and Hauler. Each item has moveable parts and tremendous truck tires for additional fun.

	S.R. $1.98	Each
K680-100	Road Building Set (Mfr. No. 2002)	$2.66

12 per carton.

CANNON AND TANK SET

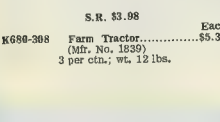


Rocket-Firing Set made of unbreakable polyethylene plastic in olive drab color. Set includes a 155 mm. anti-aircraft Cannon, Sherman-Type Combat Tank, with Commander, three Combat Soldiers and a supply of twelve rockets. An action-packed set, 18" long and 4½" high. Each boxed.

	S.R. $1.98	Each
K680-209	Army Tank Set (Mfr. No. 972)	$2.66

6 per ctn.; wt. 6 lbs.

FARM TRACTOR/LOADER



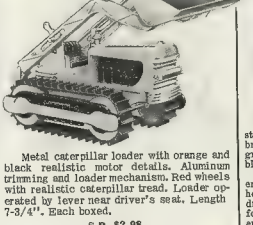
Multi-purpose metal tractor with high lift scoop action features steering wheel, rear vehicle hitch and grille details. Lever operated scoop; larger 5" dia. rear rubber wheels and farmer figure in driver's seat. Size: 17" L, 10" W, 8" H. Each boxed.

S.R. $3.98

		Each
K680-308	Farm Tractor (Mfr. No. 1839)	$5.34

3 per ctn.; wt. 12 lbs.

"CAT" LOADER



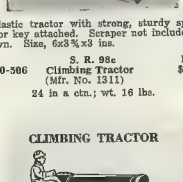
Metal caterpillar loader with orange and black realistic motor details. Aluminum trimming and loader mechanism. Red wheels with realistic caterpillar tread. Loader operated by lever near driver's seat. Length 7-3/4". Each boxed.

S.R. $2.98

		Each
K680-407	Caterpillar Loader (Mfr. No. 505)	$4.00

6 per ctn.; wt. 11 lbs.

MARX CLIMBING TRACTORS

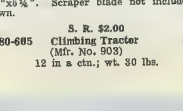


Plastic tractor with strong, sturdy spring motor key attached. Scraper not included as shown. Size, 6x3¾x3 ins.

	S. R. 98c	Each
K680-506	Climbing Tractor (Mfr. No. 1311)	$1.34

24 in a ctn.; wt. 16 lbs.

CLIMBING TRACTOR

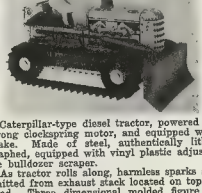


Made of steel in authentic lithographed design. Equipped with wide sure-grip rubber tires, which enables tractor to climb grades and pull loads. Powered by strong clockspring motor with brake. Hook at rear, has driver in seat. Harmless sparks are emitted through a plastic exhaust pipe in hood. Size, 9¼ "x 3¾ "x5¼ ". Scraper blade not included as shown.

	S. R. $2.00	Each
K680-605	Climbing Tractor (Mfr. No. 903)	$2.66

12 in a ctn.; wt. 30 lbs.

CLIMBING TRACTOR WITH BLADE



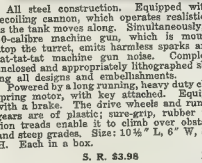
Caterpillar-type diesel tractor, powered by strong clockspring motor, and equipped with brake. Made of steel, authentically lithographed, equipped with vinyl plastic adjustable bulldozer scraper.

As tractor rolls along, harmless sparks are emitted from exhaust stack located on top of hood. Three dimensional molded figure of driver in seat and equipped with hook at rear for pulling loads. Sure grip, wide rubber tires, enable tractor to climb steep grades and pull loads. Key attached. Size: 10" L, 6" W, 6½" H. Each in a box.

	S. R. $2.98	Each
K680-704	Climbing Tractor (Mfr. No. 955)	$4.00

6 in a shipper; wt. 9½ lbs.

SPARKLING COMBAT TANK



All steel construction. Equipped with a recoiling cannon, which operates realistically as the tank moves along. Simultaneously, the 50-calibre machine gun, which is mounted atop the turret, emits harmless sparks and a rat-tat-tat machine gun noise. Completely enclosed and appropriately lithographed showing all designs and embellishments.

Powered by a long running, heavy duty clockspring motor, with key attached. Equipped with a brake. The drive wheels and running gears are of plastic; sure-grip, rubber traction treads enable it to climb over obstacles and steep grades. Size: 10⅜" L, 6" W, 6½" H. Each in a box.

	S. R. $3.98	Each
K680-803	Combat Tank (Mfr. No. 1975)	$5.34

6 in a shipper; wt. 14 lbs.

BATTERY OPERATED TANK

Amazing 7½" tank that operates off a battery (not supplied). Tank goes forward and reverse, stops, and the gun turret revolves while the gun fires, making authentic ack-ack sound. Realistically detailed. One in a box.

	S. R. $2.49	Each
K680-902	Army Tank (Mfr. No. 2550)	$3.34

24 in a shipper; wt. 16 lbs.

TOY TRUCKS

PLASTIC TOW TRUCK

Made of Everlast polyethylene. Crane raises and lowers and has towing hook. Comes with polyethylene jack, wrench, mallet, screw driver, open-end wrench. Tool box has open-closed lid. Size: 18¾" L, 8½" H, 6½" W. Each boxed.

S.R. $2.98

		Each
K679-110	Tow Truck (Mfr. No. 3021)	$4.00

6 per ctn.; wt. 14 lbs.

PLASTIC DUMP TRUCK

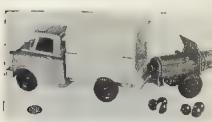
Sturdy dump truck with open and close tail gate. Made of Everlast polyethylene. Dumper raises by means of lever and locks into position. Size: 20" L, 7½" W, 7" H. Each boxed.

S.R. $2.98

		Each
K679-227	Dump Truck (Mfr. No. 3020)	$4.00

6 per ctn.; wt. 15½ lbs.

PLASTIC CANNON TRUCK



A rugged military transport carrying soldiers and towing a Big Bertha cannon that actually shoots. Made of Everlast polyethylene. Truck is 26" long x 8½" high x 6½" wide. Vinyl truck canopy is removable. Comes with six harmless cannon balls and six colorful targets represent soldiers. Each boxed.

S.R. $4.95

		Each
K679-334	Cannon Truck (Mfr. No. 3023)	$6.66

6 per ctn.; wt. 20 lbs.

PLASTIC POWER SHOVEL

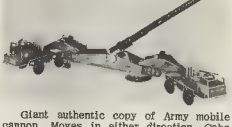
Unbreakable Everlast polyethylene truck, cab boom and wheels with metal bucket and accessories. Cab rotates 360 degrees, bucket opens when raised and closes to pick up objects when lowered. 20" long. Each boxed.

S.R. $5.95

		Each
K679-441	Power Shovel (Mfr. No. 3026)	$8.00

6 per ctn.; wt. 20 lbs.

PLASTIC ATOMIC CANNON T-10



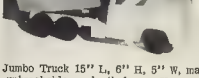
Giant authentic copy of Army mobile cannon. Moves in either direction. Cabs detach from cannon platform. 17" cannon elevates, traverses and rotates. Shoots shells with soft poly tips. Six shells included. 42" long overall. Each boxed.

S.R. $7.95

		Each
K679-557	Cannon Truck (Mfr. No. 4860)	$11.34

6 per ctn.; wt. 28 lbs.

PLASTIC DUMP TRUCK



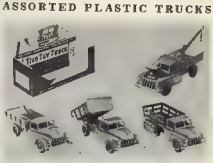
Jumbo Truck 15" L, 6" H, 5" W, made of unbreakable polyethelene. Has wire lifting dump adjustment for body, 6 heavy duty tires, latest type cab. Blue cab, red body. Each boxed.

S.R. $1.79

		Each
K679-664	Dump Truck (Mfr. No. 1480)	$2.50

12 per ctn.; wt. 18 lbs.

ASSORTED PLASTIC TRUCKS



Assorted Tow, Dump, Plow and Half-Track Stake trucks made of soft, unbreakable plastic, all 12" long. All have take-apart feature, removable engine parts, lifting hood and accessories. Each boxed.

S.R. 98¢

		Each
K679-771	Assorted Trucks (Mfr. No. 180)	$1.34

3 each per ctn. of 12; wt. 10 lbs.

ASSORTED PLASTIC ARMY UNITS

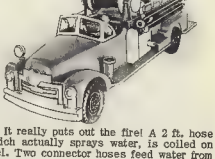
Assortment consists of Rocket Launcher, (with soft harmless Rocket) Atomic Cannon, (with soft harmless ammo), Anti-Aircraft Gun (with soft harmless ammo). Weapons can be raised, lowered and can be turned in complete circle. Overall length 11". All units are army colored and have Take-Apart feature, Removable Engine Parts, Lifting Hood and Accessories. Each boxed.

S.R. 98¢

		Each
K679-888	Assorted Trucks (Mfr. No. 181)	$1.34

4 each per ctn. of 12; wt. 10 lbs.

PLASTIC FIRE ENGINE PUMPER



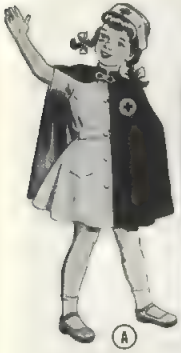
It really puts out the fire! A 2 ft. hose which actually sprays water, is coiled on reel. Two connector hoses feed water from a vessel into the self-contained water tank. Made of polyethylene and equipped with pump, removable ladder, and two firemen. 17" long, 6½" high and 5" wide. Color red.

S.R. $2.98

		Each
K679-995	Fire Truck (Mfr. No. 909)	$4.00

6 per ctn.; wt. 10 lbs.

Let's Play Nurse . . .



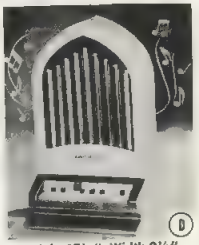
Length 21", Width 31"

(A) REGISTERED NURSE'S PLAYSUIT — Authentically styled after the professional Nurse's regulation dress uniform. Dress is tailored of wonderfully washable White poplin with two pockets. Navy Blue cape is fully lined with Bright Red poplin and embellished with famous medical cross insignia in Bright Red. White cap to match. Specify Small (2-4), Medium (6-8) or Large (10-12).

3T84X330 (Sh. wt. 1½ lbs.) **List $4.95**

(B) ANSCO KIDD-E-CLINIC CART—For the little nurse'! 22" all-steel in sanitary White. Easy-rolling plastic rear wheels, front swivel casters. Stethoscope, forceps, scissors, eyeglasses, tape, 'hypodermic,' bandage, 'watch,' cotton buds, sterilizer, mask, chart, bag, arm band, *more!*

3T83X665 (Sh. wt. 9 lbs.) . . . . **List $9.98**



Height 17½", Width 9½"

(C) DANCING DAN WITH THE MYSTERY MIKE—Just sing or hum a tune into the "Mystery Mike" and Dan will tap dance to the rhythm of your tune—play a record on your record player and he will dance to your own music. You will mystify your friends with Dan's dancing tricks. Dan is over 15" high. Operates on 2 batteries (not included).

6T111X463 (Sh. wt. 3 lbs.) **List $6.95**

2R34X13 Battery for above List .20

(D) KATHEDRAL CHIMES by KUSAN—Beautiful Hi-Fi tones produced by precision made aluminum pipes. Children easily learn to "tickle the ivories" by color, by note, or by ear! Keyboard is color-keyed. Sh. wt. 7 lbs.

4T86X663 . . . . . **List $9.95**

LIFE Magazine's Junior Edition "The World We Live In"

"THE WORLD WE LIVE IN" BOOK—One of the great books of our time for young readers! Written in clear, simple language. Anyone who needs proof that sheer reality is far more amazing than any number of imagined wonders, will find it here. Lincoln Barnett's text, carefully adapted, has emphasized concepts and simplified vocabulary without marring the fascination or the accuracy of the original. The breath-taking pages are aglow with more than 150 superb color paintings, maps and photographs—all by LIFE artists. 216 pages in all. Recommended for ages 8-12. Size: 8x 11". Sh. wt. 3 lbs.

5A10X330 . **List $4.95**

REMCO FIREBIRD "99" DASHBOARD—Teach a youngster "how to" drive! Beautifully designed, authentic modern automobile dashboard allows the child to insert and switch on the ignition key . . . turn on and operate the motorized windshield wiper . . . steer to the right or left . . . permit right and left directional signals to blink in direction steered . . . blow real horn . . . adjust rear view mirror . . . check glove compartment for road map . . . watch speedometer accelerate and decelerate. Overall dimensions: 13¾" long, 6¾" deep, 9¾" high. Operates on 2 batteries (not included).

6T112X532 (Sh. wt. 2 lbs.) . . . **List $7.98**

2R34X13 Battery for above List .20

2.25 H. P. Sports Car

SERVICE is as near as your mailbox or telephone. Parts ordered mailed out within 8 hours.

More Than A Toy . . . It Really Runs!

ESHELMAN CHILD'S SPORT CAR—Teach your children the importance of driving safely at an early age, and they will become better adult drivers! Operates on a Briggs and Stratton quick starting 2.25 H.P. engine . . . speeds up to 15 mph. Sturdy steel construction throughout. Seats two children comfortably. Has easy-to-operate brakes for complete safety. Automatic recoil starter located on the dash. 10x2.75 puncture-proof tires and ball bearing wheels. Air-cooled engine with oil cleaner carburetor. Automotive type steering, and fully automatic type clutch. High gasoline mileage . . . very low maintenance cost. Sturdy steel construction throughout. Overall length 54", width 24", height 23". Finished in Bright Red or Yellow. Specify color. Car is shipped assembled. 1 Year Guarantee on material and workmanship. Service is as near as your mailbox or telephone. Parts ordered mailed out within 8 hours. F.O.B Md.

11T150D19975 (Wt. 225 lbs.) **List $265.50**

ADDITIONAL ORDER BLANKS AVAILABLE ON REQUEST

TOYS

HEN TARGET GAME

METAL Mother Hen Target stands 17" x 14" lithographed in full color. 8 plastic eggs go into funnel inside the target and every time the aim is true an egg drops in the basket. Complete with 4 darts and black styrene plastic gun with silver painted gun handle. Shpg. Wt. 3 lbs.

659K210 – Retail $2.98

REPEATING BOLT-ACTION AIR RIFLE. Repeating Bolt-Action Air Rifle. Mahogany hi-impact plastic with black coated barrel made of sturdy aluminum. 33" long, shoots 10 balls with one loading. Safe for use indoors and out and made to withstand hard play. Shpg. Wt. 3 lbs.

695K357 – Retail $4.98

JET AUTOMATIC REPEATING RIFLE. ABSOLUTELY SAFE – cannot harm children or break glass. The barrel of polished aluminum; stock of durable plastic. 29" long and almost the exact replica of a real repeater shot gun. Six balls included with the gun. Shpg. Wt. 3 lbs.

603K215 – Retail $2.98

"BAA-BAA" THE TALKING LAMB

Lamb moves head and waggles tail. Sturdy styrene plastic and perfected mechanism. Stands 14" x 13" x 6½" in black, white and yellow. Shpg. Wt. 3½ lbs.

399K357 – Retail $4.98

SIREN SPARKLE SPACE TARGET

Sirens wail and sparks fly. Hit target and space ship zips away. Pistol, 6½" long, three rubber-tipped safety darts. Shpg. Wt. 2 lbs.

683K215 – Retail $2.98

DRAGNET PISTOL and RIFLE SET

Dragnet Water Pistol, Cap Pistol Dart Gun with three rubber-tipped darts, Cork Gun with supply of corks. Double Barrel Riot Cap Gun – all of hi-impact plastic. Includes badge and whistle. Shpg. Wt. 5 lbs.

640K426 – Retail $5.95

SATELLITE POP-A-PART TARGET

Target in full color on extra heavy board. Super Dart Gun 9½" long and three rubber-tipped darts. Shpg. Wt. 1½ lbs.

676K143 – Retail $1.98

CAPTAIN CROW ACTION TARGET

Captain moves beak, caws continuously and stores until dart finds target — Then Crow's eyes close. Safe, exciting. Lithographed in full color on heavy board. Dart Gun 6¾" long. Rubber-tipped darts. Shpg. Wt. 3 lbs.

679K285 – Retail $3.98

CLOWN POP-A-PART TARGET

Hit target and watch clown pop his hat in the air. Super dart gun made of rugged styrene, 4 darts. Target, 14½" x 8¼", lithographed in full color. Shpg. Wt. 1½ lbs.

665K143 – Retail $1.98

REMOTE CONTROL HELICOPTER

Full remote control action flies up, down, forward, reverse, hovers, accelerates. Five landing pattern maps and radar screen. Aluminum plane with safe, roto-blades... energized by four flashlight batteries. Helicopter – 6" x 2½" Blade Span 7". Cable 30". Shpg. Wt. 4 lbs.

187K926 – Retail $12.95

MAGIC-EYE MOON CAR

Crystal dome houses the "magic eye" which rotates constantly. Motor-driven mechanism powered by two flashlight batteries permits controllable movement. Flick of the control antenna sends car in any direction. Also two firing rockets can be launched into space. Shpg. Wt. 2 lbs.

185K713 – Retail $9.95

DRAGNET DART GUN AND THROW DART SET

Contains two steel-weighted polythylene rubber-tipped throw darts, a gun with three polyethylene rubber-tipped darts and a sturdy bullseye metal target. Shpg. Wt. 2½ lbs.

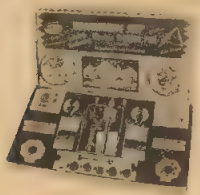
644K143 – R

Retail $1.98

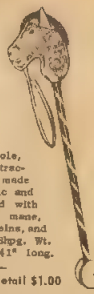
"teach-n-fun"

COMBINATION BLACKBOARD AND PEG TABLE. Has unlimited play possibilities. Hardwood maple complete with mallet, chalk, colorful enameled pegs, bands and eraser. Hinged blackboard opens to reveal exciting peg board unit. Smoothly finished natural wood varnished finish. 21½" x 18" x 25" deep. Desk size 13" x 18". Shpg. Wt. 10 lbs.
B6A405 – Retail $6.00

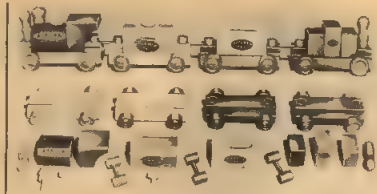
BANG-OUT BENCH
Ages 1-6 years. Brightly colored non-toxic finish. Pegs pounded in at top pop out at far end. Colored non-toxic finished pegs. Wooden mallet – shaped handle. Size: 10" x 4¼" x 4½" high. Shpg. Wt. 2 lbs.
B20A143 – Retail $2.00



WONDER PEN WOODBURNING SET
Includes plaques, attractive napkin holder, 6 color chips with brush, 2 pens, and the U.L. Approved Wonder Pen with 4 extra points. Illustrated booklet included. Shpg. Wt. 2 lbs.
93A215 – Retail $3.00



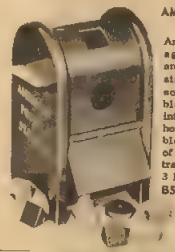
HOBBY HORSE
Sturdy, candy-striped wood pole, with attractive head made of plastic and decorated with fringed mane, plastic reins, and bell. Shpg. Wt. 2 lbs. 41" long.
B2WA70 – Retail $1.00



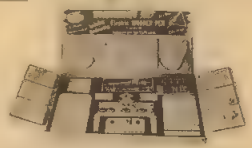
TAKE-APART-TRAIN
Ages 1-5. Four cars, all wood construction. Non-toxic finish. Size: 20½" x 2¾" x 3¼" Shpg. Wt. 2 lbs.
B31A215 – Retail $3.00

ROLLER TOT – PUSH TOY
Ages 1-4 years. All wood construction. Finished in non-toxic colors. Colorful pegs tumble along with "Tinkle Bells" as toy is rolled along. 29" long x 8¾" wide. Shpg. Wt. 2 lbs.
B125A90 – Retail $1.49

6-PIECE MINIATURE FURNITURE SET
6-piece miniature bedroom set in dainty pink has been created especially for a 9" doll. Beautifully designed. Wardrobe has sliding doors and slide bar. Shpg. Wt. 4 lbs.
B49A357 – Retail $5.00



AMERICAN POSTAL STATION
An exact replica of agenuine red, white and blue U.S. Postal station. Has assorted shaped blocks which fit into corresponding holes. Colored blocks tumble out of easily operated trap door. Shpg. Wt. 3 lbs.
B57A215 – Retail $3.00



A.F.T. WONDER PEN WOODBURNING SET
Ages 7-16 years. Includes bookends salt-pepper shakers and nine "out door" plaques. U.L. approved Electric Pen. 5 year guarantee. 5 pen points, 7 water color chips and pen, with brush and illustrated manual. Size 11" x 20". Shpg. Wt. 3 lbs.
95A357 – Retail $5.00

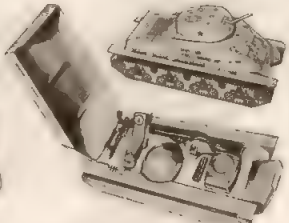
PLAYBENCH WITH CLOCK – (Ages 2 to 6) – Has miniature built-in vise and wrench, claw hammer, screw driver, screws, nuts and wooden spikes. Bench can be completely dismantled and put together again. Background clock is instructive. Completely safe. Shpg. Wt. 3 lbs.
B30A215 – Retail $3.00

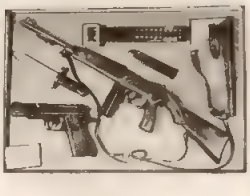
BLOCK ASSORTMENT – A real hegful of pleasure. Squares, oblongs, triangles, pegs – in assorted colors, sanded smooth. Packed in mesh bag for neat storage. Non-toxic paints are used thruout. Shpg. Wt. 3 lbs.
358A107 – Retail $2.00

TAKE-A-PART TRUCK WITH BLOCKS
Non-toxic enamel finish with a "load" of vari-colored blocks. Wheels, bumper and panels can be removed and put back again with wooden screwdriver. Shpg. Wt. 8 lbs.
88A540 – Retail $8.00

Maco Authentic "Army Issue" Replica Toys

MACO TOYS

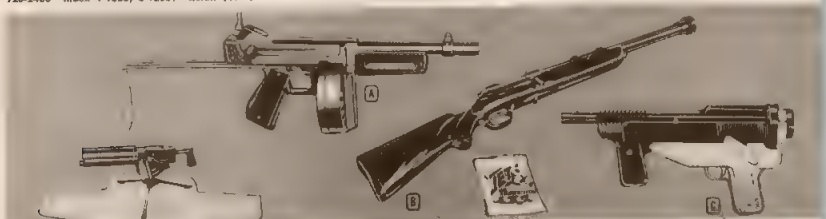




PARATROOPER OUTFIT Jammed with more than 12 authentic replicas of paratrooper equipment. Walkie-talkie operates in conjunction with electronic loud speaker to amplify sound. Has signal flash, retractable antenna, adjustable carrying strap. Regulation helmet has adjustable head size, chin strap, and insignia. 45 cal. automatic pistol and paratrooper carbine with removable flexible bayonet and sheath, each shoot 10 harmless glow in the dark tracer pellets which load in a removable magazine. For chow time there's a U.S. army mess kit and 18 oz. polyethylene canteen. (Batteries not included) Ship wt. 4 lbs.
920-2400 Index 1-1333, 6-1200. Retail $19.98

U.S ARMY TANK COMMAND UNIT A real electronic command unit packed in a clever replica of a tank. Set contains realistic, workable replicas of combination electronic battery operated walkie-talkie and sound amplifying loud speaker, paratrooper carbine, regulation helmet, the same as that used by a C.O in field maneuvers. Walkie-talkie has signal flash to use with Morse code, retractable antenna and carrying strap. Carbine has removable flexible bayonet and sheath, shoots 10 harmless glow in the dark tracer pellets. Molded of heavy gauge, high-impact material. (Batteries not included). Ship wt. 5 lbs.
920-1800 Index 1-933; 6-860 .Retail $13.98

COMMANDO SET Authentic replicas of a commando's equipment to provide hours of action-packed fun for your favorite little warrior. Each piece is designed to combine realistic action with maximum safety. Set contains paratrooper carbine with strap, removable flexible bayonet and sheath and 45 Cal. automatic pistol just like the real pistol used by MP and military personnel as a side arm. Easy to take down and reassemble. Both guns shoot 10 harmless pellets which load in a removable magazine. Kit also contains holder and belt, pellets, screw driver, target and easy to follow instructions. Ship. wt. 3 lbs.
920-800 Index 1-533, 6-480 . .Retail $7.98



REALISTIC, ACTION PACKED TOY GUNS

(A) MATTEL BURP GUN Does a real "bang up" job! New, improved cap gun shoots 1 to 50 shots at trigger touch with real bursts and a smoking barrel. The only fully automatic cap gun made. Easy to load and fire, safe to use. All metal working parts with rust resistant plated grip. Uses perforated roll caps. Size 13x6½x2". Ship. wt. 1¼ lbs.
919-536 Index 1-210; 6-195. . .Retail $3.00

(B) REPEATING BOLT-ACTION AIR RIFLE Designed with exceptional realism from the Mahogany hi-impact plastic body and black coated, aluminum barrel, right down to the engraved wild life scene . . . just like the senior editions. Shoots 10 balls with one loading . . . safe for use indoors and out. 39" long, and made to withstand rough, tough play. With 15 balls. Ship. wt. 2 lbs.
916-695 Index 1-333; 6-300. . . . .Retail $4.98

(C) MATTEL THUNDER BURP No caps, no batteries, yet this new machine gun fires a loud chattering burst from the vibrasonic sound chamber. Automatic fire or single shots. A Mickey Mouse Club TV toy, it's safe, easy to operate. Tuff-to-break construction, all metal bolt action spring mechanism, permanent wire stock. Adjustable sight. 22½x6½x4¾". Ship. wt. 2 lbs.
919-545 Index 1-210; 6-195. . .Retail $3.00

(D) MACO U.S. MACHINE GUNNER OUTFIT Sturdy, plastic reproduction of an authentic U.S.A. type 1917A1 water cooled machine gun to satisfy the most exacting demands of today's army-conscious youngsters. Gun swivels on a tripod, all around, and can be aimed in any direction including up and down. Shoots 10 harmless glow-in-the-dark tracer pellets, fed by a magazine. Has automatic repeater device. Helmet has an adjustable head size band, chin strap and insignia. Molded of heavy gauge, high-impact material to withstand plenty of "battlefield" usage. Authentically colored Wt. 2 lbs.
920-470 Index 1-267; 6-240 . . .Retail $3.98

(E) MACO ACK-ACK GUN—A replica model of the 50 cal. air cooled machine gun set on aluminum tripod. Automatically fires 50 harmless iridescent tracer pellets from a moving belt, just like the real model. Gun is removable and can be carried about on a lanyard . . . youngsters can outdo almost all the "enemies" maneuvers with this adaptable model. High impact, polystyrene gun is 33" long, 20" high and equipped with ammunition box and belt. Easy to assemble and take apart. Authentically colored in dark brown with aluminum tripod with the dark brown trim. Ship. wt. 4 lbs.
920-676 Index 1-600; 6-540 Retail $8.98

(A) FARM SET BY TOOTSIETOY—The lucky young farmer who owns this equipment won't store it away in the fall—he'll farm all winter Set consists of exact die cast metal models of Ford Tractor, disc harrow, manure spreader, 2-bottomed plow, jeep with dozer blade, truck, and some lively farm animals to stock the farm. Ship. wt. 2½ lbs.

77008A200 .....**Retail $3.00**

(B) TOOTSIETOY PLAYTIME SET—Deluxe assortment—larger size to please the older child. Set consists of 8 late model cars and trucks, including a Jeep, and two Jet planes. Dozer blade for Jeep and removable top for truck. All are made of die cast metal, with "Rol-Eey" rubber wheels. Ship. wt. 2¼ lbs.

7168A235 .....**Retail $3.50**

(C) TOOTSIETOY ROAD CONSTRUCTION SET—Junior roadbuilders can tackle the toughest job with these authentic scale reproductions. Included are: 4½" Caterpillar Bulldozer, 5½" Rugged Mack Dump Truck, Machinery Hauler and Cab. Road signs to warn the traffic Made of durable die cast metal, finished in high gloss enamel. Ship wt. 2 lbs.

77011A200 .....**Retail $3.00**

(D) SERVICE STATION SET—Small motorists can "fill 'er up" at Tootsietoy's new Service Station pumps—and drive on to the lift rack for an oil change and grease job. Besides the service station accessories, set includes 8 metal die cast cars and trucks, and road signs—everything needed for hours of fun. Ship. wt 1½ lbs

77009A133 .....**Retail $2.00**

(E) PLANE SET—The attractive box that holds this set is really as much fun as the planes themselves. You can set it up as an aircraft carrier, and the planes take off and land on it. Set consists of one 10x11⅜" plane brightly finished in red and aluminum, and 4 6x6½" planes, 2 red and silver, and 2 blue and silver. All planes have black wheels. Ship. wt 4 lbs

77002A265 .....**Retail $3.95**

(F) FARM SET—Designed to "keep 'em down on the farm" for hours at a time. Colorfully-boxed set of 6 rubber-wheeled metal farm toys: a 7½" tractor, plow, manure spreader, flat bed wagon and cultipacker. Red with aluminum and nickel trim. Ship. wt. 2¼ lbs.

7784A200 .....**Retail $3.00**
7784K190—3 or more .....**Retail $3.00**

(G) POULTRY TRUCK—The flashiest red and gray truck a young poultry raiser ever used to haul his fowl to market. Made of all metal, with real tread tires of rubber Comes with 3 crates that can be opened to put in and take out the assortment of ducks and chickens included. Guard holds crates firmly on truck bed during the roughest trip Truck is 9¼" long Ship. wt. 1 lb.

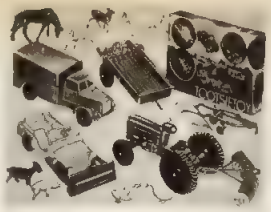
77003A133 .....**Retail $2.00**

(H) BUDDY "L" SAND AND STONE METAL DUMP TRUCK—Just like the real road workers use for big hauling jobs. Holds a big load of sand or stone and has a hinged tail gate so you can dump it just where it's needed. Extended cab protector on the dump box. 4 rugged rubber tires for miles of hard traveling. 15¼" long, 5¾" wide, 8¾" high. Ship. wt. 2½ lbs.

77101A200 .....**Retail $3.00**

(J) TOOTSIETOY LAND AND AIR SET—Everything an imaginative child needs to set up an impressive "pretend" military air base. There are 2 modern jet planes 3¾" long, and an army jeep 3¾" long A 4"-long Red Cross ambulance is ready for any emergency. A revolving searchlight, wheeled cannons, and a tank 3½" long x 2" high add realism to the scene. All pieces are of die cast metal, finished in Olive Drab high gloss enamel. Ship wt 1½ lbs.

77007A133 .....**Retail $2.00**



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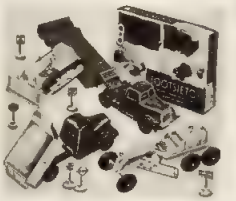

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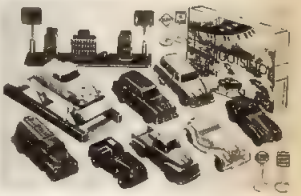

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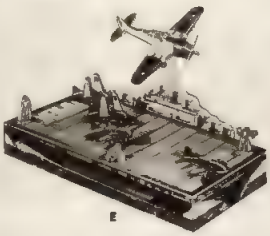
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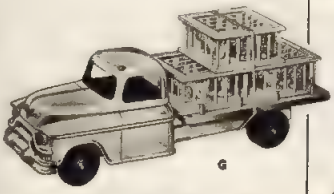
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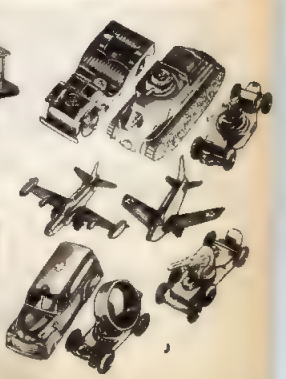
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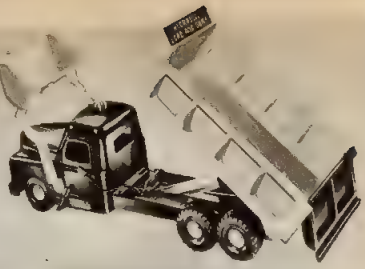
Sturdy! Realistic! "Working" trucks by leading famous name toy builders!

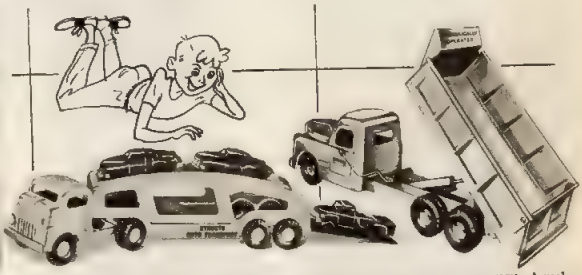


STRUCTO HOOK AND LADDER TRUCK—A future fireman's most cherished toy . . . it looks and works just like the real thing. Extension ladder extends to 61" at a maximum angle of 60° and swivel completely around, is raised by one control wheel and extended by another. Auxiliary ladder, movable tiller seat. 8 rubber wheels with chrome-plated hub caps. Bright red heavy gauge steel, chrome trim. 33½x6½x7". Wt. 9½ lbs.

77068E730 . . . . . Retail $10.95

STRUCTO DOUBLE HYDRAULIC LOAD AND DUMP TRUCK—All metal construction. The front end hydraulically operated loader with its heavy scoop will "pick up" the material and dump it into the truck by just raising the "loading lever". Lift another lever and the hydraulically operated truck will unload its contents slowly for even spread. Non-toxic fluid won't stain. All metal. Black and yellow. 24½" long, 7⅛" wide, 7" high. Wt. 8 lbs.

77097A665 . . . . . Retail $9.95



BUDDY "L" ARMY TRANSPORT WITH HOWITZER AND SOLDIERS—Authorized GMC scale model tows its own detachable Howitzer that really shoots the safety pellets included with truck. Non-mar tires, a removable tarpulin . . . plus a platoon of polyethylene soldiers. All metal construction. 22¼" long, 6½" wide, 7¾" high

77100A335—Ship. wt. 3½ lbs. . . . . Retail $4.95

DELUXE AUTO TRANSPORT BY STRUCTO—For youngsters of the automotive age! Chrome-plated aluminum cab, pulls heavy gauge steel trailer which carries 2 metal cars and one metal pickup truck. Ramp at rear extends for loading and unloading the cargo. Really 6-toys-in-1! 27" long, 6" wide, 6¾" high.

77012A400—Ship. wt. 6 lbs. . . . . Retail $5.95

STRUCTO HYDRAULIC LIFT DUMP TRUCK—A real "worker" with body that raises and dumps load automatically by means of a hydraulic cylinder. Dumping action is slow, permitting load to spread evenly. No-stain, non-toxic liquid. All metal. Orange and green, 10 rubber wheels. 20⅞" long, 7⅞" wide, 6⅞" high.

77059A465—Ship. wt. 7 lbs. . . . . Retail $6.95

HUBLEY FARM SET—Realistic all metal 12" tractor, plus cultivator, cultipacker and an 11" farm wagon. Cultivator and 6¾" cultipacker attach to tractor by means of a hitch that permits them to be raised or lowered. All parts interlock. In corrugated box which converts to barn.

77000A660—Ship. wt. 9 lbs. . . . . Retail $9.95
77001A330—(Tractor only) 5 lbs. . . . Retail $4.95

NY-LINT SPEED SWING—The bucket can be raised and lowered, swung to any position and tripped to dump. The broad, sturdy chassis has steerable wheels and many interesting authentic details. Strong, welded 20-gauge and stronger steel with baked-on-enamel finish. 3¾" wheels. 19x7½x11¼". Wt. 9 lbs.

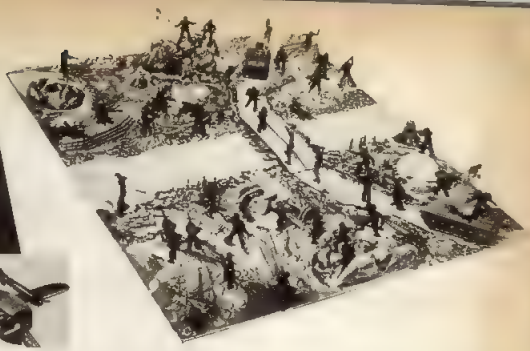
7939A535 . . . . . Retail $7.95

STRUCTO HEAVY DUTY DUMP TRUCK—Ruggedly constructed of heavy gauge steel, it has a body that raises and lowers automatically, an imitation flasher light on the cab for added realism. 10 rubber tires with bright chrome-plated hub caps. Floating tandem duals. Blue and orange. 20x6¾x8¼" Ship. wt. 5½ lbs

77298A265 . . . . . Retail $3.98

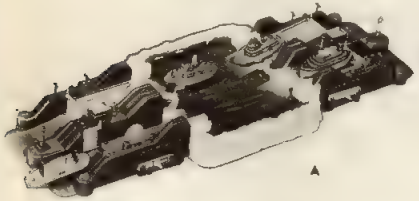
FLYING BOX CAR AND COMBAT TEAM—Hours of airborne excitement when the junior airforce "takes off" with this Ideal toy. The 2-engine Flying Box Car, 22" wide x 18" long x 5½" high, with plastic fusilage and safety metal wings and booms, has turning propellors, cowlings and tail sections of unbreakable polyethylene. Its nose opens into ramp for loading and unloading of the combat team equipment: radar trailer with rotating radar scanner; howitzer with elevating mechanism, shoots harmless shells; Nike missile trailer with launcher shoots soft missiles; rotating searchlight on trailer; truck cab and jeep mobile equipment; action-posed soldiers. Accessories of soft, harmless, yet durable plastic

77208A400—Ship wt. 4½ lbs. . . . . Retail $5.95



BATTLEGROUND—Children love to play "military" and this Superior toy manufactured by T. Cohn will satisfy the most belligerent of young doughboys. The 84½"x27⅝" lithographed base realistically simulates a battleground with observation posts, fox holes, a pontoon bridge, bunkers, and barbed wire entanglements. Two complete armies of 40 soldiers in various action poses man the plastic tank, jeep and the howitzer that actually fires harmless shells. Overall size of the base is 24½" by 27⅜"—big enough for some really war-sized battles. There are 110 pieces in all, enough to keep the small soldiers busily content all day long. Ship. wt. 5 lbs.

77206A400 . . . . . Retail $5.95



A

(A) PANAMA CANAL SET—Something really new—an educational toy that captures the working principles of the Panama Canal Boats (4 included) are raised in the locks by elevators to the level of Gatun Lake—a tank that holds water, are launched mechanically, and float across to be lowered to sea level again on the other side—just like in the real canal. It's a big 29"x11½" indoor or outdoor toy. Ship. wt. 3 lbs.

77210A400 . . . . . Retail $5.95

B

(B) FORT COMANCHE—If the rugs and furniture are suffering from cowboys and Injuns "goings on" get this fort for your young dynamos. Made of metal and plastic, it's a complete stockade with gateway, three blockhouses, headquarters building and stable. Also army wagon with moving horses, plastic cowboys, Indians, horses, Western figures. Riders swivel on horses. 90 pieces. 24" square x 6¾" high.

77205A390—Ship. wt. 4½ lbs. . . Retail $5.95

CAVALRY SET—59-piece set of soft rubberlike plastic cavalry figures including mounted and standing troupers, riding and team horses, saddles and hubs, trees and cactus, shooting cannon with soft shells. Factory sealed in colorful plastic "carry 'n' play" box with top handle. Ship. wt. 2 lbs.

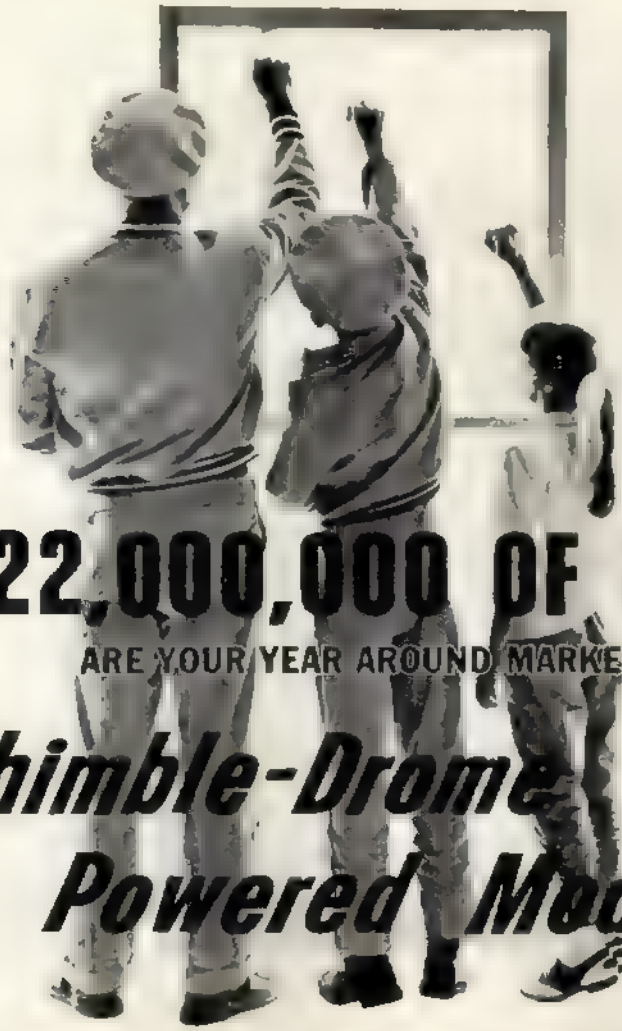
7921A200 . . . . . Retail $2.98

TRADING POST—For big game hunters! Set includes trading post with roof and base, native hut, figures of natives and hunters in action, spears, shields, bolo knives, helmets, rifles, and all the wild jungles animals any Frank Buck could name. All figures are unbreakable. Ship. wt. 1¼ lbs

77217A200 . . . . . Retail $3.00

WESTERN FRONTIER PLATFORM SET—85 Western Frontier figures including mounted and standing Indians, troops, and cowboys; horses, wagons tents, trees, boulders—everything you could want to react frontier scenes. Comes in colorful "Carry 'n' Play" plastic box for storage or reuse. Ship. wt. 2½ lbs

77209A265 . . . . . Retail $3.95



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SMALL ENOUGH TO FLY ALMOST ANYWHERE—Li'l Stinker is the most exciting ready-to-fly power model ever built! Designed expressly for Thimble-Drome's fabulous PEE WEE .020—world's smallest model engine—Li'l Stinker catches everyone's eye with its jewel-like perfection, marvelous realism... from wing struts to landing gear skirts. And its superb Thimble-Drome easy starting and *fly-ability* will make power model enthusiasts out of every customer!

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A FASCINATING SPORT! AN EXCITING HOBBY!

Statistics show that the age group that has been most active and *enthusiastic* about power models encompasses a 22 million segment of the American public' What does this mean in terms of potential sales—potential profits?

Here is a multi-million dollar market that is moving right up alongside electric trains and plastic hobby kits as STAPLES' And right along with it is the additional continuing sales potential of fuel and accessories . . . another million dollar market!

Getting your share of this great profit potential with THIMBLE-DROME requires *no* specialized training of sales personnel—*no* service headaches.

Easy starting, dependable performing THIMBLE-DROME power models and engines—largest selling power model line—are your 'open sesame" to year around big ticket sales and profits! Grow with this growing market by calling your Jobber today!

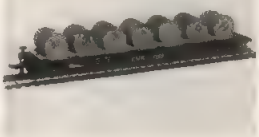
Hobbycrafts . . . . . *on parade*

JOHNSON .35 COMBAT SPECIAL is a high R. P. M. miniature engine designed for combat, stunt and free-flight rat racing. Has 1-year guarantee. Additional Johnson engine parts and accessories available. $15.95. Dynamic Models, Fullerton, Calif.

PAINT-N-GROUP KIT is a paint-by-number set which includes three canvas panels designed for framing as a group. Kits contain 12 screw-cap jars, 2 brushes, brush cleaner, instructions and suggestions for groupings. $2. Craftint Mfg. Co., Cleveland.

RUBBER BAND FLYING MODELS are prefabricated of high impact plastic. Kit includes antifriction ball thrust bearing for maximum propeller action. Extra parts are available for more detail. $1.69 to $1.98. Lindberg Products, Skokie Ill.

COMET is 16 inch scale model of a 32 foot sedan cruiser. Powerful electric motor-powered by two batteries. Completely assembled. Packed in bubble blister. All plastic. $5.98. Rel Manufacturing Corporation, 475 Boulevard East Paterson, N.J.

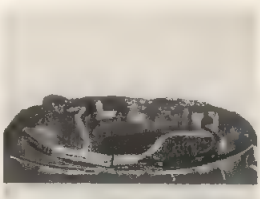


CABLE REEL CAR is an H-O ready-to-run freight car with 14 reels of cable. H-O buildings, scenery and operating equipment are extra accessories. Other accessories are available to dealers with window display unit. Revell, Inc., Venice, Calif.

THIMBLE DROME SUPER SABRE is scale model version of U. S. Air Force F-100. Plane has wing span of 10¾" and fuselage of 13⅜". It is powered by Pee Wee .020 engine with patented unbreakable spring starter. $6.95. L. M. Cox, Santa Ana, Calif.

JIFFEE PIKE HO layout shows more track has room for more accessories. The road bed, a folded figure 8 mainline with 3 spurs, is pre-set in the mold. Layout weighs 25 lbs. and is molded all in one piece. Trim Molded Products Co., Burlington, Wis.

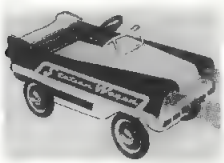
TUNA CLIPPER is modeled after vessels that roam the ocean all year around. Model is 15 inches long and has 83 individual parts. Authentic details. $3.49. Also available with electric power unit. $5.49. Pyro Plastics, Pyro Park, Union, N. J.



THE WESTERNER, 3-dimensional HO layout simulates Western countryside. Cut-out in veneer base permits easy wiring. Precision-scaled for 18" radius track. $22.50 without track. $39.95 with track mounted. Blackman Plastics, Culver City, Calif.

JUVENILE AUTOS & TRACTORS

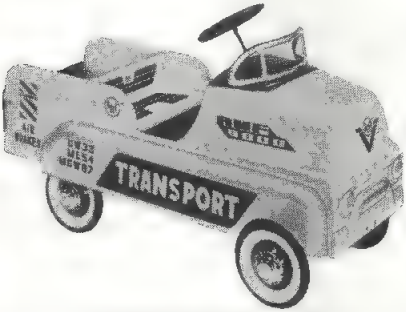
JUNIOR TOY



Deluxe Station Wagon, Pedal Drive

40 inches long, "Years-ahead" styling, electric headlights and horn, roomy trunk compartment, 3-position pedal adjustment, ball bearing construction. Two-tone simulated wire wheels with 8 x 1 inch solid rubber tires. Plated hub caps. Baked enamel finish in Cherokee red and Alpine white, white and bronze trim.

No.	List Each	Packed	1-5	*6/M
M143-744	$32.98	1 each, 37 lbs.	22Z00	19Z75



Cab-Over-Engine Transport, Pedal Drive

43 inches long. Massive cab-over-engine design, child sits higher for easier pedaling. Ball bearing construction. 3-position pedal adjustment. Hinged and latched tail gate. Blue and white welded disc wheels, 8 x 1 inch solid rubber tires. Plated hub caps. Fiber seat pad. Baked enamel finish, yellow with blue and silver trim.

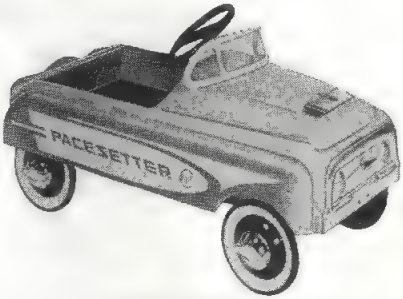
No.	List Each	Packed	1-5	*6/M
M143-861	$26.98	1 each, 40 lbs.	18Z00	16Z00

Trailer

Heavy gauge steel box with safe curled edges. Heavy gauge channelled tongue. Red body, yellow tongue and wheels. 8 x 3/8 inch solid rubber tires.

No.	List Each	Packed	1-5	*6/M
M143-880	$7.98	1 each, 14 lbs.	05Y35	04X98

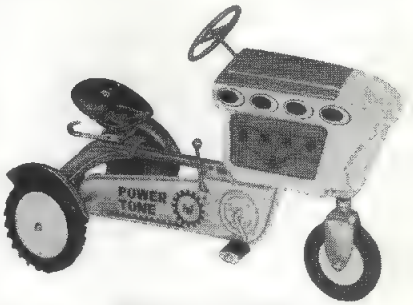
JUNIOR TOY



Pacesetter Convertible, Pedal Drive

37 inches long. Pedal drive with adjustable-position pull straps, Ball bearing construction. Chrome hood ornament. Red fibre seat pad. Welded disc wheels with 7½ x 5/8 inch molded rubber tires. Plated hub caps. Red and white wheels, silver grille, white windshield. Body in golden yellow baked enamel with blue trim.

No.	List Each	Packed	1-5	*6/M
M143-811	$15.98	1 each, 29 lbs.	12Z00	09Y80



Deluxe Tractor, Chain Drive

41 inches long, 21 inches wide, 28 inches high. Heavy gauge steel hood. Massive knee-action front fork. Spring mounted adjustment seat. Bicycle type chain drive, ball bearing construction. Heavy gauge steel rear frame with step platform and fenders. Simulated gear shift with noise maker. Trailer hitch. Plated hub caps. 8 x 1¾ inch front tire. 10 x 1¾ inch semi-pneumatic rear tires. Gray baked enamel finish, trimmed in red, black and white.

No.	List Each	Packed	1-5	*6/M
M143-820	$27.98	1 each, 41 lbs.	18Z65	16Z75

*6 or more assorted pieces qualify for the best price.

WHEEL GOODS – BICYCLES

JUNIOR TOY

Power-Trac Tractor, Chain Drive
36 inches long, 27 inches high. Large adjustable seat. Bicycle type chain drive. Heavy gauge steel fork. Block rubber pedals. 7¼ x 1¼ inch front tire. 9¾ x 1¼ inch semi-pneumatic tractor type rear tires. Red finish, yellow trim.

No.	List Each	1-5	*6/M
M144-800	$17.98	12Z00	10Z80

Packed 1 each, 29 lbs.

DUES, INC. CARRIES A COMPLETE STOCK OF BICYCLE PARTS AND ACCESSORIES.

PLASTIC BLOCK CITY

Buckley Irish Mail
Fast, smooth running body-builder for ages 3 to 10. Chain Drive. Automotive type differential for ease in turning corners. Frame of rustproofed tubular steel, 1/16 inch steel housing. Lusterized fire engine red baked enamel finish. Ball bearing wheels with Firestone semi-pneumatic tires. Adjustable Duran upholstered seat, plastic handle grips, non-slip foot rests.

No.	List Each	Packed	1-5	6/M
M144-M2000	$22.98	1 each, 28 lbs.	15Z84	13Z80

HUFFY BICYCLES

Huffy Bicycles are illustrated and described on the pages which follow. Our stock numbers and pricing are listed below:

No.	Size & Style	Suggested Retail	1-5 Each	6/M Each
M144B-2644-13	26" Boys Thunderbird	$71.95	55Z90	53Z40
M144B-2644-1	26" Boys Fury	53.95	42Z85	40Z35
M144B-2645-1	26" Girls Fury	53.95	42Z85	40Z35
M144B-2644-12	26" Boys Fury	65.95	51Z60	49Z10
M144B-2644-15	26" Boys Fury	71.95	55Z90	53Z40
M144B-2444-1	24" Boys Fury	52.95	41Z75	39Z25
M144B-2445-1	24" Girls Fury	52.95	41Z75	39Z25
M144C-2068	20" Boys Eldorado Conv.	51.95	41Z15	38Z65
M144C-2067	20" Girls Eldorado Conv.	51.95	41Z15	38Z65
M144C-2068	20" Boys Impala Convertible	45.95	37Z80	35Z30
M144C-2069	20" Girls Impala Convertible	45.95	37Z80	35Z30
M144C-2046	20" Boys Impala	40.95	33Z30	30Z80
M144C-2047	20" Girls Impala	40.95	33Z30	30Z80
M144C-B4900	Huffy-Helper Ontrigger Assy.	5.95	04X25	
M144D-2646	26" Boys Impala	44.95	36Z30	33Z80
M144D-2647	26" Girls Impala	44.95	36Z30	33Z80
M144D-2446	24" Boys Impala	42.95	34Z90	32Z40
M144D-2447	24" Girls Impala	42.95	34Z90	32Z40
M1440-2612-1	26" Boys Radiobike	88.95	67Z85	65Z35
M144E-2624-1	26" Boys Custom Royal	64.95	49Z95	47Z45
M144E-2625-1	26" Girls Custom Royal	64.95	49Z95	47Z45
M144E-2650	26" Boys Eldorado	53.95	42Z65	40Z15
M144E-2651	26" Girls Eldorado	53.95	42Z65	40Z15
M144E-2450	24" Boys Eldorado	51.95	41Z30	38Z80
M144E-2451	24" Girls Eldorado	51.95	41Z30	38Z80
M144F-292	26" Boys Lightweight	47.95	40Z10	37Z60
M144F-294	26" Boys Lightweight, Std.	49.95	42Z35	39Z85
M144F-295	26" Girls Lightweight, Std.	49.95	42Z35	39Z85
M144F-296	26" Boys Lightweight, Dlx.	54.95	45Z70	43Z20
M144F-297	26" Girls Lightweight, Dlx.	54.95	45Z70	43Z20
MNC-5275-B	Battery for Radiobike	5.95	04X70	

Ask your Dues salesman for Drop Ship Price List on units shipped direct from factory in Celina, Ohio.

Ⓐ **AUTO.** New lower design. All steel construction. Flamboyant Green, decorated Ivory, Red, Silver. Ivory wheels, striped Green. Facsimile license plate on rear. Ball bearing gear. Adjustable pedals. 8" wheels with nylon bearings. ¾" rubber tires. Ship. wt. 28 lbs. Shipped F.O.B. Factory, Wisc. Size: 37" long.

D8R163-1095.....RETAIL **$16.50**

Ⓑ **KIDILAC.** One-piece steel body. Length overall, 45", width 20". Plated head lamps with shields. Red plastic hood ornament. Ball bearing gear. Adjustable pedals. 8" disc wheels with nylon bearings. ¾" rubber tires. Ship. wt. 42 lbs. F.O.B. Factory, Wisc.

D8R160-1795.....RETAIL **$27.00**

Ⓒ **FIRE DEPT. LADDER TRUCK.** New design, deluxe. All steel construction. Length overall, 42". Chain drive—speedy and easily operated with ball-bearing pedal cranks. Red electric Fasher light on hood operates on batteries not included. Tubular steel hand rails with two wood ladders. Rear seat. 8" wheels with nylon bearings. ¾" rubber tires. Body is White, decorated with Red and Silver. Facsimile license plate on rear. Ship. wt. 35 lbs. F.O.B. Factory, Wisc.

D8R161-1830.....RETAIL **$29.00**

Garton Sidewalk Toys

Ⓐ **DELUXE VELOCIPEDE.** 1¼" tubular frame with embossed step plate. Wire spoke wheels with easy rolling nylon bearings. 1.75" puncture-proof semi-pneumatic tires. ¾" tubular one-way adjustable handle bar. Large saddle with coil springs. White rubber grips and hand guards. Flamboyant Green finish decorated with White and Gold. Fork reinforced and equipped with long wearing bronze bushings. Shipped F.O.B. Factory, Wisc.

D8R158-1140—10" front wheel. Ship. wt. 20 lbs.....RETAIL **$17.00**

D8R157-1240—12" front wheel. Ship. wt. 22 lbs.....RETAIL **$18.50**

D8R158-1395—16" front wheel. Ship. wt. 27 lbs.....RETAIL **$20.50**

Ⓑ **SUPER DELUXE VELOCIPEDE.** 1¼" tubular standard arch-type frame with embossed step plate. Wire spoke wheels with barrel hubs. Easy rolling nylon bearing pedal and rear wheels. 1.75" puncture-proof semi-pneumatic tires. White grips and hand guards. Coil spring saddle. Blue frame and fork, decorated White. Fender and wheels White, striped Blue. Shipped F.O.B. Factory, Wisc.

D8R152-1230—10" front wheel. Ship. wt. 22 lbs.....RETAIL **$18.50**

D8R153-1325—12" front wheel. Ship. wt. 24 lbs.....RETAIL **$19.75**

D8R154-1474—16" front wheel. Ship. wt. 28 lbs.....RETAIL **$22.00**

Ⓒ **IRISH MAIL.** Truly the sports car of the sidewalk set. Safe, ground hugging performance. Smooth, easy riding and turning. Chain drive transmission. Deluxe top quality body building toy. Sports Red chassis with Chrome stee 32" long, 13½" wide, 11" high. Ship. wt 2 lbs. F.O.B. Factory, Chicago.

D8R164-1350.....RETAIL **$19.95**

SUPER DELUXE TRACTOR. Massive new design with embossed grill, simulated motor block, spark plugs and ignition system. Rear fenders and step plate are one-piece heavy gauge steel. Large spring mounted adjustable seat. Tow bar and hitch. Gear shift lever produces motor sound when engaged. 8" ball bearing front wheel with 1.75" semi-pneumatic tire. Wheel turns all 360 degree arc. 10" ball-bearing rear wheels. Adjustable chain drive, completely closed for safety. Durable hand-en-amel finish. Red and White body with White wheels. Ship. wt. 35 lbs. F.O.B. Factory, Wisc.

D8R155-1930.....RETAIL **$28.50**

RANCH WAGON AUTO. New lower design, all steel construction. Two-tone color combination. Light Blue and Black decorated with Silver Red and White. Facsimile license on rear. Electric headlight operates on batteries (not included). Tubular steel hand rails. Rear seat. Speedy, easily operated chain drive with ball-bearing pedal cranks. 8" wheels with nylon bearings. ¾" rubber tires. Length overall: 42". Ship. wt. 35 lbs. F.O.B. Factory, Wisc.

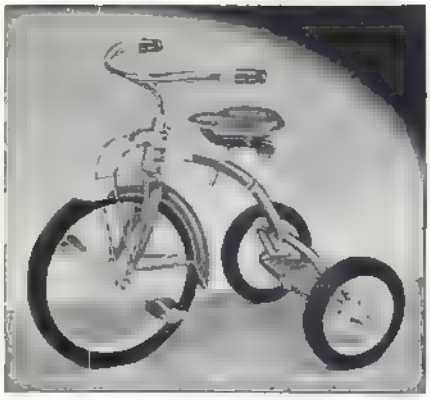
D8R159-1895.....RETAIL **$29.50**

RED STREAK WAGON. Stamped one-piece body, heavy auto steel. Heavy steel gear. 10" wheels with easy rolling nylon bearings. 1.75" puncture-proof semi-pneumatic tires. Red box and wheels. Aluminum gear and handle. Size 17x35". Ship. wt. 30 lbs.

D8R162-800.....RETAIL **$12.00**

MURRAY OHIO

VELOCIPEDES

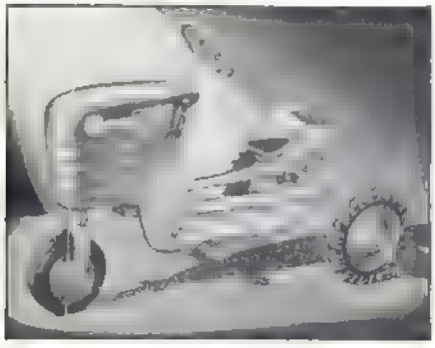


FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed. HEAD: Large 2" dia. with bright plated caps. PLATFORM. Attractively stamped of heavy gauge steel. FENDER: New design, round section. PEDALS: Double block. HANDLEBAR: ¾" adjustable, chrome plated. SADDLE. Troxel red vinyl with white trim, chrome springs. WHEELS: Full ball bearing, heavy machine multi-spoke. P-440 Front 12", Rear 8"; P-441 Front 16", Rear 10"; P-442 Front 20", Rear 12" GRIPS: Red Plastic. KNUCKLE GUARDS: White Plastic. TRUSS RODS: Bicycle type, chrome plated. TIRES: 1¾" semi-pneumatic, front and rear. FINISH: Frame, fork, platform and fenders bright ruby red baked enamel, paneling and striping in white. Wheels white.

	1 to 6	Over 6		
No. P-440	crnr	caas	Each	$20.95
No. P-441 ..	clrc	crea	Each	[illegible]

One in a Carton

CHAIN DRIVE TRACTOR



DIMENSIONS: Length 38½", width 22", height 27½". FRAME: 1¼" tubular, heavy gauge steel, SEAT: All Steel, adjustable. WHEELS: 8" ball bearing front, 10" ball bearing rear. Ball bearing chain drive mechanism Universal joint allowing 360° turning. Chain totally enclosed. Roller type. TIRES 1¾" semi-pneumatic front and rear. Rear tires have tractor tread. FINISH Body in Vermilion baked enamel with silver trim. Seat and steering wheel, black. Wheels white.

	1 to 6	Over 6		
No. P-900 ....hnnn		cttn	Each	$27.95

One in a Carton

AMF WHEEL GOODS

HEAVY DUTY TRACTOR
Chain Drive

Dimensions: height 26", width 19", length 35". Front Fork: heavy gauge steel. Seat, Spring mounted and adjustable. Fenders: fenders over rear wheels. Chain Drive: bicycle type chain drive. Pedals: block rubber. Tires: front 7½"x1¼". Rear 9¾"x1¼", heavy duty tractor type semi-pneumatic. Finish. red with white trim

	1 to 6	Over 6		
No. T225	cdln	cnen	Each	$17.98

One in a carton

DELUXE TRACTOR
Chain Drive

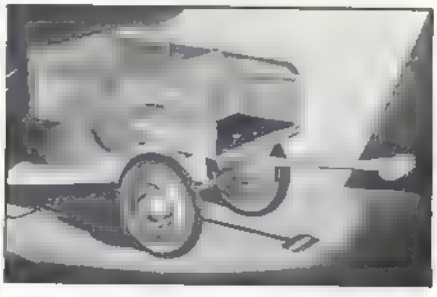
Dimensions: 41" long, 21" wide, 28" high Bicycle type chain drive with ball bearing construction Exclusive knee action in massive front fork absorbs shocks. Simulated gear shift. Step platform for second rider; fenders over rear wheels. Tires: front 8" x 1¾"; rear 10" x 1¾" semi-pneumatic. Trailer hitch. Finish red baked enamel with white and silver trim

	1 to 6	Over 6		
No. T720 ....coon		cson	Each	$29.95

One in a carton

MURRAY OHIO

DUMP TRAC



Dimensions: Length 33", width 15½". Dump Box Easily operated from seat position. Materials: Seat, box and undergear of heavy gauge steel. Wheels: Full bearing 8" double disc. Tires: Solid rubber ⅝". Finish: Vermilion baked enamel with white trim.

	1 to 6	Over 6		
No. N-320	sas	snn	Each	$10.98

One in a carton

TRACTOR–CHAIN DRIVE

Dimensions: 39" long 21" wide, 28" high. Knee action feature to absorb shock. Bicycle type chain drive Tires Front 7 [illegible]" x 1¼", rear 9¾" x 1¼" semi-pneumatic Trailer hitch Fenders Over rear wheels. Finish Red baked enamel with white trim

	1 to 6	Over 6		
No. T810	clrc	creo	Each	$22.95

One in a Carton

TRACTOR ACCESSORIES

TRAILER

A sturdy metal box tubular steel frame. Welded construction. Supports 100 pounds. Children have "loads" of fun hauling dirt, pulling groceries or riding playmates.

	1 to 6	Over 6		
No. 860	ecs	enn	Each	$9.95

One in a Carton

DUMP CART

Drawn from heavy gauge steel mounted on a tubular steel frame of welded construction. Supports 100 lbs. Has a steel handle to raise and lower the body

	1 to 6	Over 6		
No. 990	sar	een	Each	$10.95

One in a Carton

HOUSEHOLD TOYS

PLAY STOVE

Heavy gauge metal, lithographed and embossed in colors. Hinged door opens into heating compartment. Four plastic push-buttons actually operate. Includes six colorful plastic utensils. 11x12x6½ inches.

S. R. $2.49

		Each
K787-111	Play Stove (Mfr. No. 388)	$3.34

12 per ctn.; wt. 34 lbs.

PLAY STOVE

(Not as illustrated; does not have glass oven door.).

Modern push-button stove in heavy gauge steel trimmed in bright colors. Spring door opens into spacious oven. Four plastic push buttons on back panel. Comes complete with tea kettle which actually whistles, saucepan, spoon, spatula, and strainer, all in heavy polished aluminum. Stove is 11" long x 12" high x 6½" deep. Each in a box.

S.R. $2.98

		Each
K787-228	Play Stove (Mfr. No. 189)	$4.00

6 per ctn.; wt. 19 lbs.

PLAY STOVE

(Not as illustrated; does not have glass oven door.)

Push-button stove with doors that swing open. Complete with real aluminum whistling tea kettle, saucepan, aluminum egg-whip, mixing spoon and cake turner. Stove 15¼" x 14" x 7¼". Individually boxed. Wt. 6 lbs.

S.R. $4.95

		Each
K787- 335	Play Stove (Mfr. No. 196)	$6.66

ELECTRIC RANGE
With Cooking Oven

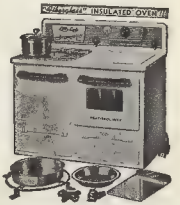
Features separate elements for top burner and oven. Really cooks and bakes. Heavy steel construction, electrically welded. Attractive lemon yellow baked enamel finish with black handles and aluminized back panel and burner. Three plastic play switches; easy grip handles; spring closing oven door. Oven heating element is mounted beneath oven for more efficient baking. Five practical utensils included. Cord set attached. Size: 12½"x11"x7". U.L. approved. Operates on 110-120 volt, AC-DC. Individually boxed.

S. R. $6.98

		Each
K787-442	Play Stove (Mfr. No. 222)	$9.34

4 per ctn.; wt. 28 lbs.

ELECTRIC RANGE
With "Heat-Trol" Oven



Precision built thermostat automatically turns oven heat off and on to maintain a constant, perfect baking temperature. Oven is fully fiberglass insulated with window and oven rack. Modern kitchen finish—lustrous white body with coppertone back panel and handles; green burner plate and assorted colored play switches. Has separate elements for burners and oven. Includes six practical utensils and cook book of tested recipes that fit the utensils. Cord set attached. Operates on 110-120 volt, A.C. current. Size: 12½"x 11⅞"x7". Indiv. boxed.

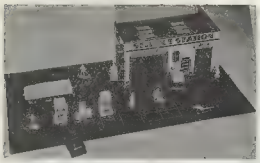
S. R. $9.95

		Each
K787-558	Play Stove (Mfr. No. 232)	$13.34

4 per ctn.; wt. 34 lbs.

SERVICE STATION SETS

MODEL 833



A metal and plastic Garage consisting of a metal base, garage, gas pumps, oil racks, tires, tire jack, air reel, battery rack, assorted cars and plastic figures. Size: 25" L, 14½" W, 5½" H. Each boxed.

S.R. $2.98

		Each
K688-103	Service Station Set (Mfr. No. 833)	$4.00

6 per carton; wt. 24 lbs.

MODEL 866 WITH AUTOMATIC CAR LIFT

A two story metal and plastic garage consisting of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, tires, tire jack, plastic figures, washing unit, car ramp from roof to lower level, assorted cars, car lift, parking rack with elevator. Size: 25" L, 16¼" W, 10¾" H. Each boxed.

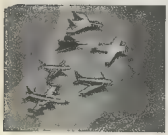
S.R. $5.98

		Each
K688-202	Service Station Set (Mfr. No. 866)	$8.00

6 per carton- wt. 38 lbs.

AIRCRAFT

TOOTSIETOY ASSORTED AIRPLANES



All new planes for the Jet minded. True scale models of Gruman Sabre, Panther, Skyray, Vought Cutlass, Beechcraft Bonanza, Starfire. All toys in durable metal with non-toxic finishes. Size: Approx. 2½" long with 4½" wingspread.

S. R. 19c Each

		Each
K688-301	Assorted Airplanes (Mfr. No. 1160)	$0.26

12 assorted in a box.

AIRCRAFT

NAVY PLANE

Made of metal. Length 6½ inches, wingspread 8¾ inches. Bright metal with red trim. Cockpit enclosed with transparent bubble. Folding wings, retractable landing gear, revolving propeller. Black rubber wheels.

S. R. 98c

		Each
K688-509	Navy Plane (Mfr. No. 467)	$1.34

One in box; 12 in a ctn.; wt. 9 lbs.

NAVY FIGHTER BOMBER

Made of metal with red wings, aluminum body with red, white and blue trim. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear and rubber wheels. Length 10". Indiv. boxed.

S. R. $1.98

		Each
K688-608	Bomber Plane (Mfr. No. 495)	$2.66

12 in a shipper; wt. 29 lbs.

SEA PLANE

Has a wing span of 10" and fuselage of 9¼" in length. Powerful spring type motor spins harmless propeller gliding plane along the water. Two water-tight pontoons, 9" long, make plane virtually unsinkable. Has simulated doors and motor. Wind-up key attachment. In brilliant plastic colors. Sturdy . . . durable.

S.R. $1.95

		Each
K688-707	Sea Plane (Mfr. No. 4847)	$2.66

12 in a ctn.; wt. 10 lbs.

CARGO PLANE

Navy "Tradewinds" type transport plane with three armored vehicles. Jeep with machine gun; armored car; rocket launcher and rocket. Loading ramp. It rolls and floats. 20" long with 22" wing span. Assorted colors. Made of unbreakable polyethylene.

S. R. $2.98

		Each
K688-806	Cargo Plane (Mfr. No. 902)	$4.00

6 in a shipper; wt. 10 lbs.

TOOTSIETOY DIE CAST METAL CARS AND TRUCKS

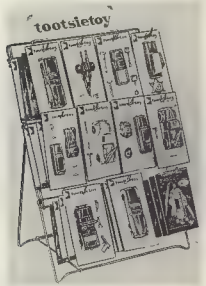
ASSORTED AUTOS AND TRUCKS

Here's an assortment of medium size trucks and cars, including the new racy Ford Thunderbird and Chevy Corvette. Boys and girls pick one or more of each kind every time. "Rol-Ezy" construction. Rubber wheels. Various eye-catching two tone colors. Length, 4".

S.R. 19¢

		Each
K687-113	**Assorted Autos and Trucks.**(Mfr. No. 1175) 6 or more kinds to a box of 12	$0.26

89 PIECE TOOTSIETOY ASSORTMENT



Takes up a minimum of counter space—yields a maximum of profit. Skin-packed items sell fast! A terrific salesman. Deal consists of:

ITEM	QUANTITY	RETAIL	TOTAL
Space Ship	12	$ .49	$5.88
Cannon & Pellets	18	.49	8.82
Radar	2	.59	1.18
Anti-Aircraft	2	.59	1.18
Convoy	2	.59	1.18
Searchlight	2	.59	1.18
Jeeps & Accessories	6	.49	2.94
Tow Truck & Tools	6	.49	2.94
Construction Set	12	.39	4.68
Police Set	3	.39	1.17
Fire Dept. Set	3	.39	1.17
Traffic Set	3	.39	1.17
Med. Cars & Signs	12	.29	3.48
Jumbos	6	.39	2.34
		Total Retail—$39.31	

		Each
K687-220	**Tootsietoy Assortment** (Mfr. No. 2975) Complete in shipper with "Space-Saver" wire rack.	$50.00

ASSORTED CARS AND TRUCKS

Realistic assortment of the finest of all metal toys. 6 cars and trucks consisting of Cadillac, Packard, Hot Rod, Sports Car, Panel Truck and Pick Up Truck with removable top. All toys have base with simulated axles, etc. Size 6" long, 1¼" wide and 1½" to 2½" high. Each "skin-packed" on a 3-color card; 6 to a display box.

S. R. 39¢

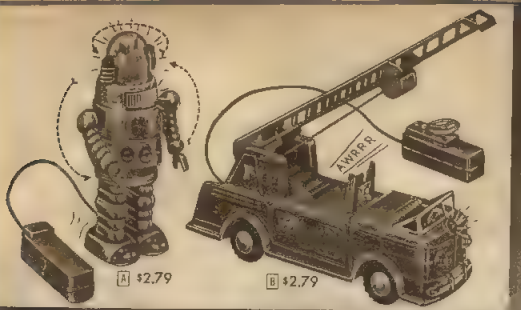
		Each
K687-550	**Assorted Cars and Trucks** (Mfr. No. 2300) 12 boxes per ctn.; wt. 45 lbs.	$0.32

AUTO TRANSPORT

Tootsietoys famous Auto Carrier in a brand new design. Snub Nose Cab, three cars on modern double deck trailer, with ramp for loading and unloading the cars. Trailer unhooks from cab. Rubber wheels. Size overall, 9¾"; cab, 4"; trailer 7". Each "skin-packed" on 3-color card.

S.R. 98¢

		Each
K687-667	**Auto Transport** (Mfr. No. 2920) 36 in a shipper; wt. 27 lbs.	$1.34



A $2.79

B $2.79

C $6.98

Recoil action in wing mounts

Lever releases missile

Control wheel 8½ in. dia.

D $1.39

F $2.89

E $1.89

G $2.29

Like Helicopters Police use

H $2.79

J $3.79

Remote Control Toys

Operate from attached battery boxes

A Remote Control Robot. He walks . his head revolves his arms move Operated by remote control unit. Lithographed steel with transparent plastic head. 9½ in. high. Uses 2 standard flashlight batteries (not incl.) Made in Japan

49 N 4251—Wt. 1 lb. 10 oz . $2.79
34 N 4650—Batteries. Wt. 8 oz. 2, 35c

B Fire Truck. Steer it forward or backward . . raise and lower the 15 inch ladders . . all by remote control. Double ladders. Light on front of cab lights up. Metal truck is 9 inches long operates on 2 standard flashlight batteries (not incl.)

49 N 5719—Wt. 2 lbs. . . . $2.79
34 N 4650—Batteries. Wt. 8 oz. 2, 35c

C Swept-Wing Interceptor. Guides from control wheel turn of wheel controls direction, buttons control forward, reverse. Plastic. Missile released by lever. 14-in. wingspread Uses 3 "D" batteries (not incl.)

49 N 5891 Wt. 4 lbs. 8 oz $6.98
34 N 4650—Batteries. Wt. 12 oz. 3, 51c

D Police Car. Light flashes siren wails . . goes forward back, left, right. Metal; rubber wheels 7 in. long Uses 2 batteries (not incl.) From Japan

49 N 5767—Wt. 1 lb. $1.39
34 N 4650—Batteries. Wt. 8 oz. 2, 35c

E Fighter Plane. Wings fold up . . plane moves by remote control Metal. 11½ in long Uses 2 flashlight batteries (not incl.) Made in Japan

49 N 4248—Wt. 1 lb. 8 oz . $1.89
34 N 4650—Batteries. Wt. 8 oz. 2, 35c

F Army Tank. Turns right or left, shoots harmless pellets . all by remote control Metal 8 in. long Uses 3 flashlight batteries (not incl.,

49 N 5717—Wt. 1 lb. 8 oz. $2.89
34 N 4650—Batteries. Wt. 12 oz. 3, 51c

G Armored Car. Guns revolve, are fired by 2 operators. Siren noise, headlight. Steers by remote control Metal. Uses 2 batteries (not incl.) 8 in. long

49 N 4249—Wt. 1 lb. 8 oz. $2.29
34 N 4650—Batteries. Wt. 8 oz. 2, 35c

H Helicopter. Turn crank, see it fly . . control direction and elevation . . you can even make it hover Two plastic roto blades. Plastic body is 9 in. long, has pilot in seat No batteries needed

49 N 5762 Wt. 12 oz.. . . . $2.79

J Hard Top Convertible. Lower and raise top, steer by remote control Colorful metal body 8¼ in. long. Uses 2 "D" batteries (not incl.)

49 N 5889—Wt. 1 lb. 8 oz. . . . $3.79
34 N 4650—Batteries. Wt. 8 oz. 2, 35c

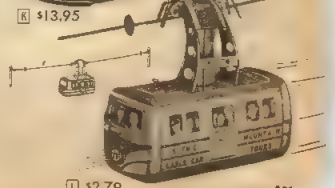
K Golden Sonic . . follows commands *without wires* Control direction with whistle up to 30 feet away 19 in. long Plastic Uses 4 batteries (not incl.)

49 N 5745 Wt. 4 lbs. . . . $13.95
34 N 4650—Batteries. Wt. 1 lb. 4, 68c

K $13.95

L Cable Car. Metal cable car goes up and down 18-ft cable (can be shortened). Red, green light indicates direction. Uses 2 batteries (not incl.)

49 N 5857—Wt. 1 lb. . . . $2.79
34 N 4650—Batteries. Wt. 8 oz. 2, 35c



L $2.79

Use Easy Terms . . only 10% down on orders of $20.00 or more

Action Trucks and Transports..

They Haul and Load . . Build, Dump or Lift

A Hook-and-Ladder Fire Truck. Fire Department red with new La France design, open type cab. Mechanical hydraulic action. Main extension ladder swivels full circle. Crank elevates other 2 to height of 60 inches. Has firemen, clanging bell, 6 rubber wheels. Over three feet long.
79 N 05570—Shpg. wt. 12 lbs.... $9.49

B New! Sears Van. Add this to his truck collection. Miniature model of Sears own hauler and truck trailer with all-steel construction, authentic detailing. New style cab-over engine. Trailer has 2 huge doors . . 6 heavy-duty wheels. Over two feet long. Sure to thrill any youngster.
79 N 05563—Shpg. wt. 9 lbs.... $4.79

C New! Sportsman Boat and Trailer. Two play-packed favorites make fun together on floor—together or separately—also, of course, boat takes to water! Trailer is steel constructed, couples and uncouples with "click." Motor attaches to plastic boat. Rubber tired. Overall 22¾ in. long
49 N 5564—Shipping wt. 5 lbs.... $5.69

D De luxe 27-inch Auto Transport. Fine quality construction, detail. Hauls 2 die-cast metal cars, 1 truck. Heavy-gauge steel trailer couples to chrome-plated aluminum cab. Ramp extends at rear for loading. 10 heavy duty rubber tires, die-cast wheels. Transport 6x6½ inches high
79 N 05555—Shpg. wt. 5 lbs. 8 oz.. $4.29

E 23-in. Auto Transport. Carries four sturdy plastic sedans 'cross country (and floors!) Ramp attaches to upper or lower deck. Steel cab detaches easily from van 9 heavy-duty rubber wheels. Four sedans each 5½ inches long. Boys love it!
49 N 5582—Shpg. wt. 3 lbs. 8 oz.. $2.89

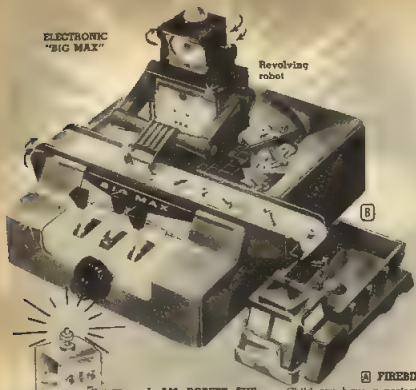
F New! Cattle Truck with Animals and Fence. 19 assorted pieces of 3-dimensional livestock ride in high style and solid comfort in newly designed all steel truck and trailer. Fully detailed and colored scale replica also equipped with large drop tailgate which acts as loading ramp.
49 N 5609 –17½ in. long. Wt. 3 lbs. $2.79

G Roy Rogers Hauler, Trailer. Roy and all his gang in 3-dimensional plastic. Side and rear gate ramps load quickly and easily for the big rodeo. Dale Evans with their dog, Bullet, and Pat Brady with his jeep, "Nellybelle," are there, too! Sturdy steel hauler and trailer are 15¾ in. long
49 N 5557 Shpg. wt. 2 lbs.....$1.97

H GMC Hydraulic Dump Truck. Rugged authentic replica seen on any big construction site. Loads and dumps sand, gravel, etc. automatically with hydraulic action. Heavy gauge steel. Swinging tailgate, bright, plate grille, 4 polyethylene "Non Mar" tires. 15 inches long
49 N 5560—Shpg. wt. 4 lbs. 8 oz.. $3.85

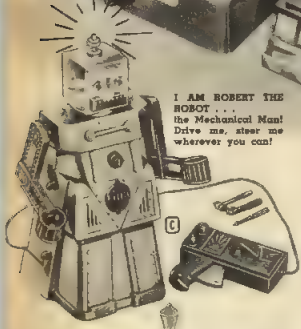
J Emergency Wrecker with Electric Flasher. Expertly tows, "services" other toys. Flasher removes to be used as road barricade. All steel construction, bright, plate grille, 5 plastic tires. Flasher uses 3 standard flash light batteries, not incl. 15⅛ in. long
49 N 5558—Shpg. wt 4 lbs.....$3.79
34 M 4650—Batteries, Wt. 12 oz. 3 for 51c

K GMC Dump Truck. Authentic scale model dumps its loads of sand, gravel or cereal by hand-operated lever. Sturdily built of auto-fender steel with baked-enamel finish. Bright, plate grille. 4 "Non-Mar" polyethylene tires. 16x6x10 inches high
49 N 5545—Shpg. wt. 4 lbs.....$2.79



Safe Battery-Operated Toys

Fascinating Play for Children of All Ages



A FIREBIRD "98" DRIVING TOY

Child can have a perfectly wonderful trip in the Remco Firebird. Becutifully designed toy is completely motorized and battery operated. Authentic modern automobile dashboard has all working parts. Child can insert and switch on the ignition key, turn on and operate the motorized windshield wiper. Wheel steers to left or right. Directional signals blink in the direction you steer—marked right and left. Real horn blows. Big, adjustable rear view mirror. Glove compartment really opens—child can keep maps, etc. in it. Authentic-looking speedometer accelerates and decelerates. Made of high-impact plastic. Measures 19¼ x 6¾ x 9¾ in. high overall. Runs on two size "D" batteries (not included).

87-7001 A 532—Shpg. wt. 2½ lbs. Retail **$7.98**

B REMCO "BIG MAX" ELECTRONIC ROBOT

Educational and fun to play with, too! Big Max performs his duties entirely by remote control. Operated from easy-to-manage control panel. You can turn Big Max 360° in any direction. Direct him to bend over and pick up metal ingots (included) from the bins behind him with his electro-magnetic arms. Light on head goes on when electro-magnet is operating. Have him turn and place ingots on conveyor belt. Operate motorized conveyor forward or reverse so that it will dump ingots into authentic modern truck (included). Durably constructed of high-impact plastic. Operates on 4 "D" flashlight batteries (not included). Measures 12 x 12 x 6¼ in. high.

87-7803 A 599—Shpg. wt. 3½ lbs. Retail **$8.98**

C REMOTE-CONTROL ROBERT THE ROBOT

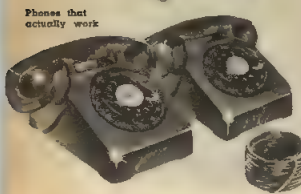
From the World of Tomorrow! Full of action and fun, he walks, talks, lights up. Moves backward and forward—right and left. His arms move up and down and he clutches objects realistically. Simply flick the switch in his chest and his eyes and antenna will light up. Turn crank in his back and he talks with the aid of an unbreakable plastic record. Made of tough plastic with bright metallic finish—his head holds standard "D" flashlight battery (not included). Tool chest in body holds play hammer, screwdriver, wrench. Moves smoothly on 4 wheels. Simple to operate—remote control box guides robot from a distance. Entertaining for everybody! Robert the Robot measures 6 x 6½ x 14 in. tall.

81-3196 A 398—Shpg. wt. 1½ lbs. Retail **$5.98**

D DANCING DAN WITH MYSTERY MIKE

Dancing Dan—an unusual and different action toy that mystifies old and young! Controlled by unusual "mystery mike." Dancing Dan is a natural—loaded with play and mystery. Just sing or hum a tune into the mystery mike and Dancing Dan will tap dance to the rhythm of your tune. Play a record on the phonograph and he'll dance to the music. You'll mystify your friends with this new toy. Keeps perfect rhythm to music, songs, humming, whistling. Make Dan stop and start automatically at your command—he's amusing for youngsters and adults too! Sturdy plastic construction, bright colors. Over 15 in. high. Uses 4 size "D" flashlight batteries (not included).

87-6938 A 332—Shpg. wt. 2 lbs. . . . Retail **$4.98**



REMCO DIALMASTER TELEPHONES

2 actual-size phones work like real telephones—but no phone bills to pay! Talk from room to room, or house to garage on professional-type dial telephones. Operate on 4 size "D" flashlight batteries (not included) for sound transmission. Easy to work—just flip the dial, bell signals in opposite phone—pick up and talk, loud and clear two-way conversation. These phones are exactly the same styling and size as the newest official models. Phones are complete with 40 feet of twin insulated conductor wire.

87-7894 A 599—Set. Shpg. wt. 2½ lbs. . **$8.98**

MARINE TWO-WAY WALKIE TALKIE

A fun-packed indoor-outdoor toy for every boy! Two-way marine-type walkie talkies work from room to room or house to house. Talk or listen. Electro-magnetic power—needs no batteries. Set can be put in operation in a few moments for make-believe "combat action." Two plastic phones have "secret" compartments for concealing messages. Includes 25 ft. of conductor wires for a clear audible reception. Convenient carrying case is finished to look like leather. Each phone measures 7½ in. long.

87-7902 A 200—Set. Shpg. wt. 1 lb. . . . **$3.00**

RADAR-OPERATED GOLDEN SONIC

First toy car controlled completely by sound. Just sound the whistle—radar screen will revolve, car will follow as long as sound continues. Controllable up to 40 ft. away. Made of high-impact plastic with golden metallic finish. Transparent cockpit with luminous driver—he moves as rubber wheels turn. Detachable radar screen. On-off switch on top of car. Whistle—3 plastic mouthpieces—washable. Uses 4 size "D" flashlight batteries (not included). With instructions. The Golden Sonic measures 19 x 8 x 10 in. high.

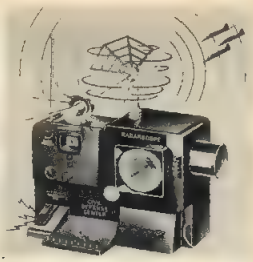
87-7084 A 1132—Shpg. wt. 5 lbs. Retail **$16.98**

HAPPY HARBOR 3-D TOY. Traveling magnetic crane that lifts cargoes and loads them on freight train, strong wind-up motor. Tug boat, barges—passenger cars with steering wheels, warehouse, gas storage, sailboats, control tower, power station, switch tower and working crane. Complete set of illustrated instructions. Several pcs. 24"x18¼x3". Ship. wt 3 lbs

5N151-336. ... RETAIL **$5.00**

SATELLITE BATTLE STATION. 14 action features. Go to the battle station. Full instrument panel with 2½ working counters. 8" rocket and 4 flying saucers that can be fired individually or simultaneously and will fly up to 30 feet. 5 adjustable anti-aircraft guns. Rotating radar antenna. Adjustable rocket launching platform. Distance control panel. "Make believe" microphone. Safe for all ages—made of durable simulated plastic. Size: 14x9½x5" Instructions printed on side of box. Ship. wt 2 lbs.

5N149-396 ..... RETAIL **$5.00**

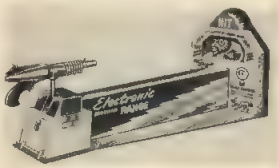


ELECTRONIC RADAR C. D. CENTER. 5 separate electronic controls operated by Standard flash light batteries (not included), sound alarm, send messages in code and identify planes. Manual operation of all to command planes, locate and identify unknown planes, plot cities on U. S. map and turn loudspeaker. Rotating radar antenna synchronized with sky sweep on scanner on scope as plane zooms across the lighted screen in a rough criss-cross pattern of scope. Operator's manual contains actual U. S. Air Force symbols, code and other vital civil defense information. Size: 13½x14 x6½" Sturdy plastic cabinet with Red and Silver controls. Ship. wt 5 lbs.

5N196-675 RETAIL **$10.00**

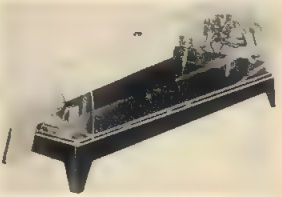
BATTERY OPERATED ROBOT. A real "space" battery operated robot that walks, moves and talks with flashing action lights. Walks forward, turns, talks and stops, then walks backward and starts over. Stylized construction and fine detailing. Battery included. Ship. wt 3 lbs.

5N143-326 .....RETAIL **$5.00**



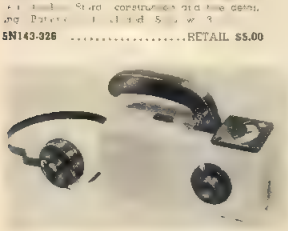
Electronic Shooting Gallery. Uses the electric eye principle of battery powered electric 2-speed push button controlled moving target. Lithographed metal with futuristic plastic gun mounted on base. Rope swivel. "Bull's eye" hit sounds buzzer and lights "Hit" sign. **Revolving jungle action target teaches coordination and shooting skill.** Operates on standard flashlight batteries. (Not included.) Ship. wt 5 lbs.

5N153-525.....RETAIL **$8.00**



JUNGLE WATER-SHOOTING GALLERY. Shoots water ammunition. Attractive gallery with comical monkeys, one which doctor with bandage, shaved and two with one has head dressed. A string draws back the eyes. Plastic water gun mounted on a universal ball swivel, with automatic self feeding continuous ammunition water supply. Entire assembly is leak proof and water tight. Size: 19x9½x5" Ship. wt 2 lbs.

5N150-195 RETAIL **$3.00**



Deluxe Model Geiger Counter. A fully operative replica of an atomic Geiger Counter. Detects all ferrous metals such as nails, belt buckles, paper clips, etc.) without touching them. Has a precision manganese earphone sensitivity control. Includes mining stock, mining license, etc. **Battery included. Size: 3½x7x 4½" high.** Color: Yellow with Blue. In display box. 3 lbs.

5N154-229.....RETAIL **$3.50**

PARA-JET. Exciting play action. Press the trigger and canopy slides open, pilot and seat are ejected high and parachutes open and pilot drifts down. Complete with pilot and parachutes and two planes. Sturdy constructed of tough brilliantly colored plastic in streamlined design. Ship. wt 1 lb.

5N155-130 .....RETAIL **$2.00**

ELECTRONIC JET PILOT HELMET. A replica of the actual U. S. Air Force Helmet made of sturdy high impact plastic to fit comfortably on any size head. Electronic unit is battery operated with built-in microphones and loudspeaker. Just as real jet pilots operate can talk to his playmates or can send out Jolting signals. Fool-proof unit is fully tested and operates with long lasting inexpensive flashlight batteries (not included). Ship. wt. 2 lbs.

5N158-325..... RETAIL **$5.00**

ACTION-FILLED REMOTE CONTROL TOYS

Ⓐ **REMOTE CONTROL FIRE TRUCK.** Electric motor operates on standard flashlight batteries (not included). Hi-impact plastic. Authentic scale model latest fire equipment. Aerial ladders mechanically raised, lowered and extend. Jackknife steering action. Forward-reverse action. Gear drive motor. Ship. wt. 3 lbs. 16" long.

5N134-325.....RETAIL **$5.00**

Ⓑ **M G SPORTS CAR.** A model of the famous MG sports car. **Steers** left, right, forward or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor powered by flashlight batteries (not included). Size, 8¾x3½x2¾". Ship. wt. 2 lbs.

5N132-285.....RETAIL **$4.00**

Ⓒ **BIG HANK TRACTOR.** Remote control operated by four (4) flashlight batteries (not included). Authentic jack knife steering action. Visual moving pistons. Gear driven motor for power. 11" long. Forward-reverse action. Hi-impact plastic. Ship. wt. 3 lbs.

5N133-390.....RETAIL **$6.00**

Ⓓ **ANDY GARD SHOOT-A-MATIC TANK.** Triple action remote control, shooting tank in realistic battle array. Forward-reverse, steers left and right. Magazine loaded gun shoots pellets by remote control. Six cut-out enemy targets to shoot at. Tank commander sweeps left and right to observe action through field glasses. Rugged motor drives rubber cleated tracks over obstacles. Plastic construction with metal base. Powered by four flashlight batteries (not included). Size, 6½ x 4¾x4¾". Ship. wt. 3 lbs.

5N131-515.....RETAIL **$8.00**

Ⓔ **ANDY GARD ARMY ENGINEERS SET.** Versatile remote control dump engine & outfit. Set includes: **one Big Jim Crane** 7¼x4½x17" with automatic bucket loader, crane and mount; **Power Dump Truck** 8x3½x3½" with automatic steering, forward and reverse and dump control; **Gee I-Jeep** 5½x2¼x3" with automatic forward and reverse. All three vehicles are operated electrically, powered by flashlight batteries (not included). **Complete 3-piece equipment set.** Ship. wt. 7 lbs.

5N126-975.....RETAIL **$15.00**

Army Jeep only. Ship. wt. 1 lb.

5N127-185.....RETAIL **$2.50**

Power Dump Truck only. Ship. wt. 2 lbs.

5N128-265.....RETAIL **$4.00**

Crane only. Ship. wt. 4 lbs.

5N123-840.....RETAIL **$10.00**

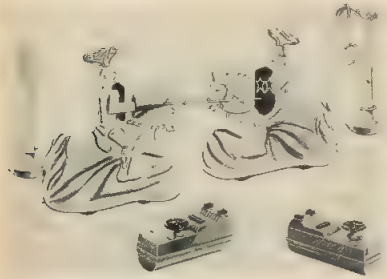
Ⓕ **REMOTE CONTROL HELICOPTER.** Large 11¼" overall, realistic scaled non-flying model of the army Piasecki helicopter with two action rotary blades and steering left or right. Electric motor operates on flashlight batteries (not included). Ship. wt. 1 lb.

5N136-200.....RETAIL **$3.25**

RAY-O-VAC BATTERIES

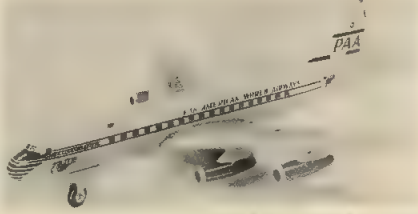
Batteries for all toys on this page. Specially designed power supply by Ray-O-Vac. Leak proof and guaranteed. Packed in billboard pack of four size D (standard flashlight) per pack. Sold per pack only.

28R38-52.....RETAIL, PACK OF 4 **79c**



ANDY GARD REMOTE CONTROL "TOURNAMENT KNIGHT" SET. All the color and sportsmanship of Knights of the middle ages. This rugged pair of jousting opponents puts the skill of two youngsters against each other directing, parrying, thrusting left, right forward and reverse all by remote control. The victor's mighty striking opponent's shield lights, winner's plume. Used singly, knight competes in a tourney by packing off suspended plastic rings or bowling over a small shield on a target stand. Rugged high impact plastic with metal base, rubber wheels. Powered by two flashlight batteries (not incl.) and electric motor from remote control battery case. Size of each knight 9x9x4. Ship. wt. 6 lbs.

5N130-975.....RETAIL **$15.00**

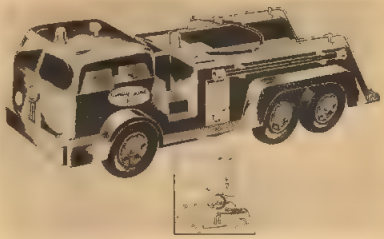


PAN AM DC-8 JET AIRLINER. Authentic 18" scale model of the new Pan American DC-8 Jet Airliner. Toy has two switches; when the ready switch is thrown, the four jet engines glow realistically and the plane issues a jet sound. When the start switch is thrown the jet moves forward with four jet engines still glowing and issuing an authentic roar. Operates on flashlight batteries (not included). Ship. wt. 3 lbs.

5N135-380.....RETAIL **$6.00**

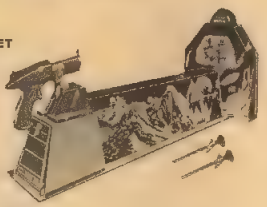
REALISTIC TOYS

ROCKET LAUNCHER
Big 18" carrier — 8" rocket. Muzzle loaded rocket and manual lever for elevation control. Sturdy dual rear wheels. Shpg. Wt. 3 lbs.
342G215 — Retail $3.00

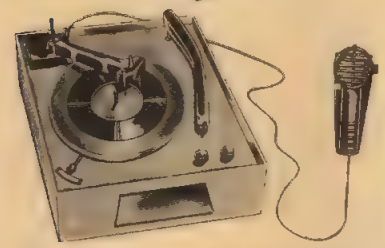


PUMPER FIRE ENGINE
Plunger operated water hose. Detachable hose sections. Rugged dual rear wheels. Beautifully detailed in red and white unbreakable polyethylene. Easy refill water reservoir. 20" long. Shpg. Wt. 3 lbs.
341G215 — Retail $3.00

SPACE MISSILE TARGET
Electric motor. 23" plastic and metal space target game. Target revolves when dart if inserted, stops when fired. Suction darts, Shpg. Wt. 4 lbs.
164G428 — Retail $6.00



ICBM INTERCEPTOR
Electric power aircraft control wheel. Dual rapid fire recoil and sounding bofors. Air to air target missile. 14" wing. Forward—Reverse—Left or Right by remote control. Electric motor and steering by 3 "D" batteries. Shpg. Wt. 5 lbs.
351G570 — Retail $8.00



HOME VOICE RECORDER — Complete recording equipment includes: recording arm and head, microphone, tracking disc. Supply of: Blank Records. Attaches to your Fono turntable. Immediate playback. Simple-safe operation. Record at 33⅓, 45 or 78 RPM. Records entirely independent of Fono circuit. Two "C" batteries. Shpg. Wt. 3 lbs.
900G1068 — Retail $15.00

Packed in handy carrying case 9½" x 4½" x 15".

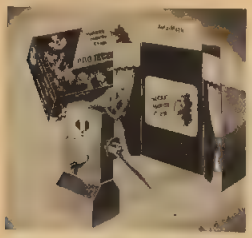
PLAY DRILL
Has buffer—screwdriver—top—mixer and bowl—wrench—eraser. Two "C" batteries. Safe. Real electric motor. High impact plastic. Shpg. Wt. 2 lbs.
250G143 — Retail $2.00

FIGHTER PLANE
Electric motor powered. 2 feet long. Safe high speed 4 blade prop. Sound machine gun fire. Realistic left and right hand control stick trigger buttons. Rugged construction. 2 standard flashlight batteries. Shpg. Wt. 2 lbs.
152G215 — Retail $3.00

SAND DIGGER ⟶
For beach, sandpile, or snow. Direct action — nothing to get out of order! Makes a complete circle. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke. 27" high. Shpg. Wt. 13 lbs.
Z107615 — Retail $8.95

⟵ **MACHINE GUN**
With realistic noise effects. 28" x 42". Operates by turning crank handle. Shoots lightweight soft rubber tipped wooden bullets. Turns on swivel to all angles. Can be lifted from tripod and carried under arm. Rubber tips on tripod. Shpg. Wt. 7 lbs.
800T405 — Retail $5.98

TOYS



MICKEY MOUSE CLUB PROJECTOR

Kids will have a barrel of fun running their own movie theatre with this realistic Mickey Mouse Club Projector and Theatre. The projector comes with 3 complete films. Children can easily load and operate this realistic projector. Pictures can also be shown on walls, ceilings or any other flat surface. Shpg. Wt. 2 lbs.

488X203 – Retail $3.00

TWO-WAY INTERCOM SYSTEM

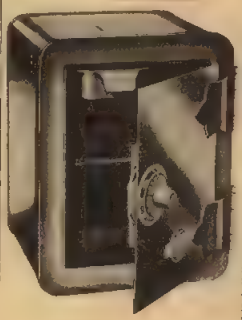
2 stations—complete, ready to use. For use in home, farm, office. Fun for the kids! A step-saver for adults. Self-contained power, no buttons, switches, or plug-in necessary. Cabinets of Dow 475 high-impact Styron. Full 4-inch Alnico Speaker gives clear, understandable tones. Complete package includes: Two BEL-COM stations, complete with microphones. One coil 3-Conductor Wire. Four size "C" batteries. Shpg. Wt. 3 lbs.

1038675 – Retail $9.95

SKY VIEW OBSERVATORY

The most scientific, educational toy of the year! Finds and automatically points telescope at all major and most minor constellations, planets, and satellites. Adjustments automatically position telescope to 33 constellations — points out U.S. and U.S.S.R. satellities in orbit. Simply set the dials to date, time, and constellation. Made of heavy gauge steel for lifetime use. Complete with removable telescope, orienting compass, penlight operation at night, 33 constellation charts, location chart for Mars, Venus, Jupiter, and Saturn through the year 1970. Shpg. Wt. 3 lbs.

SP108675 – Retail $9.95



SAFE-T-MITE

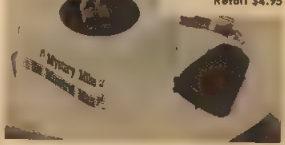
An exact replica of a Hercules-Mellink office safe. Complete with real combination lock, steel sliding cash drawer, savings slot, and shelf. A personal, secret and secure safe for youngster's valuables. 8½" x 7" x 6". Shpg. Wt. 4 lbs.

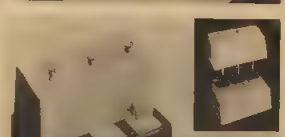
558338 – Retail $4.98

DANCING DAN

Just sing or hum a tune into the "Mystery Mike" and Dancing Dan will tap dance to the rhythm of your tune. Play a record on your record player and he will dance to your own music. You will mystify your friends with Dan's dancing tricks. Large size, over 15" high. Operates with flash light batteries. Shpg. Wt. 4 lbs.

2228338 – Retail $4.95





SODA-POP FOUNTAIN

Holds standard soda pop bottle up to 9 oz. Cleanliness and sanitation assured. Dispenses easily by pressing down on any three spigots. Six plastic cups. Three ice cream compartments Made of hi-impact plastic. Colored red and White. 8¾" x 10¾" x 10½". Shpg. Wt. 4 lbs.

17T338 – Retail $4.98

TREASURE VAULT

Miniature replica of a real bank vault. Secret vault for valuables. Real combination lock. Bank type throw bolt and savings slot. Quality steel construction. 6" long, 5" diameter, in grey and red. Shpg. Wt. 2 lbs.

V2B170 – Shpg. Retail $2.49

BARN AND ANIMALS

Animals made of soft, rubber-like vinyl. Tractor and wagon. 12 sections of fence. Barn lithoed inside and out. Silo hooks to barn — sliding front door on barn. Barn 19" long, 8½" wide, 11" high. Shpg. Wt. 5 lbs.

68X285 – Retail $3.98

MINIATURE SODA FOUNTAIN DISPENSER

Bright red with white trim, molded entirely of Lustrex styrene plastic, complete with four miniature styrene fountain glasses. "Business end" of dispenser fits into open Coca Cola bottle which is concealed in the styrene case. When pressed down, spigot-lever dispenses soda into waiting miniature glass. . .just like its done at the drug store soda fountain. Size, 6" x 9" x 10". Shpg. Wt. 4 lbs.

16M237 – Retail $3.50

PLASTIC SCALE MODEL AIRPLANES

REVELL

B-29 BOMBER

The plane that dropped the first atomic bomb in 1945! A collecting "must."

No. 1651-H208 ..... Each $0.98
Forty-eight in a Carton

RUSSIAN BISON BOMBER

Model is accurately detailed from available technical information, has fuselage plate-definition, clear nose canopy, navigation bubbles and authentic U.S.S.R. insignia decals. Swept wingspan: 12¼".

No. 1682-H235 ..... Each $0.98
Forty-eight in a Carton

KC-135 JET TANKER

Boeing's famous 707 as newest jet tanker—a vital link in modern long-range air tactics. Features realistic refueling boom that actually moves, plus detailed portholes, cargo door, pilot's door, radio antenna and official U.S.A.F. insignia. Length: 12⅜".

No. 1647-287 Jet Tanker ..... Each $0.98
Twenty-four in a Carton

CONVAIR B-58 HUSTLER JET BOMBER

1000 Mile Per Hour Bomber. Fastest and most effective bomber in the free world. The 11¾" model is a detailed replica of the big aircraft. Features the bomber's novel cockpit arrangement, needle nose and double main landing gear with 16 wheels, which actually move on the model. Cockpit canopies are hinged, and can be opened to show 3 crew figures and detailed cockpit interiors.

No. 1655-252—Convair ..... Each $0.98
Twenty-four in a Carton

MARTIN SEAMASTER

Built for the Navy as a minelayer and photo-reconnaissance aircraft. Wingspan of the 100 foot Seamaster has been scaled to kit size. Detailed motor housing and rudder, elevators, stabilizer, guns and radar dome, floats, and Pitot tube. Swivel Base included.

No. 1623-244 ..... Each $0.98
Forty-eight in a Carton

LOCKHEED NEPTUNE P2V-7

Sub-seeking patrol plane! Latest radar and search instruments make Lockheed Neptune a valuable link in U.S. patrol and defense operations. Anti-submarine patrol and hurricane-tracking operations are just a few of the tasks it regularly performs. Neptune wingspan of 103' is accurately scaled to 11¼" in Revell's model that duplicates twin propeller engines plus two supplemental jets. Propellers turn on the model, clear plastic nose-canopy shows life-like figures of pilot and co-pilot at work.

No. 1613-H239 ..... Each $0.98
Forty-eight in a Carton

MARTIN MARINER PBM-5

Designed with moving props and swiveling gun turrets, has finely detailed passenger and cargo doors, and bomb bays, all of which can be placed in open or closed position. Wingspan is 12".

No. 1596-258 ..... Each $0.98
Twenty-four in a Carton

DOUGLAS A3D SKYWARRIOR ATTACK BOMBER

10½" model has folding wings and tail, life-like figures of pilot, co-pilot and radio operator, clear nose canopy.

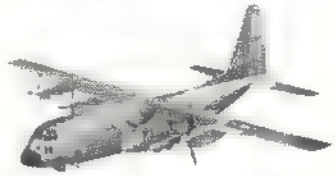
No. 1684-H241 ..... Each $0.98
Forty-eight in a Carton

F94C STARFIRE INTERCEPTOR

Restyled for up-to-the-minute authenticity—Lockheed's "almost automatic" jet has new wing rocket pods, landing wheels, improved wing and fuselage, life-like cockpit figures. 8½" wingspan.

No. 1626-H210 ..... Each 79¢
Seventy-two in a Carton

LOCKHEED HERCULES C-130



Aerial workhorse! Designed to fulfill a variety of military assignments, the powerful Hercules can take off in less than 800 feet carrying 20 tons of military freight! Its turbo-prop engines take it higher and faster than any other of today's operational transport planes. Authentic model by Revell is molded in silver plastic, has 11¾" wingspan, and loading doors that can be opened.

No. 1614-H247 ..... Each $0.98
Forty-eight in a Carton

CHANCE VOUGHT F8U-1 CRUSADER

Trim carrier craft! In a record-making run the Crusader became the first jet aircraft to exceed a thousand miles per hour carrying the weight of a full operational load of cannon and ammunition. Revell's 9½" model of the slender swept wing fighter has every detail of the original, offers collectors a companion to Revell model of another famous Chance Vought plane, the twin jet Cutlass.

No. 1615-H250 ..... Each $0.89
Seventy-two in a Carton

F-105B THUNDERCHIEF

One of the USAF's latest and fastest fighters, 10½" model is designed with a special retractable refueling boom, movable green plastic canopy, pilot figure, snap-fit movable wheels and fine rivet and plate detail.

No. 1599-285 ..... Each $0.89
Seventy-two in a Carton

PLASTIC SCALE MODEL AIRPLANES

REVELL

DELTA DAGGER
GIANT JET MODEL THAT WORKS!

Molded in 3 colors. Special plastic linkage lets landing gear down when pilot's canopy is opened, has similar closing action. Elevons and rudders move, drag chute housing opens. Detailed jet engine can be removed and placed on servicing stand. 14 separate airstrip accessories complete the kit. Length 14½"

No. 1598-282 ..... Each $2.98
Twelve in a Carton

LOCKHEED WV-2

Rugged aircraft of the Airborne Early Warning Squadrons. The WV-2's large radar domes are exactly duplicated on 10¾" model. Optional position door and movable wheels are other features of the kit.

No. 1597-279 ..... Each $0.98
Forty-eight in a Carton

LOCKHEAD F-104 STARFIGHTER

Model is molded in silver plastic, complete with pilot figure, and clear plastic canopy.
No. 1616-H251 ..... Each $0.89
Seventy-two in a Carton

DOUGLAS X-3 STILETTO

Authentic model is molded in pure white plastic, has green tinted canopy. Towtractor, tow bar and life-like figures of pilot and driver complete the kit. 12¼" long.
No. 1688-H259 ..... Each $0.89
Seventy-two in a Carton

GRUMMAN F11F-1 TIGER

New attack jet! The Grumman Tiger fires latest air-to-air and air-to-ground guided missiles. Replica of the swept-wing jet duplicates new "wasp-waist" fuselage, folding wing-tips and single-slot wing construction recently developed for latest jets. Length 9½"

No. 1686-H249 ..... Each $0.89
Seventy-two in a Carton

F89D "SCORPION" INTERCEPTOR

Every detail is true, from the jet engines Rocket weapons and pylon tanks, to the finely sculptured pilot and radar observer, plus the smart USAF decals. Wingspan is 8¾". Swivel base is included.

No. 1680-221 ..... Each $0.89
Seventy-Two in a carton

DOUGLAS SKYHAWK A4D

The smallest and lightest U.S. jet combat plane. Designed to carry an atomic bomb at high speed, scale model exactingly duplicates every design detail of the original. Sculptured figure of a pilot is included in kit. Swivel Base included.

No. 1620-232 ..... Each $0.89
Seventy-Two in a carton

CONVAIR F-102A

One of the most advanced planes to come off the drawing boards. The F-102A's delta wings with upswept tips are scaled from 38 feet to 6" in the model. Sculptured figure of pilot included in kit. Swivel Base included.

No. 1621-233 ..... Each $0.89
Seventy-Two in a carton

F-100C SUPER SABRE

Official World Speed Record. Faster than sound in level flight is the F-100C Super Sabre, the plane that set the official world speed record of 822 m.p.h. Winging into position in Revell's line of history-making planes, the authentic scale model is complete with auxiliary gas tank, land gear and motor intake ring, rudder, exhaust cone, and sculptured figure of the pilot. Wingspan scaled to 6½". Revell Swivel Base included.

No. 1622-236 ..... Each $0.89
Seventy-Two in a carton

AIR SEA RESCUE HELICOPTER

Sikorshy's Helicopter with floats, performing an actual sea rescue. The authentic plastic scale replica features a finely sculptured figure being pulled up into the 'copter and two figures of a pilot and co-pilot. Model is complete with fully scaled engine in nose, rescue hoist, 2 separate floats with landing wheels, decal, and swivel base. 13" rotorspan.

No. 1671-227 ..... Each $0.98
Forty-eight in a Carton

MARTIN B57B CANBERRA BOMBER

The B-57B one of the world's most effective fighters. This model has fully detailed body, engine, cockpit and armaments: eight machine guns, eight rockets, four bombs. Model wingspan 9⅜". Length 9½". Swivel Base is included.

No. 1669-230 ..... Each $0.98
Forty-eight in a Carton

BELL P-39 AIRACOBRA

World War II Veteran. Authentic plastic reproduction of one of the most versatile aircrafts of World War II. The single-seat AAF Bell P-39 Airacobra fighter saw action in every theater of the war. The scale-engineered replica features a hub-mounted 37 mm. cannon, wing mounted armaments, tricycle under-carriage, pilot door which can be assembled opened or closed, and realistic figures of pilot and mechanic. 9" wingspan. Revel-wing swivel base.

No. 1662-222 ..... Each $0.89
Seventy-Two in a carton

GIGANTIC SERVICE HELICOPTER

Can carry 40 troops and measures 134' in length exact scale model brings forth every detail of the original craft, in durable high impact plastic. Complete with full cockpit details, including two pilots 9¾" rotorspan. Swivel Base mounting.

No. 1658-223 ..... Each $0.98
Forty-eight in a Carton

McDONNEL VOODOO F101A FIGHTER

Accurate scale model of the F-101A Voodoo is fully detailed with 3 bombs in undercarriage, mounted armaments, 2 jet engines landing gear and flaps, and many extras, including sculptured pilot figure. Silver colored. Full wingspan. Swivel Base included.

No. 1674-231 ..... Each $0.89
Seventy-Two in a carton

SCIENTIFIC PRODUCTS COMPANY PRESENTS

MISSILE

AND REMOTE LAUNCHER

COMPLETELY SAFE

Designed by Missile Engineers

- Ready for Many Flights
- All Auxiliary Equipment Included
- Designed to Travel Over 150 Feet
- Adjustable Launching Direction
- Dramatic Display Package — 16" x 9" x 3⅝"

Suggested Retail Price **$4.98**

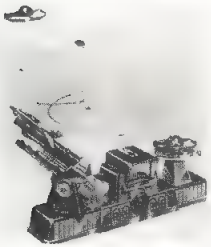
No. 105.
Packed: 1 Doz. to Carton
Shipping Weight: 30 lbs.

SALES OFFICE — SHOWROOM
Room 405
200 Fifth Avenue
New York, New York
Oregon 5-5556

FACTORY
SCIENTIFIC PRODUCTS CO.
Richmond, Virginia

ELECTRONIC MARVELS

REMCO INDUSTRIES

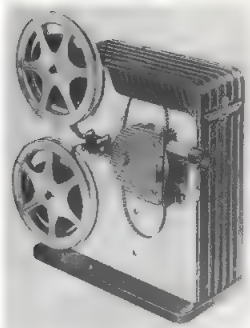


I.C.B.M. Vanguard
Operation "Outer Space" in a faithful replica of the famous missile. Vanguard launches its own satellite, accompanied by rocket escort. Radar screen lights up, "tracks" satellites progress, picks up "beep" signals. Platform revolves, elevates and lowers. Operates on 2 'D' flashlight cells (not included. Colorfully box.

No.	List Each	L.P.L.	P.L.
M23-602	$6.98	04X67	04X20

Packed 4 each, 16 lbs.

BRUMBERGER



"Thunderbird" 8 mm. Projector
Projects brilliantly clear pictures. Full size, ruggedly built, modern in design. Features: 150 watt lamp, blower cooled, on-off switch, 200 ft. film capacity, easy threading, rapid motor rewind, vertical tilt device, manual framer, all steel construction. Attractively packaged.

No.	List Each	L.P.L.	P.L.
M23-1500	$29.98	20Z00	18Z00

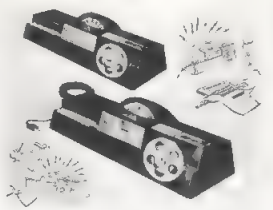
Packed 3 each, 23 lbs.

BELL PRODUCTS

Mystery Mike the Minstrel Man
He dances to sound. Press the button on the mike, sing, talk, or play a record and he tap dances in perfect rhythm. Over 15 inches high, molded in colorful plastic. Operates on standard flashlight batteries (not included).

No.	List Each	L.P.L.	P.L.
M23-222	$4.98	03X34	03X00

Packed 12 each, 22 lbs.

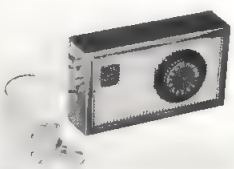


Tele-Typer
2 complete sending-receiving units, 12x6x5 inches. Operate with safe low voltage transformer from household current. Sends and receives telegrams from room to room, house to house. Transmits and prints messages. Complete and ready to use with wire, telegraph blanks, telegraph tape and ink.

No.	List Each	L.P.L.	P.L.
M23-900	$9.98	06Y67	06Y00

Packed 6 each, 36 lbs.

BELL PRODUCTS



"Hit Parade" Transistor Radio
Lightweight, compact, fits in the palm of the hand. Full rich tone, wide reception range. Molded of sturdy long-life plastic in two-color combination. Complete, ready to use with hi-fi earphone and 2 batteries.

No.	List Each	L.P.L.	P.L.
M23-444	$7.98	05Y34	04X80

Packed 12 each, 22 lbs.

EDUCATIONAL ELECTRONICS

"Space Satellite" Moon Radio
Comes fully assembled, requires no tubes or batteries. Easy to operate, intercepts local broadcasts. Molded in colorful plastic, with sensitive electronic parts sealed-in. Just clip to any metal grounding, put in ear plug type speaker and tune in a program. Colorful box.

No.	List Each	L.P.L.	P.L.
M23-640	$5.98	04X00	03X60

Packed 12 each, 10 lbs.

RADIOS – TELEPHONES

REMCO INDUSTRIES

Transistor Radio Kit

Transistor powered, makes radio tubes obsolete. Beautiful pre-assembled plastic cabinet, sensitive station tuner, regulation headphone, battery, diodes detector and transistor amplifier, all other parts included. Display boxed.

No.	List Each	L.P.L.	P.L.
M24-107	$6.98	04X67	04X20

Packed 6 each, 18 lbs.

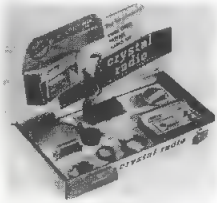
"Tiny Tim" Pocket Radio

Powerful. Vest pocket size. No batteries necessary. 33 inch adjustable antenna for extra power. Complete with clip antenna and earphone with stay-on ear clip.

No.	List Each	L.P.L.	P.L.
M24-608	$3.98	02X67	02X40

Packed 12 each, 3 lbs.

REMCO INDUSTRIES

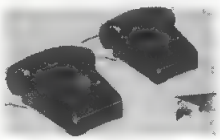


Crystal Radio Set Kit

For beginners to build their own private radio set. Durable hi-impact cabinet, regulation hi-impedance head phone, super sensitive fixed crystal, tuning coil, all needed parts. Colorful display box.

No.	List Each	L.P.L.	P.L.
M24-106	$3.98	02X67	02X40

Packed 12 each, 16 lbs.



"Dialmaster" Telephones

Two regular size professional desk type dial phones. Flip the dial, bell signals on the opposite phone, pick up and talk. Loud, clear 2-way conversation. Assorted glamor colors. 25 ft. of twin insulated wire. Operate on 4 'D' flashlight cells (not included).

No.	List Set	L.P.L.	P.L.
M24-402	$8.98	06Y00	05Y40

Packed 4 sets, 9 lbs.

REMCO INDUSTRIES

U.S. Marine Walkie-Talkies

Electro-magnetically operated indoor-outdoor two-way marine type walkie-talkies. 25 ft. of twin insulated conductor wire. Packaged in a carrying case carton.

No.	List Set	L.P.L.	P.L.
M24-506	$2.98	02X00	01X80

Packed 12 sets, 12 lbs.

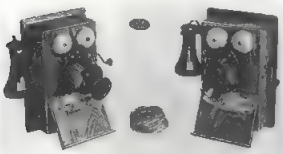
Telecom Interphone System

Two regulation size phones with bases. Amplified buzzer signal system. 5-time booster circuit in units produces strong, clear voice reception. Operates on two 'D' flashlight cells, not inc. Display box.

No.	List Set	L.P.L.	P.L.
M24-900	$4.98	03X34	03X00

Packed 6 sets, 15 lbs.

IDEAL TOY CORP.



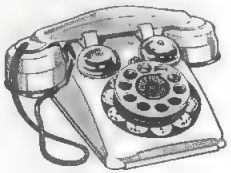
Roy Rogers
Western Communicating Set

Authentic old fashioned telephones. Turn crank on one, bell on other rings. Carries messages from room to room, house to house. 9 x 8 inches, with plastic ear and mouthpieces. Wire included. Uses 2 standard flashlight cells per unit.

No.	List Set	L.P.L.	P.L.
M24-4269	$9.98	06Y67	06Y00

Packed 6 sets, 12 lbs.

GONG BELL

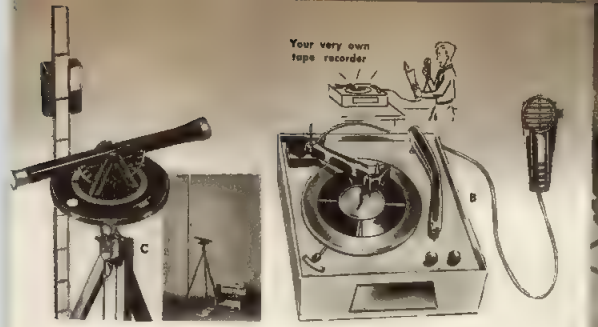


Voice Phone

All metal, 4¼ x 7 inches, with safe rounded corners. Lift receiver to ear and "voice" sounds. Spring return dial rings bells. Latest decorator colors.

No.	List Each	L.P.L.	P.L.
M24-0687	$1.50	01X09	00X90

Packed 12 each, 18 lbs.



(A) ROBERT THE ROBOT—Simple crank and control box make Robert move forward or backward, left or right. His hands move up and down, can be made to clutch objects. Switch on chest controls lights in eyes and antenna. By turning crank on back, Robert repeats: "I am Robert the Robot, the mechanical man. Drive me and steer me wherever you can." Moves on wheels, body contains tool chest. Made of durable plastic with realistic metallic finish. 14"x6"x6¼". Ship. wt. 3 lbs.

75156A400 .....**Retail $5.95**
75156AK380—6 or more .....**Retail $5.95**

(B) HOME VOICE RECORDER—Introduce your boy or girl to a fascinating new hobby with this recorder! Comes complete with recording arm and head which can easily be attached to your own phonograph turntable; plus a microphone and tracking disc. Records entirely independently of phono circuit, is safe and simple to operate. And as soon as the record is cut you can play it back. A wonderful electronic gadget that will bring hours of amusement to all the family. 3 blank records and cutting needles to get child started. In handy carry case, 9½x4½x15". Ship. wt. 3 lbs.

75229A990 .....**Retail $14.95**

(C) SURVEYORS SET—A scientific toy for junior engineers and architects! Works like a real surveyor's equipment . . . measuring heights, distances and angles accurately. Complete with telescope mounted on vertical sweep supports with base plate

C—cont'd

that turns 360°, 2 spirit levels, magnetic compass, plumb line; wooden tripod, stadia rod, measuring tape, markers and complete instructions. Ship. wt. 6½ lbs.

75237A990 .....**Retail $14.95**

(D) SUSIE ROBETTE—The Electric Housekeeper, an electronic toy for girls! She sweeps, she dusts, she vacuums, she moves forward, she moves in left or right circles whether she's working or not. 11" tall made of tough high-impact plastic in metallic finish. On-off switch is enclosed in Susie's apron bow. Hands are equipped with plastic grips which permit her to hold her housekeeping tools. Her hair and pony tail are of coppered wire. Wt. 3 lbs. (less batteries)

75234A330 .....**Retail $7.95**

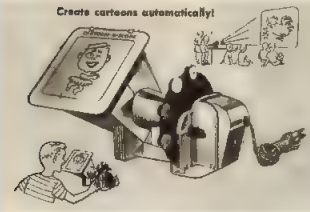
She sweeps, dusts, vacuums!

D

(E) ELECTRONIC COMMAND UNIT—Packaged in a new and unique replica tank this set contains a combination of electronic battery operated Walkie-Talkie replica and sound amplifying loud speaker, paratrooper carbine, regulation helmet same as used by a commanding officer in directing field maneuvers. Walkie Talkie is equipped with signal flash, retractable antenna and adjustable carrying strap. "Carbine" shoots 10 harmless "glow in the dark" tracer pellets. Helmet has an adjustable head size band and chin strap. Ship. wt. 5 lbs.

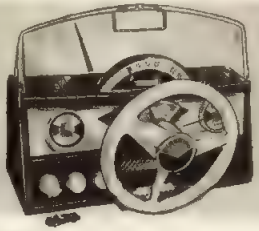
75236A930—less batteries .....**Retail $13.95**

A Walkie-Talkie that works!



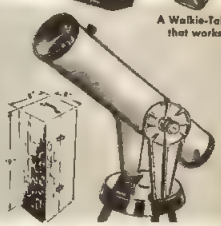
CARTOON-O-SCOPE—A completely new toy that lets children create different combinations of humorous human or animal characters to watch on a self-screen (lighted) or projected on a wall. Line drawings of the parts are on master wheel, child controls five different dials to make funny combinations. Pictures can also be traced and colors. 542,000 different combinations possible. Complete, ready to use. Safe. Ship. wt. 4 lbs.

75235A660 .....**Retail $9.95**



FIREBIRD "99"—A realistic replica of the modern automobile dashboard allows the child to insert and switch on the ignition key, turn on and operate the motorized windshield wiper, steer to the right or left . . . directional signals blink in the direction steered. Real horn blows, rear view mirror is adjustable, glove compartment opens, speedometer accelerates and decelerates. Fascinating for the child who loves cars. 13¼x6⅝x9¾"

75233A535—2 lbs. (less batteries) . **Retail $7.95**



MOONSCOPE—Precision-made reflecting telescope designed especially for observing the earth's largest satellite. Clearly reveals the moon's craters; shows Saturn, Jupiter and other heavenly wonders. Stands 36" high on removable legs; with adjustable 3" polished and corrected mirror, fork-type Alt-Azimuth rotates a full circle. Complete in a sturdy carry case. Perfect toy for the scientific minded. Ship. wt. 5 lbs.

75084A1000 .....**Retail $14.95**

A

B

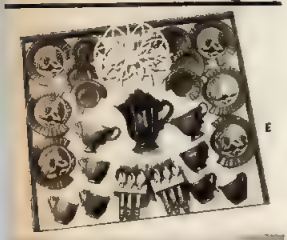
C

playtime tea sets for mite-sized hostesses

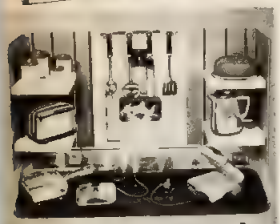
D

(A) POPPY TEA SET—A gay, colorful set that is sure to win favor with the younger crowd. Service for 6 including 6 near adult-size dinner plates, each fashioned with a bright red and gold poppy center; 6 saucers; 6 cups with red top and white base; sugar and creamer; teapot and silver-like metaltone tableware. Box size, 22"x18"x4"; Ship. wt. 4 lbs.
78152A265 .....**Retail $3.95**

(B) WIND SWEPT TEA SET—A dainty set . . . the pride of your tiny hostess. 40 unbreakable pieces—a service for six including a lovely creamer, sugar and tea pot, all printed with the lovely WIND SWEPT pattern. Gold metalized tableware is also included in this large size, economy set. Truly a treasure for every little girl who loves to entertain. Box size, 20"x17½x4". Ship. wt. 2½ lbs.
78154A335 .....**Retail $4.95**


E

(C) SUNBURST GOLD TEA SET—A 40 piece, service for six set fashioned in durable, unbreakable plastic. Set includes 6 lacework rim plates with "birds and bamboo" center design; 6 lacework rim saucers with same center design; 6 spiral cups with "sunburst gold" handles, Sugar, creamer and tea pot—all in "sunburst gold." 6 each knives, forks and spoons in bright metalized gold Ship. wt. 3 lbs
78150A400 .....**Retail $5.95**


F

(D) CROWN PRINCESS TEA SET—A luxury tea service for your little princess. Service for 4 fashioned of long-lived metal and unbreakable plastic Brightly finished in a 4-color design, the set features 4 metal plates and saucers, 4 plastic cups, sugar and creamer, teapot and cover. The sugar, creamer and teapot have contrasting colored handles. Metalized tableware—service for four, is included. Ship. wt. 2½ lbs.
78148A200 .....**Retail $3.00**

(E) SNOW-FLAKE TEA SET—Your little girl will have hours of fun entertaining five guests and herself with this dainty service for six. Made of unbreakable plastic, this 42 piece set includes 6 each plates, saucers and cups; 1 each sugar, creamer and teapot with cover; silver

(E) cont'd
metalized tableware for six. A beauty of a set—reasonably priced. Box size 20"x17⅞"x-4". Ship. wt. 2½ lbs.
78153A265 .....**Retail $3.95**

(F) APPLIANCE SET—A beautiful, realistic set that lets mother's little helper really "keep house". Everything she needs at her fingertips. 4 canisters, cake dish, soup ladle, spatula, vegetable drainer, toaster, percolater, deep fryer and waffle iron. And she can plug the make-believe electric cords into 4 outlets set into a realistic stove in a metal storege cabinet. 20 pieces per set. Box size 17½"x-12"x5½" Ship. wt. 4½ lbs.
78151A335 .....**Retail $4.95**

(G) CHILD-SIZE SODA FOUNTAIN DISPENSER—Hours of fun for the youngsters. A realistic soda fountain dispenser molded of unbreakable plastic and complete with 4 miniature plastic glasses. It holds a standard bottle from which the contents pour when the handle is pulled down . . . just like it's done in the drug store soda fountain. Bottles are easily inserted and cleanliness is insured. Dispenser size, 6"x9"x10"; Glasses 2¼" high. Ship. wt. 2¾ lbs.
78155A235 .....**Retail $3.50**

(H) RUSSELL WRIGHT MODERN TEA SET—A truly lovely tea set made by one of the country's foremost designers. An authentic copy of famous full-size Wright sets. Made of durable, high impact plastic . . . set includes 3 each of plates, saucers and cups. Deluxe, metalized knives, forks and spoons plus a covered sugar and teapot and a creamer. Ship. wt. 2 lbs.
78145A200 .....**Retail $3.00**

(J) "MISS BUTTERFINGERS" TEA SET—A gay unbreakable service for four consisting of 28 pieces. 4 near adult-size filigree charcoal gray rimmed plates with yellow center and Priscilla 2-tone print; 4 matching saucers; 4 modern cups; 1 yellow teapot and cover; 1 yellow creamer; 1 sugar bowl. 4 each knives, forks and spoons in charcoal gray. Each set is packed in a handy, put-away display box. Ship wt 2½ lbs.
78149A200 .....**Retail $3.00**

G

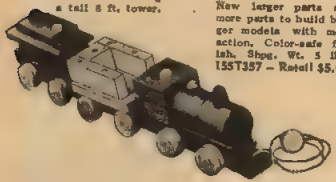
H

J

COLORSAFE

Big 16-page Direction Book in COLOR

The "BIG BOY" builds bigger models including a tall 8 ft. tower.

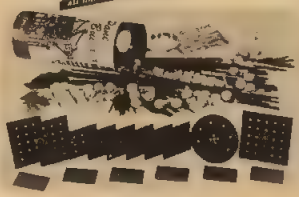


"BIG BOY"
New larger parts and more parts to build bigger models with more action. Color-safe finish. Shpg. Wt. 5 lbs.
155T357 – Retail $5.00

THREE CAR TRAIN – Take-apart engine, tender and caboose. Shpg. Wt. 2 lbs.
220T213 – Retail $3.00

CIRCUS TRAIN – Take-apart engine, tender, 3 cage cars – animals of vinyl plastic. Shpg. Wt. 3 lbs.
300T428 – Retail $6.00

TREASURE TROVE TROVE
Engine and tender with pull cord. All wood. For boy or girl. Smooth—color-safe.
Shpg. Wt. 4 lbs.
500T357 – Retail $5.00

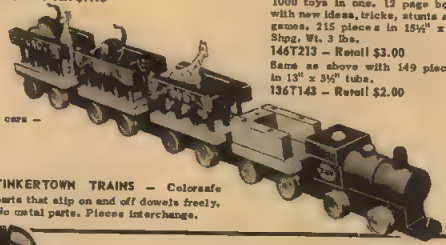


PANEL BUILDER – New wood parts combined with original "TINKERTOY" connectors and rods and "Duron" panels. Colorsafe finish.
Shpg. Wt. 6 lbs.
157T567 – Retail $7.95

No. 136

No. 146

WINDLASS DRIVE SET
1000 toys in one. 12 page book with new ideas, tricks, stunts and games. 215 pieces in 15½" x 4"
Shpg. Wt. 3 lbs.
146T213 – Retail $3.00
Same as above with 149 pieces in 13" x 3½" tube.
136T143 – Retail $2.00

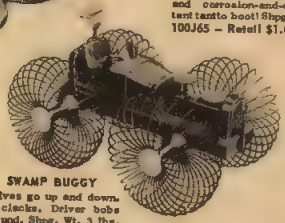


TINKERTOWN TRAINS – Colorsafe parts that slip on and off dowels freely. No metal parts. Pieces interchange.

Slinky Toys

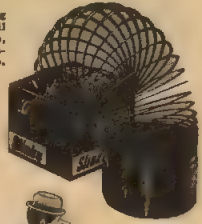
SLINKY WORM
Slithers, slides, 'slinks and buzzes – does all kinds of tricks.
Shpg. Wt. 1 lb.
250J72 – Retail $1.00

SLINKY SEAL
Pull toy with revolving ball. This friendly, lovable seal spins the bright colored ball round an' round! Shiny plastic body. Shpg. Wt. 1 lb.
425J72 – Retail $1.00



SWAMP BUGGY
Valves go up and down. It clacks. Driver bobs around. Shpg. Wt. 3 lbs.
500J214 – Retail $2.98

COLOR SLINKY
Here's the original "walking downstairs" spring toy, all dressed up! Bright red, or blue, and corrosion-and-chip-resistant tantto boot! Shpg. Wt. 1 lb.
100J65 – Retail $1.00



SLINKY HANDCAR – Pat and Mike rockin' back and forth as they roll along on their riotous handcar. It's a brand-new, bright-colored barrel of fun. Shpg. Wt. 1 lb.
400J143 – Retail $2.00

PLAYMOLDER
Make toys yourself. Combines education with fun. Extra molds and generous supply of molding dough in counter display box.
Shpg. Wt. 2 lbs.
550J143 –
Retail $2.00

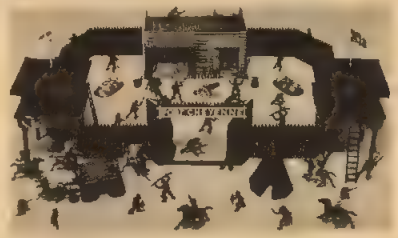
SLINKY SOLDIERS
A whole wagging squad of six brilliantly-uniformed Slinky guardsmen.
Shpg. Wt. 2 lbs.
375J143 – Retail $2.00

MODEL TOYS

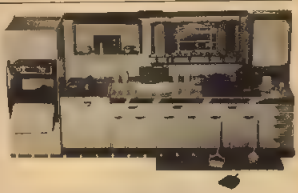
ELECTRIC PIN-BALL GAME with Automatic Scoring (Plug In) — A wood game, glass covered Electric Pin-Ball Game with an automatic scoring mechanism. Five steel balls. When the ball strikes a bumper, lights flash, bells ring and the Score registers. Two kickers, hand activated, keep the ball in play so that a score of ten thousand can be made. Automatic ball loading. Size: Length 30¾", width 16½", height overall 45", Shpg. Wt. 25 lbs.
7640C1763 — Retail $24.95

SERVICE STATION WITH AUTOMATIC CAR LIFT
A two story metal and plastic garage of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, tires, tire jack, plastic figures, washing unit, car ramp from roof to lower level, assorted cars, car lift, parking rack with elevator. Size: Length 25", Width 16¾", Height 10½". Shpg. Wt. 7 lbs.
866C405 — Retail $5.98

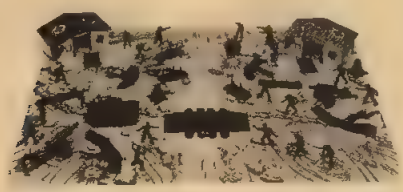
METAL DOLL HOUSE — A 6 room, 2 story Doll House, consisting of a living room — dining room, kitchen, bedroom, nursery, bathroom, and terrace including 25 pieces of large size plastic furniture. All ground floor doors and windows open. Flower boxes under upstairs windows. Completely lithographed inside and out in four colors. Length 23¼", Width 9¼", Height 16-⅜". Thirty-five Pieces. Shpg. Wt. 8 lbs.
767C428 — Retail $6.98



FORT CHEYENNE — A metal & plastic decorated Fort complete stockade and gateway with 2 movable block houses and a metal headquarters building and stable. Soft plastic Cowboys, Indians, Riders, Horses, Soldier Figures, together with wagon with moving horse, and cannons that shoot bullets. Shpg. Wt. 6 lbs. Size: Length 30", Width 20", Height 9".
846C405 — Retail $5.98

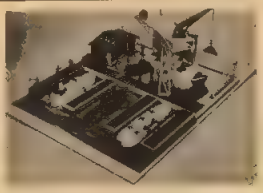


MODERN KITCHEN
Wall refrigerator with shelves, plastic ice cube tray and numerous food items. Washing machine which holds water and can be agitated by hand spinning. Cabinet sink with working faucet and drain. Electric Type Range equipped with frying pan, sauce pans, roaster, coffee pot, ladle and spatula. Dutch Wall Oven. Overhead cabinets with cups, saucers, drinking glasses, food boxes, tableware. Length 23¼", Width 4-3/8", Height 11". Shpg. Wt. 6 lbs.
880C285 — Retail $3.98



BATTLEGROUND — A lithographed base simulating a battleground complete with Army vehicles, 2 howitzers (that fire shells), Pontoon Bridge, bunkers, barbed wire entanglements and two metal lithographed field hospitals. Two complete armies of plastic soldiers in various action poses. Size over-all: 34½" Long x 37-3/8" wide. Shpg. Wt. 5 lbs.
873C270 — Retail $3.98

NAVAL BASE



Metal and plastic naval base lithographed platform with metal warehouse, gantry rig, with magnetic crane, jeeps, trucks, marine and sailor figures, plastic fence, cargo metal piers and three ships with wheels for floor play. Length: 22" Width: 22" Height: 10½". Shpg. Wt. 5 lbs.
888C428 — Retail $6.98

Cap guns and caps may be sold only in states permitted by Government Regulations.

just-right weapons for every kind of "gun-play"

(A) TOMMY-BURP GUN—Authentic Mattel-O-Matic cap gun replica of Tommy Gun, cranks "smoking Burst" or triggers single shot. Metal firing and loading mechanism, simulated wood stock, fore and hand grips. Use perforated roll caps.

70132A167—Ship. wt. 1½ lbs. .....Retail $2.50

(B) THUNDERBURP—Rugged machine gun that shoots single or rapid fire shots without caps or batteries! Ball action all-metal spring mechanism, air-cooled muzzle, permanent wire stock.

70133A200—Ship. wt. 2 lbs. .....Retail $3.00

(C) BURP GUN—Fully automatic . . . delivers 1 to 50 shots at a trigger-touch, and safely despite its noise and smoke. Metal working parts, rust-resistant plated grip. Fires roll caps.

70069A200—Ship. wt. 1½ lbs. .....Retail $3.00

(D) DAISY SUPER SCOPE RIFLE—Bronze and gold 32" Air rifle with 11" scope. Full-fashioned stock. Shoots harmless smoke, makes loud noise

70094A230—Ship. wt. 2½ lbs. .....Retail $4.98

(E) DAISY AUTOMATIC SMOKER—A 32" noise and smoke gun with silvery carbine band, lever, and trigger. Full-fashioned checkered stock, adjustable web sling. Ship. wt 2 lbs.

77380E265 . . . . . Retail $3.98

(F) SCOUT RIFLE—Hubley repeater, a 35½" replica of the famous Winchester 73, "the Rifle that opened the West", shoots standard roll caps. Of red plastic and blue metal with Western engraving

70082A265—Ship. wt. 3½ lbs. .....Retail $3.95

(G) SPORTSMAN RIFLE-REPEATER—35¼" walnut colored plastic, scroll decorated rifle with nickel scope sight, trigger guard, and metal working parts. Fires roll caps

70050A200—Ship. wt. 3½ lbs. . . . Retail $3.00

(H) STALLION 45 SIX-SHOOTER—Safely shoots cartridge caps—flash is inside 12¾" long, chrome finished, with 6 cartridges in cylinder

7752A267—Ship. wt. 1½ lbs. . . . . .Retail $3.98

STALLION 38 SIX SHOOTER—As above, but 10½" long

7751A133—Ship. wt. 1 lb. . . . . Retail $2.00

(J) TEXAN 38 REPEATER—Nickel-finished 11½" gun with two-tone simulated cameo handle and red star, engraved stock and barrel Revolving cylinder with 6 removable bullets packed in polyethylene cartridge clip Shoots roll caps.

70135A133—Ship. wt. 1 lb. . . . . Retail $2.00

(K) 2 IN 1 GUN—a 9" repeater with 2 interchangeable barrels . . one to simulate a Western gun . . the other a police type revolver. Shoots standard roll caps. Ship. wt. ½ lb

70067A66 . . . . . .Retail $1.00

(L) STALLION 32 CAP-PISTOL—Authentic Western design 9" long, finished in bright nickel, real cartridge loading Shoots cartridge caps

70048A100—Ship. wt. ¾ lb. . . . . .Retail $1.50

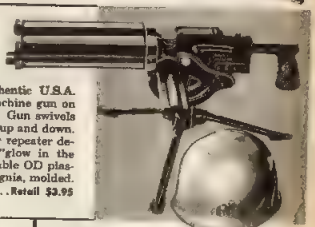
CARTRIDGE CAPS—Box of 5 doz 100 shots to box.

7753AX180—Not mailable . . . . . .Retail $2.50

it swivels . . . shoots tracers

U.S. MACHINE GUNNER—Authentic U.S.A. type 1917A1 water-cooled machine gun on tripod, reproduced in plastic. Gun swivels to aim in any direction, even up and down. Magazine-fed, with automatic repeater device, it shoots 10 harmless "glow in the dark" Tracer pellets. Adjustable OD plastic helmet, chin strap and insignia, molded.

70134A265—Ship. wt. 1¾ lbs. . .Retail $3.95



TOY GUNS AND RIFLES

"FLYING COMMANDO" BURP GUN

Pull Back burp gun features a pull back bolt lever that guarantees controlled automatic action.

Constructed of plastic, the gun features a recoiling barrel, "burp" gun noise, finger grip, sight, dummy safety and fire control lever and dummy action control lever. Measures 19" long, 7½" wide. Each boxed.

	S.R. $1.98	Each
K725-012	**Burp Gun**.....	$2.66

(Mfr. No. 2219)
6 per ctn.; wt. 6 lbs.

CAP AND SHELL CANNON

Mobile cap and shell shooting cannon in high impact plastic measures 6¾" wide, 9½" high, 15" long, with two 3-1/8" dia. wheels.

Triggered to shoot both caps and 1-5/8" shells in a simultaneous action. A shell rack keeps the shells within handy reach. Eight shells are included with the cannon. Each boxed.

	S.R. $1.98	Each
K725-061	**Cap Cannon**.....	$2.66

(Mfr. No. 805)
6 per ctn.; wt. 9 lbs.

MACHINE GUN

Rapid fire machine gun has recoiling barrel, flashing light, loud rat-tat-tat noise, all working and firing simultaneously as trigger is pressed.

Fully detailed in durable black plastic, the gun is operated by an electric motor powered by two standard flashlight cells (not supplied). Measures 24¼" long, 17¾" high and mounted on an 18" tripod with steel legs; swivels, tilts, turns in all directions. Each boxed.

	S.R. $4.95	Each
K725-111	**Machine Gun**.....	$6.66

(Mfr. No. 2354)
3 per ctn.; wt. 10 lbs.

ANTI-AIRCRAFT CANNON

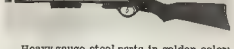
Twin Pom Pom Gun made of combination plastic and metal, mounted on a rectangular lithographed base. Base measures 10-1/4" long and 6-1/4" wide. Gun measures 22" long, 11" high.

The gun features pom pom noises and the twin barrels recoil alternately. Has a collapsible, 2-1/4" dia. circular sight. The gun is hand cranked, simultaneously emitting loud rat-tat-tat noises. Each boxed.

	S.R. $3.98	Each
K725-160	**Pom Pom Gun**.....	$3.34

(Mfr. No. 814)
3 per ctn.; wt. 9 lbs.

PUMP ACTION CORK RIFLE



Heavy gauge steel parts in golden color; black wood stock. Shoots harmless corks. Parents' Magazine Commended. With 5 corks in bag.

	S.R. $1.19	Each
K725-319	**Cork Rifle**.....	$1.60

(Mfr. No. 43)
12 per ctn.; wt. 14 lbs.

DOUBLE BARREL CORK GUN

Gun 23-1/4" long; metal parts heavy gauge steel in Daisy gun-bronze color. Wooden stock. Break action cocks triggers; each barrel shoots corks, 4 corks in bag.

	S.R. $1.39	Each
K725-368	**Cork Gun**.....	$1.80

(Mfr. No. 930)
6 per ctn.; wt. 9 lbs.

MARINE CAMPING SET

Contains marine raider pup tent, with all accessories plus plastic helmet with net, canteen, mess kit, knife, fork, spoon. Display boxed.

	S.R. $7.98	Each
K725-616	**Camping Set**.....	$10.66

(Mfr. No. 306)
6 per ctn.; wt. 31 lbs.

COMBAT MESS SERGEANT

Contains hi-impact plastic helmet, canteen, mess kit, knife, fork, spoon. Display boxed.

	S.R. $2.79	Each
K725-665	**Sergeant Kit**.....	$3.60

(Mfr. No. 304)
6 per ctn.; wt. 11 lbs.

MARINE HELMET – CANTEEN

Sturdy hi-impact plastic helmet with net. Adjustable to fill all head sizes.

	S.R. 98¢	Each
K725-715	**Helmet** (Mfr. No. 409)	$1.34

Hi-impact plastic canteen in poly bag with printed header.

	S.R. 79¢	Each
K725-764	**Canteen** (Mfr. No. 709)	$1.00

DOUBLE BARREL CORK SHOTGUN

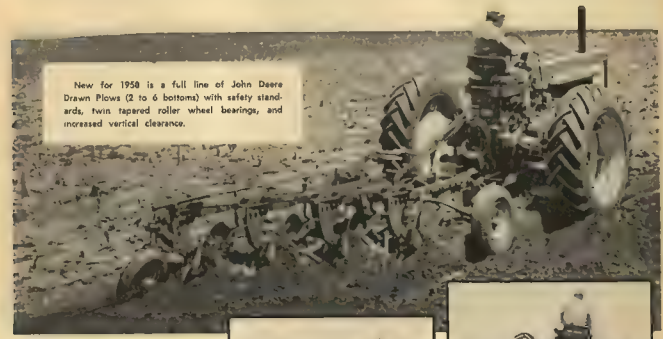
This long 31" gun shoots harmless corks from both barrels. Heavy gauge steel parts are colored in beautiful Daisy gun-bronze. Molded "double gun" style forepiece, stock. Break action cocks both triggers. 6 corks in bag.

	S.R. $1.98	Each
K725-418	**Cork Shotgun** (Mfr. No. 950).....	$2.66

6 per carton; wt. 14 lbs.

Plow Your Plowing Troubles Under...

Hitch Up to a New JOHN DEERE



New for 1950 is a full line of John Deere Drawn Plows (2 to 6 bottoms) with safety standards, twin tapered roller wheel bearings, and increased vertical clearance.

WERE YOU dissatisfied with your old plow when you put it away last fall—maybe because it pulls heavy . . . doesn't do good work . . . is unhandy . . . or for some other reason? *Then get rid of it*—be ready with a light-draft, good-working, modern-as-tomorrow John Deere when spring plowing starts.

STANDARD OF QUALITY

It's no wonder that *"How does it measure up to a John Deere?"* is the way so many good farmers judge all other plows. Features they like—and you'll like, too—include super-strong, trash-shedding Truss-Frame design . . . cost-cutting, high-speed, light-draft bottoms . . . wide range of wear-reducing "fine line" adjustments . . . fuel-saving line-of-draft hitches . . . time-saving sure-trip safety standards . . . all-around dependability . . . long life with low upkeep costs.

Above—The John Deere "Big Four" is a full-dimension, fully integral, 4-bottom 16-inch plow for John Deere "620" and "720" Tractors.

LARGE SELECTION

What's more, right now your John Deere dealer offers you the finest, widest selection of quality-built plows—both drawn and integral—in John Deere's 120-year history of plowcraft leadership. See him soon for complete information. *Plan now for better, faster, easier, lower-cost spring plowing.*

Left—Modern tractor power is boosting demand for John Deere "Big Five" and "Big Six" Plows with their big capacity and extra strength, rigidity, and clearance.

SEND FOR FREE LITERATURE

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Please send me free literature on:
John Deere ☐ Drawn ☐ Integral Plows.

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ask about the JOHN DEERE CREDIT PLAN

JOHN DEERE

"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

SEA BREEZE-19
Tough, Trim and Tantalizing . . . everything a day cruiser should be.

SEA BREEZE-27
Heavy and Handsome
The heaviest, strongest, most ruggedly built 27' yacht available today.

BIMINI 22
For Fun In The Sun . . . for fishin' or just foolin' around

S MINI-19
Deepwater Debutante . . . go fishin', go cruisin', go Trojan.

BIMINI 19

TRULY GREAT... FOR '58... Trojan BOATS

SEA BREEZE 22

SKI BEE 15

SEA QUEEN 15
For the Young and the Young in Heart take her wherever you go.

SKI BEE 15
Just For Fun . . . a water skier's dreamboat.

All new and designed just the way you asked for them, the 1958 Trojan boats again this year give you more for family fun afloat. You get more power options . . . more models to choose from . . . and more famous Trojan value than ever before in this glamorous new line of cruisers day cruisers and runabouts, both inboard and outboard! See them on display at all leading national boat shows and at your nearest Trojan dealers

Trojan BOAT COMPANY
LANCASTER 9, PENNA.

Write for complete information on the model of your choice today.

SEA BREEZE 22
Still . . America's No. 1 Family Cruiser!
More boat per dollar than any cruiser of its type or class presently available

SKI BEE-18
For Skiing, Plain and Fancy . . this long, sleek beauty packs plenty of punch.

MARLIN-15
Fisherman's Friend . . ready to zip you from one likely spot to another.

MARLIN-17
Stop Wishin'
Go Fishin'
the answer to every fisherman's prayer.

SEA BREEZE-19
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everything a day
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MARLIN-17
Step Within
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fisherman's prayer.

MORE FUN WITH ALCORT *Sailfish* and *Sunfish*

▪ *See them at New York and Chicago National Boat Shows*

THIS LIGHTHEARTED BEAUTY *IS ALL FUN!*

Even a casual glance at *Sailfish*—and her big sister *Sunfish*—will tell you that here's a boat designed for *fun! Sailfish*, one of America's fastest growing classes of small sailboat, offers your family all the *fun* of sailing with minimum cost and care.

A happy combination of thrilling speed and swamp-proof safety, *Sailfish* requires no dock or mooring space . . . rides easily atop the family car—or in the back of a station wagon—rigs in a jiffy, and actually takes up less storage space than a canoe.

See the Alcort *Sailfish* and *Sunfish* at your marine dealer. Or, mail the handy coupon for full details on how you can put your family on the water this season in the boat all America's excited about . . . the Alcort *Sailfish*.

ALCORT, Inc. P.O. Box 1345 Waterbury, Conn.

In Canada: Sailfish Sportscraft, Ltd., Box 811, Adela de Street Station, Toronto, Ontario

ALCORT, INC. Dept. MB-18, P.O. Box 1345, Waterbury, Conn.

Sailfish and *Sunfish* sound wonderful. Please rush full details.

NAME _____

STREET _____

CITY _____ STATE _____

FLITE-SPEED KITBOATS BY CHRIS-CRAFT

One of the new Chris-Craft kitboats, the 14-foot Comet.

"Flite-speed" styled prototypes for 1958 Chris-Craft Kitboats demonstrate that budget-minded skippers can save up to one-half the cost of factory-completed craft and still achieve the individuality of costlier custom boats, with swept-back fins, wrap around windshields, new hull-side style patterns and mixed or matched color combinations. New models include fast performing outboard and inboard Sports Runabout and Utilities and low-cost family cruisers. Pre-machined and prefabricated wood-parts are easily assembled with non-ferrous fastenings following illustrated step-by-step instructions included in each kit.

The 8′ Pram, assembled in a weekend, becomes a light cartop boat for inland lakes. The 12′ Vagabond and 14′ Caribbean are open-cockpit utilities designed for fishing and fast outboarding, are easily trailered.

The new high-finned 12′ Meteor and 14′ Comet are in step with sports car styling. The Meteor is a single-cockpit speedster with room for another seat or abundant stowage space, aft. The Comet seats six and handles high-horsepower outboards for fast performance.

A sporty new 14′ Barracuda and beamy 16′ Custom Runabout both feature step-thru seat backs to permit easy entry into the forward cockpit, from aft. The Barracuda is one of Chris-Craft's all-time, most popular kitboats.

Sports Utilities include the 14′ Grayling and the raised-sheer 15′ Tarpon and 16′ Sports Utility. All combine the fast performance of outboard runabouts with the spaciousness of open utilities.

The 16′ Sports Cruiser features open styling that unites cockpit and cabin into a single spacious area. A one piece molded fiberglass cabin top and wrap-around windshield protect the two-berth cabin. A new 16′ Sports Express has a two-sleeper cabin under the raised forward deck.

Swankiest new kitboats are the 19′ Sports Runabout and Sports Convertible which can handle single or twin outboards or inboards up to 150 hp for speeds to 37 mph. The Convertible has a four-way folding top. Chris-Craft is also introducing a 19′ Sports Express cruiser with two-sleeper cabin.

Largest cruiser is the four sleeper 22′ Express, a full-fledged cruiser available in kit form.

A full color catalog describing 1958 Chris-Craft kits is available from Chris-Craft Boat Kit Div., Pompano Beach, Fla.

MATTHEWS BUILDS FIVE MODELS

This Double Cabin Cruiser is one of the five models being offered this year by The Matthews Company, all are 42′.

SEA BREEZE-19
Tough T[illegible]
and Tor[illegible]zing
everyth[illegible]ng a day
cruiser should be

SEA BREEZE-27
Heavy and Handsome
The heaviest, strongest,
most ruggedly built 27' yacht
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BIMINI-22
For Fun In The Sun . .
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just foolin' around

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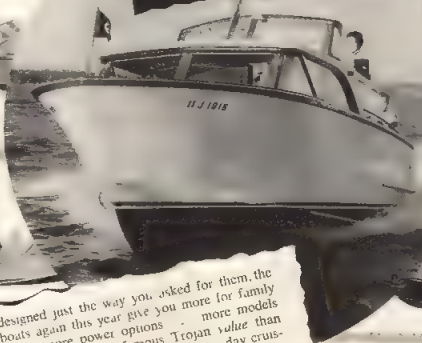
go fishin', go cruisin', go Trojan

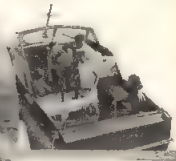
BIMINI-19

TRULY GREAT.... FOR '58...

Trojan BOATS

SKI BEE 15





SEA BREEZE 22

SEA QUEEN 15
For the Young and the
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take her wherever you go

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Just For Fun . .
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BOAT COMPANY

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LANCASTER 10, PENNA.

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More boat per dollar than any cruiser of its type
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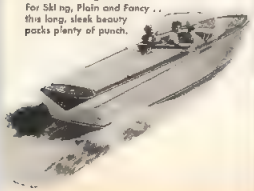

SKI BEE 18
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Fisherman's Friend . .
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MARLIN-17
Stop Wish n
Go Fishin' .
the answer to every
fisherman s prayer.

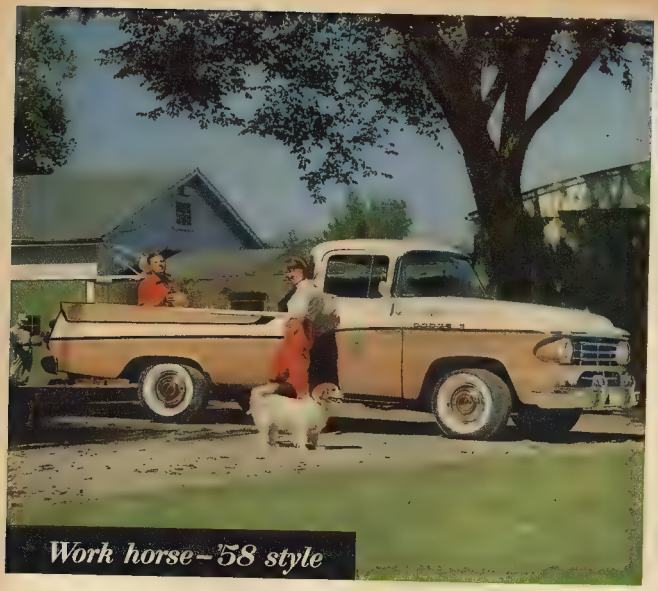
New Hustle For Your Farm Hauls!

There's greater durability, increased horsepower in Chevrolet's new engine lineup for '58! There's more hustle under the hood, more savings and stamina!

Toting in the fields or heading into town, these handy, handsome '58 Chevy trucks make their own brand of country music . . . fast time. There's pep aplenty in any engine you pick—high-compression V8 or thrifty 6—with output ranging all the way to 230 h.p. A whole crop of new models are ready to short-cut tedious chores—including 4-wheel-drive pickups, panels and stakes that haul where even the wagon trails leave off. Drop into your Chevrolet dealer's next time you're over his way. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

NEW CHEVROLET TASK·FORCE 58 *Latest editions of the "Big Wheel" in trucks!*



New '58 Dodge Power Giants do a handsome job . . . are 4-way leaders of the low-priced 3

Here's a thoroughbred you needn't gentle . . . a new kind of truck that's built for action and looks it. And today's all-new Dodge *Power Giants* for '58 are even easier on your pocketbook than they are on your eyes. In fact, they lead the low-priced three in all four big ways that mean most to farmers.

First in Styling! You get the look of tomorrow in your new Dodge *Power Giant*. From massive chrome grille and striking dual headlights to smart new luxury cab interiors, these trucks are styled to stay new for years.

First in Power! You get up to 24% more work-saving power with a new '58 Dodge. This extra power reserve reduces engine wear and repairs.

First in Payload! You get a bonus in load-carrying capacity no competitive make can offer. Unique *Power Giant* construction lets you haul up to ½ more each trip.

First in Economy! You get dollar-saving mileage and long-range, low-cost engine upkeep with Power-Dome V-8 engine design . . . and only Dodge has it.

Remember . . . handsome is as handsome does . . . and these all-new Dodge *Power Giants* are built to do a man-sized job handsomely, year in, year out. What's more, *they're priced with the lowest!* Why not see and drive your choice of these rugged new trucks—V-8 or Six—at your Dodge dealer's soon?

DODGE *Power Giants*

BOTTOM EJECTION—AUTOMATIC RECOCKING

"12 aimed shots ... in 60 seconds"

NEW automatic single shot 22

WINCHESTER MODEL 55

TRADE-MARK

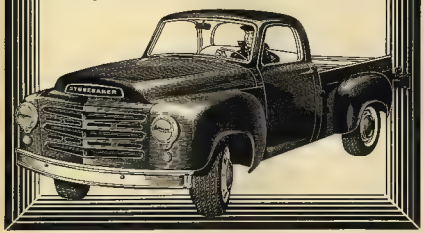
Here's a radical departure in 22 rifle design — the Winchester Model 55. ● When the cocking lever is pulled back and released the Model 55 is cocked. ● Then you put a 22 cartridge on the loading platform and push it into the chamber by depressing the platform, all in one short motion. ● *This automatically puts the safety on.* You must take safety off before the Model 55 can be discharged. ● When you pull the trigger, the all new Model 55 fires and *automatically ejects the empty through a port just forward of the trigger guard and recocks itself.* All you do is load and operate the safety, from then on you never cock again. For safety in handling, the Model 55 may be kept open by depressing the loading platform and pulling back the cocking handle. The simplest, safest and most unique 22 made, it's just the rifle to start a youngster off right. All 22's — Short, Long, Long Rifle. **$23.95**

WINCHESTER-WESTERN DIVISION — OLIN MATHIESON CHEMICAL CORP — NEW HAVEN 4, CONN

This Pickup Will Save You Money!

The new Studebaker
SCOTSMAN

Only $1595 Optional equipment, transportation, local taxes additional



Low First Cost—$1595, lowest price of any pickup!

Low Maintenance—proven engine; rugged design; easily accessible for minimum labor in servicing!

Low Gas Consumption—gear ratios carefully matched to 185 cubic inch engine for maximum performance and minimum fuel consumption.

Amazing Versatility—tight turning radius for exceptional maneuverability; self-centering, self-energizing brakes for safe stops; optional Twin Traction control for sure-footed go-ahead in mud, sand, or snow; widest "clear floor" pickup box—with all steel floor and double-walled construction.

To convince yourself, test-drive the Scotsman Pickup today. You can afford to own one. Get the complete story... see your Studebaker-Packard dealer.

Studebaker-Packard
CORPORATION
Where pride of Workmanship comes first!

PLEASANT, PROFITABLE WORK

for men presenting proven plan to merchants. Car necessary. Home most nights. Work starts immediately after complete instructions at training school at our expense. Write Box 333, c/o Farm Journal's Southern Office, 1036 Peachtree Street, N. E., Atlanta 9, Georgia.

CROPS and SOILS

Plastic Keeps Wet Bales from Spoiling

The idea of sealing stacks of high-moisture bales in plastic to save a hay crop when the weather turns bad is working out well for University of Minnesota scientists.

Last summer, they baled hay at 35% to 50% moisture, then stacked the wet bales and covered them with plastic so that air couldn't get in. This winter, those bales are making good feed.

"Sheep ate all of the sealed bales on one farm; none had to be thrown away because of spoilage," says scientist Rodney Briggs. "Dry matter losses run only about 5% after five months of storage—about what you'd get in a glass-lined upright silo."

But they lost the feed where the plastic got damaged and air leaked in.

Here are other things the scientists learned:

1. Wait until the temperature gets down to at least 40 degrees before you open and start feeding. You'll get some spoilage in warmer weather.

2. Small, twine-tied bales are easy to feed, won't break open during handling. Bales 22 to 24 inches long with 40% moisture weigh about the same as a full-sized bale of dry hay.

3. A little white mold develops inside the seal. But it's not harmful to cattle in such small amounts.

Briggs plans to try several ways to stop the mold next summer—create a vacuum to get rid of the trapped air, use chemicals that'll replace the air with another gas, and spray on antibiotics.

Cost for sealing bales under an 8-mil plastic cover runs less than $2 a ton for a bag big enough to cover 70 tons—the largest now on the market.

Aerial Photos Map Your Tile Lines

A camera and an airplane will make you a fast, accurate map of new tile lines, say Marion County, Ohio farmers who tried it.

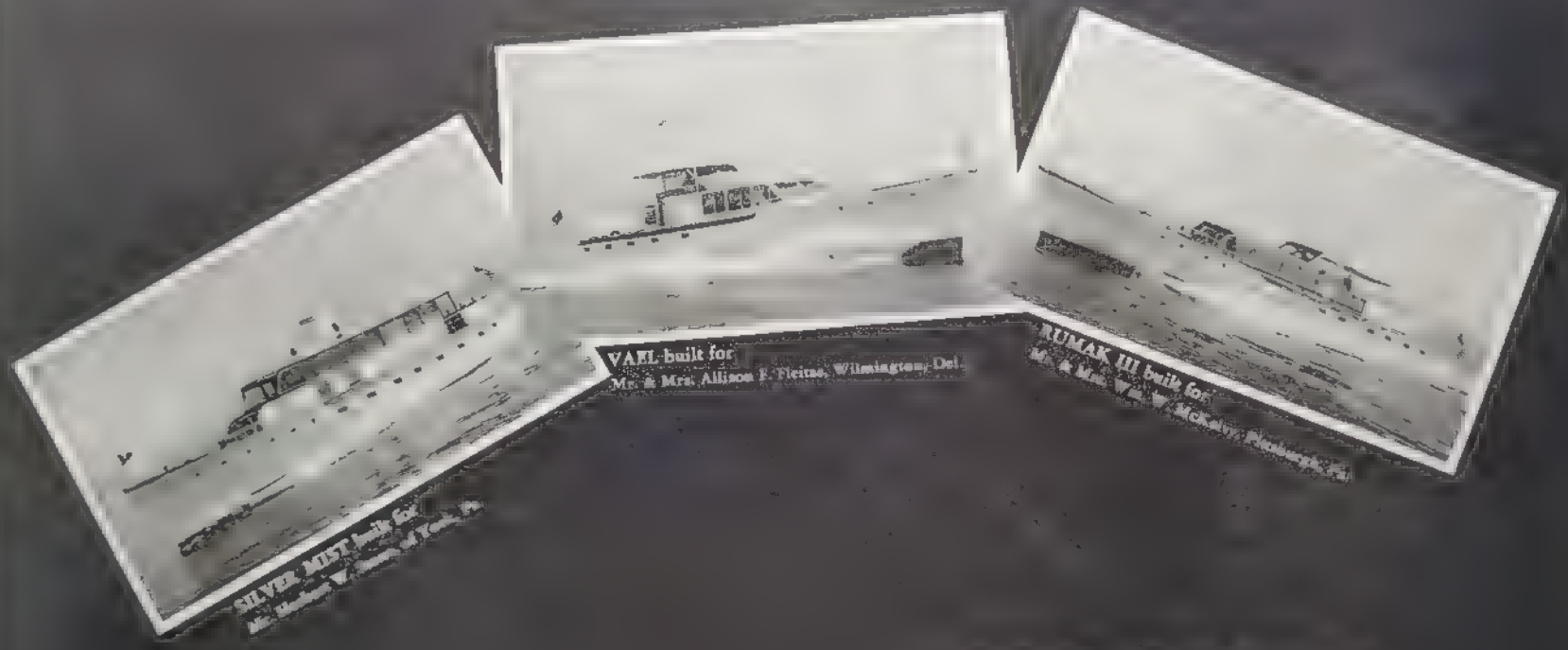
They pooled their orders for maps and hired an aerial photographer to take pictures of several farms during a single flight. Cost: only $10 each.

"You get permanent records before crops smooth over the tile ditches," says W. L. Williams, Marion County SCS. "And it beats pacing off distances from a post or tree that you may pull up in a few years."

In Wood County, Ohio, Lewis Kramer got a pilot neighbor to fly over his tile system so he could take pictures with his own 35 mm. camera.

—**Donald K. O'Brien**

Trumpy designed & built cruisers —

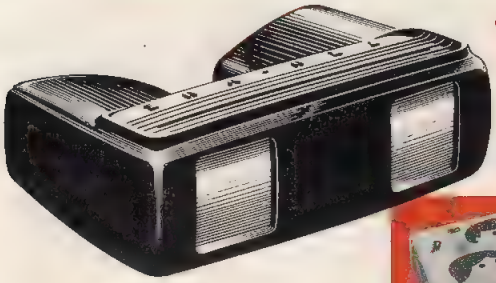


America's Foremost Custom Yacht Builders

JOHN TRUMPY & SONS, INC.
ANNAPOLIS, MD.

FROM TRU-VUE

Tru-Vue® breaks the dollar barrier with New 98¢ 3-dimension viewer



Tru-Vue's JUNIOR VIEWER

NEW $1.95 JUNIOR GIFT SET

JUNIOR viewer and three exciting color picture stories in a gay [illegible]

Never before a quality 3-dimension viewer retailing for less than one dollar! Tru-Vue's new JUNIOR viewer is handsome, sturdy, easy to operate and attractively packaged. The price is a sure favorite. JUNIOR will skyrocket repeat sales of picture stories from your counter. There's year-around profit in Tru-Vue. Don't miss yours!

NEW pre-packed shipper display

Tru-Vue CD-2 Shipper Display opens [illegible] shipping carton to [illegible] counter display [illegible] Holds 8 JUNIOR viewers, 5 boxes assorted film colors, uses less than [illegible] sq. ft. of counter space.

DON'T MISS TRU-VUE AT THE TOY FAIR ROOMS 1118 AND 1119 HOTEL NEW YORKER

TRU-VUE COMPANY

P. O. BOX 123, PORTLAND 7, OREGON

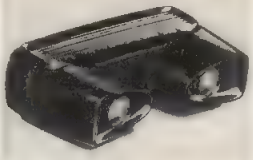
[illegible] you to make your trip to the Toy Fair Complete by including a visit to our [illegible]

ALL AMERICAN FOOTBALL, a strategy sport game, develops quarterbacking skill. Special discs based on modern football strategy duplicate actual football situations. For age 10 up to adult. $2.50. Cadaco-Ellis Merchandise Mart Chicago.

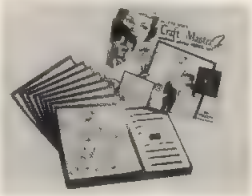
CAR SEAT has side rail which opens and which enables child to take his place without help. Wedge seat is covered with washable plaid plastic. Safety locking device guards child from mishaps. $5.98. Jessar, Broad and Glenwood sts., Philadelphia.

PLAY-DOH offers four cans of modeling compound at price formerly charged for three. It comes in red, yellow and blue which are basis for all colors plus one can of white for blending pastels. $1. Rainbow Crafts, Inc., Cincinnati, Ohio.

LO PONY is designed for use as a child's first rocker. It comes in pink and white with multi-colored decorations and has been tested for safety. The pony has a nickel bell. $5. Towner Toys, 5936 N. E. 42nd ave., Portland, Oregon.

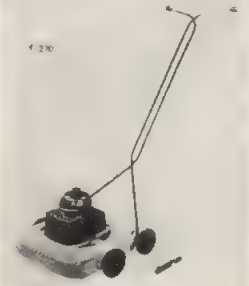


JUNIOR THREE-DIMENSION viewer is designed for use with Tru-Vue library of color picture stories which include such classics as Snow White and Mickey Mouse. Viewer is easy to use. 98¢. Tru-Vue Company, Beaverton, Oregon.



CRAFT MASTER, JR., color-by-number pencil kit, allows child to distinguish and harmonize colors. Kit contains 8 coloring panels, 8 colored pencils and pencil sharpener. Each picture is frame bordered. Palmer-Pann Corp., Toledo, Ohio.

SQUEEZE TOYS are brightly colored, washable and lightweight and are made of vinyl. They are available in polyethylene bagged rack assortment, decorated acetate tubes and colorful window boxes. 28¢ to 98¢. Star Manufacturing, Leominster, Mass.



#1220 ROTARY lawn mower has modern design. Base is yellow baked enameled steel and motor is red plastic. Tubular steel handle. Wheels have treaded tires. Toy has starting pull cord. $1.98. Suburban Toy & Mfg. Corp., P. O. Box 9741, Pittsburgh.

T-95 COMB.NATION carriage, baby walker and stroller is made of tubular steel frame with bright plastic coated fabric and fringed canopy. Features 3-position backrest and convenient wire shopping basket for mother. Frank F. Taylor Co., Cincinnati.

THE BIG 3

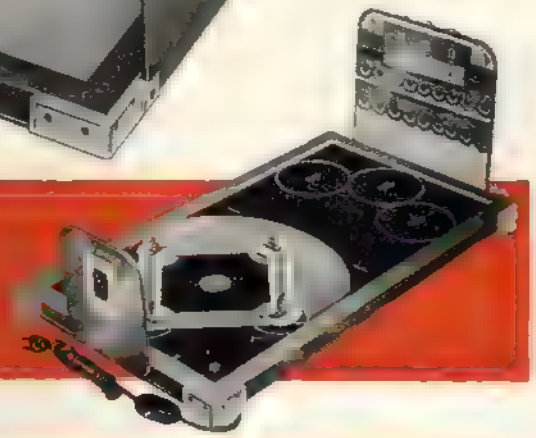
for year round sales!

tudor

gives you the 3 most popular TRU-ACTION® sporting games that appeal to young and old, year-in and year-out!

tudor TRU-ACTION®

BASKETBALL



tudor TRU-ACTION®

ELECTRIC BASEBALL

tudor TRU-ACTION®

ELECTRIC FOOTBALL

Every sale you make multiplies . . . one youngster buys and suddenly everyone in the neighborhood wants Tudor games. Attractively packaged to sell right from the colorful display box.

Write today for complete literature. Glossy photos, mats, electros available for your promotional activities.

TUDOR METAL PRODUCTS CORPORATION

SHOWROOM: 200 Fifth Ave. (Room 551), New York 10, N. Y. **FACTORY:** 176 Johnson St., Brooklyn 1, N. Y.

THE BIG 3

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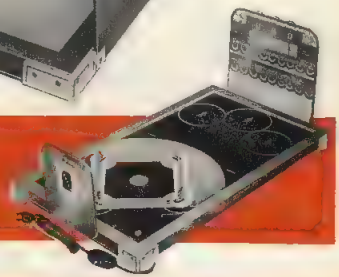

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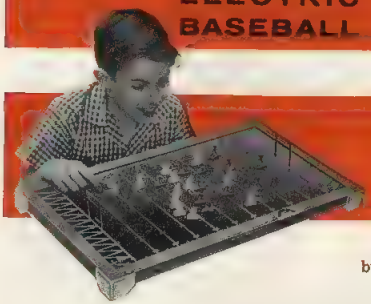

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TUDOR METAL PRODUCTS CORPORATION

SHOWROOM: 200 Fifth Ave. (Room 551), New York 10, N. Y. **FACTORY:** 176 Johnson St., Brooklyn 1, N. Y.

TYCO *Ready to Run* H.O. TRAIN OUTFITS

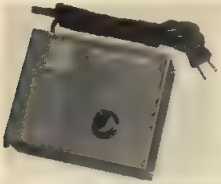
TYCO H/O Gauge Train Sets and Accessories. H/O trains are exact 1/87 scale models built from blueprints of actual railroad equipment (example, 50 ft. of railroad car equals 6⅝" in H/O scale). All locomotives are die-cast metal. Couplers are standard and automatic. Cars can be coupled and uncoupled through use of ramp [illegible] with every set. All train sets listed are completely assembled and ready to use (some assembly kits)

(A) TYCO 6-Car Mikado Freight Set. This freight has been [illegible] designed and executed from blueprints to bring out the low [illegible] look of the Mikado locomotive. Lavishly detailed in every respect, even to working gears. [illegible] motor capable of pulling 50 freight cars. Set features remote control forward and reverse, [illegible] rail tracks. **Included are:** Tycoco Tank car, Box car, Stock car, Refrigerator car, Tank car, Caboose car, 4 straight track, 1 reverser, 1 terminal section, 12 [illegible] radius curve sections forming a complete oval, uncoupling ramp, hook-up wire, [illegible] portable rerailer. Power supply not included. (See below)
7N147-3750 . . . . . RETAIL **$62.50**

(B) TYCO 3-Car Side Tank Freight Set. This locomotive is a perfect replica of the early steam side tank locomotives widely used by railroads throughout [illegible] Set features remote control forward and reverse, and realistic 2-rail tracks. **Included are:** Side Tank Locomotive Tank car, Caboose car, 4 wheel Caboose, 2 sections straight track, 1 reverser, 1 terminal section and 12 [illegible] radius curve sections (forming a complete oval), uncoupling ramp and hook-up wire. [illegible] below for suitable power [illegible]
7N148-1497 . . . . . RETAIL **$24.95**

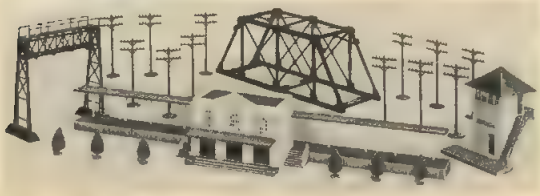
(C) TYCO 3-Car Diesel Streamline Passenger Set. A luxury model of luxury passenger equipment. Baldwin's "Shark Nose" symbolizes the modern trend in diesel design. This replica is color styled in Silver with flowing bands of Red and Yellow. Cars are constantly illuminated and locomotive has operating headlight. Set features remote control forward and reverse and realistic 2-rail tracks. **Included are:** Diesel locomotive, combination Baggage and Observation car, 4 sections straight track, 1 reverser, 1 terminal, 12 [illegible] radius curve sections (forming a complete oval), uncoupling ramp. Power pak not inclued. (See below for suitable power pak.) Ship. wt. 5 lbs.
7N148-2817 . . . . . RETAIL **$46.95**

(D) TYCO 4 Car Switcher Freight Set. One of the most popular models available in H/O scale. [illegible] an exact reproduction of one of the most colorful and widely used steam [illegible]. Set features remote control forward and reverse, and realistic 2-rail track. **Included are** [illegible] Slope Back Tender, Tank car, Caboose car, 4 wheel Caboose, 2 sections straight track, 1 reverser, 1 terminal and 12—15" radius curve sections (forming a complete oval), uncoupling ramp, and hook-up wire. Power pak not included. (See below for suitable power pak.) Ship. wt. 4 lbs.
7N145-2230 . . . . . RETAIL **$36.95**



TYCO-PAK POWER UNIT

This is the control and power unit that is used with all sets on this page. Converts AC house current to DC and reduces it to power train sets. Knob controls engine speed. A flip of the lever makes train go forward or backward. TYCO-PAK is guaranteed and has underwriters' seal of approval. Ship. wt 4 lbs.
7N94-660 . . . . . RETAIL **$11.00**



TYCO TRACK UNITS

TYCO electric switches (Illustrated). Precision made remote control switches complete with controller. Ship. wt (Pair) 2 lbs
7N80-550 . . . . . RETAIL PAIR **$9.00**

TYCO 90° Crossover. Essential for making figure 8 or for running two layouts. Ship. wt. 1 lb
7N82-135 . . . . . RETAIL **$2.25**

TYCO 9" Straight Track. Realistic two rail [illegible] gramed, authentically spaced ties. [illegible] ed. Packed and sold in one doz lots only. Ship. wt 11 doz.) 1 lb
7N83-180 . . . . . RETAIL, DOZEN **$3.00**

TYCO 18" Radius Curve Track. Same construction as above. Packed and sold in doz lots only. Ship. (1 doz.) 1 lb.
7N84-180 . . . . . RETAIL, DOZEN **$3.00**

MINIATURE HO TRAIN ACCESSORIES

Plasteville railroad accessories. 22-piece [illegible] road layout for H/O train platforms [illegible] basic railroad structures. Consists of Union station [illegible] tower, signal bridge, trestle bridge, 12 telephone poles and 6 trees. Individually boxed weighs approx 1 lb
7N16-325 . . . . . RETAIL **$5.00**

Famous Royal Portable Typewriters

Built for a lifetime of use

Royal "Quiet Deluxe"

Choice of Four Decorator Colors

The world's number one portable! Now with Royal's new Clean 'n Easy Ribbon changer . . . your hands never touch the ribbon as it is completely enclosed in plastic Twin-Pak cartridges. Ribbons can be changed in 10 seconds with no inky fingers! Built with famous Royal Office Machine features: "Magic Margin" (sets both left and right margins instantly), Touch Control, Visible Tab Set, and many others. Complete full-sized keyboard. Push-button top for easy access to interior. Weight 17 lbs. with rugged fiberglas carrying case.

79-8009	**C10682**	Dove Gray. Pica Type	**$139.87**
79-8017	**C10682**	Dove Gray. Elite Type	**139.87**
79-8025	**C10682**	Turquoise. Pica Type	**139.87**
79-8033	**C10682**	Turquoise. Elite Type	**139.87**
79-8041	**C10682**	Green. Pica Type	**139.87**
79-8058	**C10682**	Green. Elite Type	**139.87**
79-8066	**C10682**	Beige. Pica Type	**139.87**
79-8074	**C10682**	Beige. Elite Type	**139.87**

When ordering, state second choice of color

ROYAL "ARISTOCRAT" . . . with new Clean 'n Easy Ribbon Changer, "Magic Margin," other features of Quiet Deluxe above.

79-7001	**C9355**	Dove Gray. Pica Type. 17 lbs. with case	**$116.55**
79-7019	**C9355**	Dove Gray. Elite Type. 17 lbs. with case	**116.55**

Royal "Companion"

Features new Clean 'n Easy Ribbon Changer, complete full-sized keyboard, made exactly to conform with the famous Royal Office Machine. Finger Flow keys fit your fingers comfortably. Line Finder permits entries out of regular typewriter spacing with accurate return for perfect overstrikes. Keyboard Controls—all special controls are balanced on either side and can be reached from home key position. New Speed Spacer . . . its fast, responsive action makes typing easier, improves the quality of typewritten work. Four-line Visibility between writing line and paper bail. Plus all standard features. Dove Gray finish. Comes with Fiberglas carrying case.

79-7043	**C7295**	Pica Type. Wt. 15 lbs. with case	**$89.95**
79-7050	**C7295**	Elite Type. Wt. 15 lbs. with case	**89.95**

This is a sample of pica type.
This is a sample of elite type.

A mere 3" high
Weighs only 8 lbs.
. . . case and all!

Royal "Royalite"

"Royalite" . . . Royal's sensational new portable! It's portfolio-sized . stands a mere three inches high, yet it has a full-sized keyboard and turns out wonderful, professional-looking work. It's new in color too—comes in an attractive shade of Heather Green. "Royalite" is the perfect portable for anyone . . . ideal for the traveler, a "must" for student or professional person.

It's a feather-weight . . . weighs just 8 pounds, case and all! So easy to carry about . . . and small enough to slip into your luggage so you can enjoy the convenience of having a typewriter right at hand, wherever you go. The Royalite is a master-design in compactness . . . not only does it have a full-sized keyboard, it has controls for margin setting and line spacing too.

And "Royalite" brings you a brand new, beautiful printing type face—Royal's Pica Director. It produces clean, sparkling easy-to-read letters, yet it's the same size as regular Pica type.

Royalite is small, yes . . . but rugged! It has a rigid cast magnesium frame with all enclosed working parts and factory sealed adjustments for long life and trouble-free operation. Comes with a handsome, colored simulated leather carrying case.

79-7142 **C6050** Royalite, with case. Wt. 8 lbs. . . . **$74.50**

Smith-Corona Super-Speed Portables

Tailored to your needs

"Silent-Super" Model

Choice of Four Decorator Colors

Smith-Corona's very best portable! The fabulous Keyset Tabulator lets you set tab stops, clear them individually or clear the entire set right from the keyboard with just a flick of your finger. Exclusive Page Gage tells when you are 2½ inches from bottom of page and keeps telling how much space is left right to the end. Full 88-character Colorspeed keyboard. Super-speed escapement permits fastest action of any portable; keys won't jam. Other features include: Floating Shift, Touch Selector; Quickset Margins, Synchronized Line Space Lever; one stroke ribbon reverse. With carrying case. Wt. 17 lbs.

79-8124 C10502 Sapphire Gray. Pica Type..... **$137.27**
79-8132 C10502 Sapphire Gray. Elite Type..... **137.27**
79-8140 C10502 Alpine Blue. Pica Type..... **137.27**
79-8157 C10502 Alpine Blue. Elite Type..... **137.27**
79-8165 C10502 Seafoam Green. Pica Type..... **137.27**
79-8173 C10502 Seafoam Green. Elite Type..... **137.27**
79-8181 C10502 Desert Sand. Pica Type..... **137.27**
79-8199 C10502 Desert Sand. Elite Type..... **137.27**

When ordering, state second choice of color

NOTE: *In states where Fair Trade regulations apply, the established minimum retail prices on all portables in this catalog must be maintained. These typewriters are sold to dealers for resale only.*

Smith-Corona "Skyriter"

Weighs just 9 lbs.! So light and compact you can carry it as easily as a briefcase (it will even fit inside one!) and it's so convenient to take with you wherever and however you travel . . . by plane, boat, train, bus or car. Only 3" high, 11" wide, 12" long the Skyriter tucks away in your suitcase, will fit in desk or dresser drawers.

Like Smith-Corona office typewriters, the Skyriter has a full-sized keyboard, takes regular stationery, and has a host of the major big-machine features that make it so easy to turn out neat, professional-looking work. Exclusive Page Gage eliminates "bottom margin" problems, indicates amount of space remaining within 2½ inches from bottom of the sheet you're typing. Has Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports, Quickset Margins, Typebar Speed Booster, Touch Selector.

A favorite of authors, journalists, sportswriters and students, the Skyriter is wonderfully practical for use at home too, where work space is often at a premium. Wonderful for social correspondence, household records, dozens of other personal uses . . . and with a batch of carbon copies if they are needed. Gray crackle finish.

79-7126 C6210 Pica Type. With Case..... **$79.10**
79-7134 C6210 Elite Type. With Case **79.10**

Smith-Corona "Sterling"

Exclusive Page Gage takes the guesswork out of page-end typing. Red figures on gage indicate amount of space remaining within 2¾ inches from bottom of page you're typing. "Sterling" boasts other super features: quadruple choice Touch Selector (gives you "custom-touch"); feathertouch back spacer; self aligning paper feed; Floating shift (only the type segment moves for capital letters).

Synchronized line space lever gives single, double, triple spacing. Automatic ribbon reverse. Has tabulator key for indenting paragraphs and listing figures. Retractable paper supports. Removable platen for easier cleaning; 3 position paper bail. Margin retaining guide. Colorspeed Keyboard: rimless, non-glare keys are fingerprint-shaped to cup your fingertips. Letters can't wear off.

Here's a small machine that gives you big machine performance . . . a lifetime of trouble-free operation. A portable with many of the efficient, time-saving features of an office typewriter . . . the very same touch and action. Standard full-size keyboard makes it easy to practice touch-typing at home while studying typing in school. Sapphire Gray finish. Weighs just 17 lbs. with case.

79-7084 C9262 "Sterling", Pica Type. With case **$121.37**
79-7092 C9262 "Sterling", Elite Type. With case. . . . **121.37**

Underwood Portables

UNDERWOOD UNIVERSAL "QUIET TAB" . . . ruggedly built portable with the "golden touch"--operates with super quiet, big machine efficiency. Boasts all the major featuret of office typewriters for typing ease and dependable performance. Exclusive "Key Set" tabulation lets you set, clear and operate the tabulator from keyboard. Has full 9-inch writing line, 84 character keyboard. 3-position bail with scale. "See Set" margins, Automatic Line Finder. Balanced segment shift. Standard 1-2-3 spacing including variable line spacer. 2-color ribbon, automatic ribbon reverse. Push button top plate. Wt. 24 lbs.

79-7290 C9262 Pica Type. Banff Blue; with case. **$121.37**
79-7308 C9262 Elite Type. Banff Blue; with case. **121.37**

DELUXE "QUIET TAB" PORTABLE . . . same as above plus line gauge, deluxe paper support and envelope, paper holder attachment.

79-7274 C10150 Pica Type. Caribbean Green; with case . . **$132.45**
79-7282 C10150 Elite Type. Caribbean Green; with case. . . . **132.45**
79-7357 C10150 Pica Type. Driftwood Beige; with case. . . . **132.45**
79-7365 C10150 Elite Type. Driftwood Beige; with case. **132.45**

NEW UNDERWOOD "LEADER" . . . top performer at a moderate price! Attractive, lightweight and well constructed portable with modern features: it's the ideal family typewriter . . . perfect for mother's correspondence, Dad's family finance work or the children's school work. Turns out neat papers, clear carbons, too, if needed. Has full 9-inch writing line: 84-character keyboard includes arithmetic signs especially useful to the student.

Loaded with features for easy operation: balanced segment shift eliminates carriage bob, finger-formed keys comfortably cradle your fingers, easy-action back spacer. Also right and left shift key, shift lock, adjustable hand margins with right hand bell indicator, overhead bail, co-ordinated carriage scale. Automatic line finder permits free turning of cylinder for writing between lines—accurate return to original line of writing. Has manual and automatic ribbon reverse, adjustable paper fingers. Single, double and triple spacing.

Built to give years of efficient, dependable service, the Leader is truly an outstanding value at its moderate price! Wt. 22 lbs.

79-7316 C6720 Pica Type. Caribbean Green; with case. **$81.47**

Remington Portables

"QUIET-RITER" WITH MIRACLE-TAB SET . . . sets, clears tabulator stops from keyboard. Locked segment shift; high speed escapement and accelerated type bar action. Contour keys; visible margin stops, synchronized carriage scales. Semi-automatic ribbon reverse, simplified ribbon changer. 88 characters. New larger-size cylinder has 3-position bail. With case and Touch-typing Method Book. Wt. 17 lbs.

Color	Pica Type	Elite Type	Retail
French Gray	**79-8256 C10530**	**79-8264 C10530**	**$137.75***
Desert Sage	**79-8272 C10530**	**79-8280 C10530**	**137.75***
Mist Green	**79-8298 C10530**	**79-8306 C10530**	**137.75***
White Sand	**79-8314 C10530**	**79-8322 C10530**	**137.75***

Remington "Letter Riter" . . . same as above without Miracle-Tab Set.

79-7399 C9098 Pica Type French Gray only; with case. . . **$114.43***
79-7407 C9098 Elite Type. French Gray only; with case . . **114.43***

"TRAVELRITER" . . . Low Cost Family Portable. The Travelriter has been created for those who want a low priced portable typewriter, but who want traditional Remington Rand quality. Designed especially for the whole family to use, this newest member of the Remington line is a magnificent example of engineering skill. Despite its surprisingly small price, it has all the essential features to help make your home typing easy, accurate. Has full 42-key, 84 character keyboard. Business symbols too. Light French Gray non-glare finish. Sturdy carrying case. Weighs 15 lbs., 2 oz.

79-7415 C7074 Pica Type. With case. **$89.74***
79-7423 C7074 Elite Type. With case. **89.74***

* Sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained.

DOLL ACCESSORIES

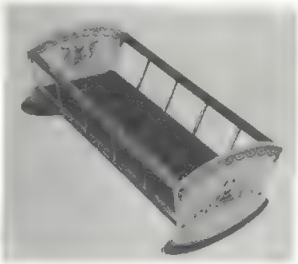
AMERICAN METAL SPECIALTIES

Doll-E-Bed with Accessories

19¼ x 10½ inch all steel bed, in nursery pink lustranamel. Link-lok steel bed spring, swivel casters, embossed tufted effect head board. Contour sheet, pillow case, bedspread, washable mattress, Masland Duran plastic pillow.

No.	List Each	Packed	1 or 2	3/M
M103-472M	$4.98	1 each, 3 lbs.	03X34	03X00

MIDWEST MFG. CO.



Doll Cradle

Will hold dolls up to 24 inches. Natural finished golden oak side rails. Attractively decorated end pieces in stylish colors.

No.	List Each	Packed	L.P.L.	P.L.
M103-4001	$1.98	12 each, 24 lbs.	01X34	01X20

DOLL HOUSES

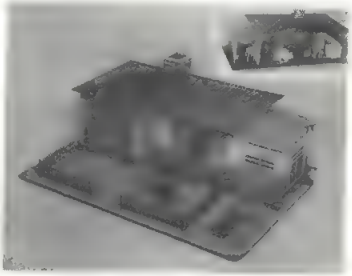
T. COHN

Doll House

6 rooms, 2 stories. Completely lithographed inside and out in 4 colors. 23¾ x 9¾ x 16½ inches. Living room, dining room, kitchen, bedroom, nursery and bath. Sundeck with plastic furniture. Window boxes. All rooms complete with plastic furniture. In a box.

No.	List Each	Packed	L.P.L.	P.L.
M103-767	$5.98	6 each, 42 lbs.	04X00	03X60

T. COHN



Ranch Style Doll House

4 rooms, complete with plastic furniture. Completely lithographed in 4 colors inside and out. Fence, lawn furniture and car. 25 inches long, 9½ inches deep, 10½ inches high. Each in a box.

No.	List Each	Packed	L.P.L.	P.L.
M103-740	$3.98	6 each, 28 lbs.	02X67	02X40

Golden Touch **UNDERWOOD**

"LEADER"

UNDERWOOD LEADER PORTABLE

Regular, standard spaced keyboard, 9" line, 84 characters including arithmetic signs. Automatic line finder, segment shift, automatic ribbon reverse, finger-form keys with unequalled Underwood easy touch action. Back spacer, right and left shift key, shift lock, carriage and paper release lever, adjustable hand margins with right hand bell indicator. Adjustable paper fingers, single-double-triple spacing, coordinated carriage scale. Pica type. Touch system instruction book. Two-tone handsome carrying case. Yosemite blue finish. Shipping Wt. 22 Lbs.

18216 A6795 Underwood Portable..$84.67

UNDERWOOD ELECTRIC ADDER

Adds, subtracts, multiplies. Quiet AC-DC motor. New multi-flex control permits unequalled calculation flexibility. Simplified rapid 10-key keyboard with "Four Point" control. Motorized dual purpose keys speed one-hand operation. Has Sub-Total in color and symbol, digit indicator, electric correction, back space and non-add keys, ribbon reverse with 2-color ribbon. Maintains clear vision print on accessible and adjustable standard tape, single and double spacing. Non-glare crackle finish. Lists $99,999.99 and totals $999,999.99. Size: 16"x 9¼"x 9¼".

18219 A27495 Shipping Wt. 30 Lbs$338.99

Smith-Corona ELECTRIC PORTABLE

New horizons of effortless typing enjoyment are now open with this new Smith-Corona electric portable typewriter. Every character prints evenly and sharply regardless of typing touch, and impression control permits as many as nine clear carbons. Other features include touch selector dial, conveniently located keyset tabulator, page gauge, automatic repeat action for spacing or underlining. Naturally sloped keyboard and exclusive cushioned touch. Luxurious "Holiday" carrying case. Specify Pica or Elite type and Woodland Beige or Seafoam Green color.

18241 A15560 Type? Color?.....$209.35

Smith-Corona

ELECTRIC PORTABLE

Victor Champion

MC CASKEY-VICTOR CASH REGISTER

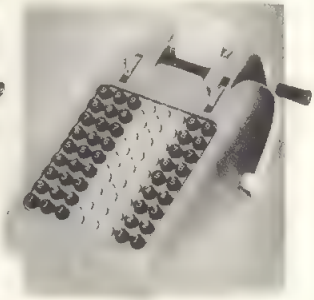
A single total, manually operated detail strip cash register system. Records all cash and charge transactions on a single locked-in tape. Provision for names of charge customers, moneys paid out to whom and for what reason, names of customers paying on account and identification of received-on-account items. Basic features include $999.99 ring-up, $9,999.99 total, adding machine operation, 4 identification keys, locked total key, error key, 1-piece molded cash drawer with 5 coin compartments and 2 double deck currency sections. 11" high. Counter space 12 x 16".

18212 A12570 Cash Register, 38# $174.50

VICTOR CHAMPION 10-KEY ADDER

Handsome, efficient accounting aid. 10-key keyboard for adding, listing, multiplying. Efficient, time-saving. Only 12x7" space required on desk or counter. Feather touch keys reduce work fatigue. One-stroke total, automatic punctuation. Cadmium plated rust-proof, precision working parts. Sturdy streamline die-cast case, baked enamel finish, eye-ease keys, non-sliding rubber feet. Quiet operation, trouble-free performance. Uses standard 2-5/16" rolls. Low cost aid to adding efficiency. Shipping Wt. 12 Lbs.

18236 A9995 Lists 6 digits, totals 7 $122.06
18237 A12024 Lists 8 digits, totals 9 149.24

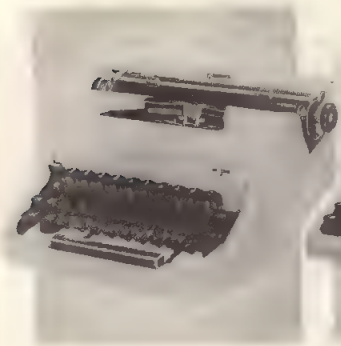


Victor Champion FULL-KEYBOARD Adder

Adds, lists, repeats, totals, multiplies. Occupies only 12"x 7½" space. Die-cast case, baked enamel finish, featherweight, eye-ease full keyboard. One-stroke quiet operation lessens work fatigue. One-stroke totals without waste of line space, automatic punctuation. All working parts cadmium plated rustproof, precision made by skilled machinists. Rotary governor controls speed, prevents undue wear. Non-skid rubber feet. Sturdy carrying case. No. 18239 is illustrated, No. 18238 is similar but with two rows less of keys. Wt. 12 Lbs.

18238 A9995 Lists 6 digits, totals 7 $122.06
18239 A12024 Lists 8 digits, totals 9 149.24

ROYAL



ROYAL SENIOR COMPANION PORTABLE

New lower priced member of the Royal family built to typical high Royal standards, and an excellent all-around portable typewriter. Set either right or left hand margin at the touch of a finger. Full size keyboard with Finger Flow keys for fast, comfortable typing. Touch control adjusts key action to exact individual preference. Two-color ribbon, automatic ribbon reverse, back spacer. Compact modern design, non-glare Velvet-tone gray finish. Has Line Finder, new speed spacer, balanced keyboard controls. Specify Pica type (10 to inch) or Elite (12 to inch).

18214 A7395 Complete with Case..$95.25

ROYAL QUIET DELUXE - Twin-Pak Ribbon

Brand new model has all of Royal's famed features plus revolutionary "Twin-Pak" ribbon. Ribbons can be changed in 10 seconds with no smudgy fingers; your hands never touch the ribbon. Enlarged office type key board now has 88 characters, a bonus of 2 extra keys. Also features "Magic-Margins", foolproof visible tab set, and line meter which tells exact number of lines left on paper. "Touch Control" tailors feel of the keys to individual preference. Push button, easy access top; deluxe case. Specify pica or elite type; dove gray, pink or turquoise.

18208 A10688 Color? Pica or Elite? $138.87

ROYALITE COMPACT PORTABLE

It's compact . . . only 3 inches high. It's light in weight . . . only a fraction over 11 pounds. Most important . . . it's a fine typewriter that turns out professional looking work. Fully standard keyboard with same spacing as on all Royals, rugged design with rigid, cast magnesium frame, enclosed working parts, factory sealed adjustments. Distinctive new Pica Director type style produces sparkling letters. Smartly designed, simulated leather (vinyl) carrying case affords complete protection while traveling. Truly the ideal typewriter for moderns on the go!

18215 A5995 Royalite with case.. $74.50

This is PICA type This is ELITE type

REMINGTON

UNDERWOOD *universal*

NEW REMINGTON TRAVEL-RITER

This popular typewriter has just been restyled in a crisp, modern design. Other improvements include ½"x 10 yard ribbon and both right and left hand margin stops. 84 character keyboard includes 5 educational characters especially important to students. Smart French Gray non-glare finish. Full size, easy-to-use keyboard, automatic ribbon reverse. Specify Pica or Elite type.

18205 A6995 Complete with Case $89.74*

*Sold to dealers for resale to users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained.

REMINGTON QUIET-RITER

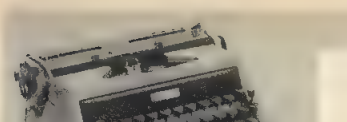
The portable typewriter with the advanced design. Exclusive Miracle Tab sets and clears tabulator right from keyboard. Larger size cylinder, high speed escapement and accelerated type bar action, 44 key, 88 character keyboard as found on latest office typewriters, plus super strength frame construction, simplified ribbon changer and 17 other features. Smart new carrying case. A superior machine capable of doing the most difficult typing. Available in choice of French Gray, White Sand and Mist Green. Specify Pica type (10 to inch) or Elite (12 to inch).

18204 A9950 Color? Pica or Elite? $129.00

UNDERWOOD QUIET TAB "UNIVERSAL"

Underwood "Golden Touch" unequaled for typing pleasure. Same 84-character keyboard as standard office models. Many standard machine advantages: Takes 10" wide paper; has quick action non-skip margin setters; tab set and clear for columnar spacings to 9" width; 1-2-3 line spacing and variable line release; left and right margin release; instant anti smudge ribbon change; automatic ribbon action; touch control. A dependable, handsome portable for home or student use. Pleasing Banff blue color. Type can be had Pica size or Elite (small). 2-tone carry case. Ship. Wt. 18#.

18240 A9150 Specify Pica or Elite..$121.37



This is
PICA TYPE

This is
ELITE TYPE

Be Sure To Specify Style of Type When Ordering

Underwood

Underwood Electric Adding Machine

Underwood

"GOLDEN TOUCH"

TYPEWRITERS

UNDERWOOD UNIVERSAL (Upper left). This "GOLDEN TOUCH" Universal quiet tab portable typewriter gives maximum features at a minimum price. Has key-set tabulator, 9" writing line, See-set margins, three-position ball with scale. Also: touch control centralizing lock, left and right hand margin release, segment shift, standard spaced keyboard, two-color ribbon, cuts stencils, automatic line finder, push button top plate, long smooth operating carriage return lever, "Smudge resistant" smooth finish, plus many other features, "Multiple use" carrying case and instruction booklet included. **Specify Pica or Elite type.** Color, Sand Blue. Ship. wt. 24 lbs.
20K141-9068..... RETAIL **$121.37**

UNDERWOOD DELUXE (Upper right) This "GOLDEN TOUCH" deluxe portable with quiet tab combines attractiveness, quality, typing ease and quiet operation. Has key-set tab, 10" paper width, See-set margins, line gauge. Also: streamlined accessible carriage return lever, continental type, standard spacing, two color ribbon, cuts stencils three position ball with scale, single, double, triple spacing, push button top plate, automatic ribbon reverse, "Push In" variable, touch control, centralizing lock, "Smudge resistant" smooth finish, plus many other features. "Multiple use" carrying case and instruction booklet included. **Specify Pica or Elite type.** Colors: Tweed Gray or Caribbean Green. Ship. wt. 24 lbs.
20K118-10098.....RETAIL **$135.15**

UNDERWOOD LEADER (Lower left). This "GOLDEN TOUCH" Leader portable typewriter is our attractive lightweight well constructed family portable with modern features including 9" writing line, key-set tab, See-set margins, automatic line finder, automatic ribbon reverse, balanced segment shift, single, double and triple spacing, finger form keys, back spacer, adjustable hand margins with right bell indicator, overhead bail, co-ordinated carriage scale, paper bail, "Smudge resistant" smooth finish, plus many other features. "Multiple use" carrying case and instruction booklet included. **Pica type only.** Color, Caribbean Green. Ship. wt. 22 lbs.
20K117-6822..... RETAIL **$84.67**

UNDERWOOD LEADER ELECTRIC ADDER. Adds, subtracts and multiplies. Has world renowned Sundstrand quality, durability and accuracy characteristics. Approved by Underwriters Laboratories, Inc. Is quiet, fast, with an AC and DC motor. Has new multi-flex control which permits motion flexibility. Has new, simplified ten-key key-pad and "Four Point Control." Motorized dual purpose keys speed one hand operation. Has sub-total in color and symbol. Maintains clear vision print on accessible and adjustable tape single and double spacing. Has dual indicator, electric correction, back space and non-add keys; ribbon reverse, two color ribbon, non-glare crackle finish. **Listing capacity 99,999.99 and totals 999,999.99.** Color, Tantone. Ship. wt. 27 lbs.
20K95-27695..... RETAIL **$338.99**

QUIET DELUXE

ROYALITE

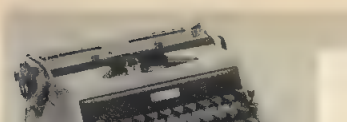
ROYAL PORTABLE TYPEWRITERS

ROYAL QUIET DELUXE. The ultimate in portable typewriter luxury. Some of its features are Twin Pak quick-change ribbon, Magic Margin, visible tabulator, touch control, speed selector ball, 4-key keyboard margin release key, automatic ribbon reverse, line meter, accelerator bar action and many more. Rugged life-glaze carrying case. Colors: Turquoise Green or Dove Gray. **Pica or Elite type.** Ship. wt. 20 lbs. **Specify color and type style.**
20K109-10451.....RETAIL **$137.87**

ROYAL SENIOR COMPANION (Not illustrated). A favorite with those who wish to own a fine portable typewriter priced within the most modest budget. Has practically all the features of the Royal Quiet Deluxe except Magic Margin, visible tabulator, line meter and automatic top plate. Dove Gray finish. Fine-grain carrying case. **Specify Pica or Elite type.** Ship. wt. 20 lbs.
20K120-7580..... RETAIL **$98.45**

ROYAL ROYALITE. Only 3" high and weighs a mere 8 lbs.—but has a full-sized 42 key keyboard. A rugged portable for students, travelers, or those who type at home. Paper capacity 9½", writing line 8½". Has all the features and refinements required for the full usage anticipated in a portable in its category. Gray-Green finish. Green or Red vinyl pouch case. **Pica type only.** Ship. wt. 15 lbs. **Specify color of carrying case.**
20K143-6006.....RETAIL **$74.50**

All Models on this Page Are Fair-Traded, for Resale Only, and Must Be Retailed At Established Prices in States Having Fair Trade Laws. All Quotations Include M.E. Tax.



This is
PICA TYPE

This is
ELITE TYPE

Be Sure To Specify Style of Type When Ordering

Underwood

Underwood Electric Adding Machine

Underwood

"GOLDEN TOUCH"

TYPEWRITERS

UNDERWOOD UNIVERSAL (Upper left). This "GOLDEN TOUCH" Universal quiet tab portable typewriter gives maximum features at a minimum price. Has key-set tabulator, 9" writing line, See-set margins, three-position ball with scale. Also: touch control centralizing lock, left and right hand margin release, segment shift, standard spaced keyboard, two-color ribbon, cuts stencils, automatic line finder, push button top plate, long smooth operating carriage return lever, "Smudge resistant" smooth finish, plus many other features, "Multiple use" carrying case and instruction booklet included. **Specify Pica or Elite type.** Color, Sand Blue. Ship. wt. 24 lbs.
20K141-9068..... RETAIL **$121.37**

UNDERWOOD DELUXE (Upper right) This "GOLDEN TOUCH" deluxe portable with quiet tab combines attractiveness, quality, typing ease and quiet operation. Has key-set tab, 10" paper width, See-set margins, line gauge. Also: streamlined accessible carriage return lever, continental type, standard spacing, two color ribbon, cuts stencils three position ball with scale, single, double, triple spacing, push button top plate, automatic ribbon reverse, "Push In" variable, touch control, centralizing lock, "Smudge resistant" smooth finish, plus many other features. "Multiple use" carrying case and instruction booklet included. **Specify Pica or Elite type.** Colors: Tweed Gray or Caribbean Green. Ship. wt. 24 lbs.
20K118-10098.....RETAIL **$135.15**

UNDERWOOD LEADER (Lower left). This "GOLDEN TOUCH" Leader portable typewriter is our attractive lightweight well constructed family portable with modern features including 9" writing line, key-set tab, See-set margins, automatic line finder, automatic ribbon reverse, balanced segment shift, single, double and triple spacing, finger form keys, back spacer, adjustable hand margins with right bell indicator, overhead bail, co-ordinated carriage scale, paper bail, "Smudge resistant" smooth finish, plus many other features. "Multiple use" carrying case and instruction booklet included. **Pica type only.** Color, Caribbean Green. Ship. wt. 22 lbs.
20K117-6822..... RETAIL **$84.67**

UNDERWOOD LEADER ELECTRIC ADDER. Adds, subtracts and multiplies. Has world renowned Sundstrand quality, durability and accuracy characteristics. Approved by Underwriters Laboratories, Inc. Is quiet, fast, with an AC and DC motor. Has new multi-flex control which permits motion flexibility. Has new, simplified ten-key key-pad and "Four Point Control." Motorized dual purpose keys speed one hand operation. Has sub-total in color and symbol. Maintains clear vision print on accessible and adjustable tape single and double spacing. Has dual indicator, electric correction, back space and non-add keys; ribbon reverse, two color ribbon, non-glare crackle finish. **Listing capacity 99,999.99 and totals 999,999.99.** Color, Tantone. Ship. wt. 27 lbs.
20K95-27695..... RETAIL **$338.99**

QUIET DELUXE

ROYALITE

ROYAL PORTABLE TYPEWRITERS

ROYAL QUIET DELUXE. The ultimate in portable typewriter luxury. Some of its features are Twin Pak quick-change ribbon, Magic Margin, visible tabulator, touch control, speed selector ball, 4-key keyboard margin release key, automatic ribbon reverse, line meter, accelerator bar action and many more. Rugged life-glaze carrying case. Colors: Turquoise Green or Dove Gray. **Pica or Elite type.** Ship. wt. 20 lbs. **Specify color and type style.**
20K109-10451.....RETAIL **$137.87**

ROYAL SENIOR COMPANION (Not illustrated). A favorite with those who wish to own a fine portable typewriter priced within the most modest budget. Has practically all the features of the Royal Quiet Deluxe except Magic Margin, visible tabulator, line meter and automatic top plate. Dove Gray finish. Fine-grain carrying case. **Specify Pica or Elite type.** Ship. wt. 20 lbs.
20K120-7580..... RETAIL **$98.45**

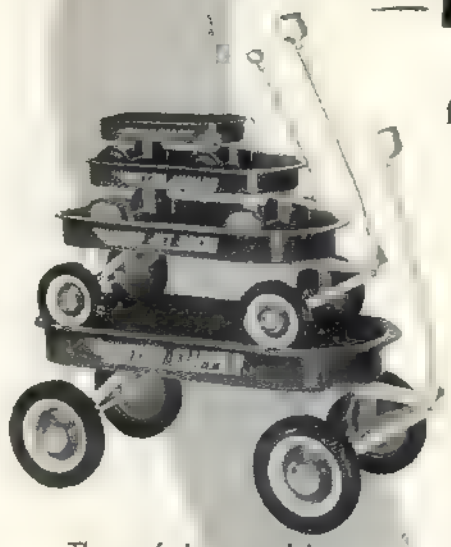
ROYAL ROYALITE. Only 3" high and weighs a mere 8 lbs.—but has a full-sized 42 key keyboard. A rugged portable for students, travelers, or those who type at home. Paper capacity 9½", writing line 8½". Has all the features and refinements required for the full usage anticipated in a portable in its category. Gray-Green finish. Green or Red vinyl pouch case. **Pica type only.** Ship. wt. 15 lbs. **Specify color of carrying case.**
20K143-6006.....RETAIL **$74.50**

All Models on this Page Are Fair-Traded, for Resale Only, and Must Be Retailed At Established Prices in States Having Fair Trade Laws. All Quotations Include M.E. Tax.

HOP ON
UNITED'S
WAGON
TRAIN

for greater sales . . .
PROFITS!

- All-Steel Coaster wagons
- Rainbow line Coaster Wagons
- Stake-Body wagons
- Scooters



Three of above models also available in the PREMIUM RAINBOW LINE

Illustrated above:

LITTLE GIANT—
15"x8"x2"
Fully curled edges.
Packed 12

UNITED JUNIOR—
21¾"x11¾"x2½"
5" wheels, ½" tires.
Packed 6

UNITED JET RACER—
28"x14½"x3¼"
Double disc wheels, sleeve bearings, 7"x1¼", molded tires. Packed 1-18 lbs.

UNITED CLIPPER—
35"x17½"x4¼"
Double disc wheels, "Nyl-On Steel" weatherproof bearings 10"x1¾" molded tires
Packed 1-29 lbs.

ROCKET SIX-WHEELER
36"x16"x11¼"
Removable stakes. Tie rod construction. 10"x1¾" molded tires. Packed 1-44 lbs.

See the complete line
ROOM 1167
HOTEL
McALPIN

UNITED SPECIALTY & TOY CO., INC.

P. O. Box 623, Leeds, Alabama

NEW YORK OFFICE
Julius Levenson Company
1107 Broadway
New York, New York

MID-WEST REPRESENTATIVES
Williams, Meskill and Associate
George E. Sweeney
2836 Main St.,
Kansas City 8, Missouri

SOUTHERN REPRESENTATIVES
Louis Williams Company
Third National Bank Bldg.
Nashville, Tennessee

MURRY FELDS NATIONAL SALES MANAGER FOR BLOCK DOLL CORP.

Murry Felds, known by buyers coast to coast advises that he is now associated as national sales manager with the Block Doll Corporation, 39 Jumel Place, New York City 32. The firm maintains a showroom in Room 962 at 200 Fifth Avenue.

Mr. Felds states that he will be on hand

Murry Felds

at the Toy Center exhibit prior to and through the Toy Fair period to show his many friends Block's "Yes and No" Doll as well the company's full line of premium quality printed dolls.

In conjunction with Block Doll, Mr. Felds has also prepared and is ready to demonstrate a new line of musical animals and a smart line of modern musical boxes in various novelty forms.

SMILE NOVELTY MAKING "RUFF AND REDDY" TOYS

A number of new plush toys have been announced by Sydney Kessler, sales manager of Smile Novelty Company, 477-26th Street, Brooklyn 32, N. Y.

Now manufacturing hand puppets and autographed stuffed toys modeled after Lassie and members of her "family," Smile Novelty has also acquired the rights to make "Ruff and Reddy" plush items. These are based on the characters of the same name who star in a TV series produced by Screen Gems and H. B. Enterprises, Inc. The program is seen coast-to-coast on Saturday mornings.

To further acquaint buyers with "Ruff and Reddy," Smile Novelty will show film excerpts from the show during the Toy Fair in their exhibit in Room 943, the New Yorker Hotel.

SYDNEY F. BLAND SHOWING E. SIMON'S SONS COSTUMES

Sydney F. Bland advises that inasmuch as he had a hand in designing the styles he has a great personal interest in the Halloween Costume line of E. Simon's Sons which is now on display in their new showroom Room 336 in the 200 Fifth Avenue Building, New York City. E. Simon's Sons is an old, established manufacturer of Halloween Costumes, and Sydney Bland has had many years of experience in this field, as it is reputed to be thoroughly familiar with the needs of the customer and consumer.

LITTLE CHAMP SPORTS KIT FROM FRANK PLASTICS CORP.

Latest number in the line of Bloop Ball products made by Frank Plastics Corporation, 2941 E. Warren, Detroit, is the Little Champ Sports Kit

Packed in a polyethylene bag with a pre-

priced header, the new kit contains two Bloop Baseballs, two 3" indoor playballs, two 2" striped balls, a half-size football and an official's whistle. All Bloop Balls are made of lightweight durable Puffoon

The new Sport Kit retails at 98¢

NASSAU PRODUCTS PRESENTS NEW LINE OF ELECTRIC IRONS

Nassau Products, Troy, N. Y., will introduce at the Toy Fair a completely new toy iron and ironing board line. "Our electric iron line will be a 'pace setter,'" says William Flaster, president

Major highlights are an exciting new $1 iron, a new $2 iron, major styling development in $3 price range, and a pink ironing board line These are in addition to Nassau's popular electric steam iron.

The complete line, including strollers and carriages, will be on display at the showrooms of Levy & Fryer, Inc, 200 Fifth Avenue, New York City

"BIGGER THAN EVER" WESTERN TOY SHOW FORESEEN BY MGR.

Reports from the west coast are that the 4th Annual Western Toy Show, scheduled for the Shrine Exposition Hall, Los Angeles, promises to be bigger and better-attended than any of those held in the three previous years

Fred J. Tabery, veteran showman, who manages a number of successful exhibits, has been engaged to direct this year's Western Toy Show

Mr. Tabery, with long experience in trade show management, says he believes that the toy industry, because of its nature, can derive particular benefit from a regional show. "Many small dealers," he notes, "with a trade show literally in their backyard, are able, where they wouldn't be ordinarily, to see the show and meet the manufacturers of the lines they handle or would like to handle."

THE Jantzen GIRL

AND HER 25 PIECE ENSEMBLE

NATIONALLY ADVERTISED

This 10½" unbreakable plastic walking doll is America's sweetheart. Jointed at the waist, hips, shoulders and knees she can assume hundreds of life-like poses. Her head is of soft vinyl. Her rooted ponytail hair style can be washed, waved and set in many styles.

She is all set for any occasion with this fabulous 25 piece ensemble. A JANTZEN bathing suit, formal gown, stole, street dress, lounging pajamas, beach robe, sunglasses, bathing cap, sun hat, beach bag, bra and girdle—plus, a ballerina costume and slippers with a special stand on which she can perform. Doll and 23 pc. ensemble

4N12-665 . . Retail **$9.95**

Tear Drop

WEEPS REAL TEARS

Complete Layette Includes:—

- Bib
- Romper
- Pacifier
- Two Diapers
- Knitted hat
- Knitted sock.
- Knitted panties
- Knitted sweater
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

16" of fun and mischief. Weeps real tears directly from the eyes. Drinks, wets, sits, sleeps, cries and bathes—all vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs. With voice.

4N6-800 . . . . . Retail **$11.95**

4N7-535—Doll only dressed in romper with kleenex, pacifier and bottle . . Retail **$7.95**

VALENTINE DOLLS

Holiday

20" tall—All Vinyl High Heel Walking Doll—with everything for a week end or a trip around the world. Dressed in a stunning strapless evening gown. Her wardrobe includes extra high heel shoes—nylon stockings—print street dress—lounging slacks with matching blouse. Sunback dress, fringed stole, net slip, bathrobe and a real boucle (lace) sailor hat. Has sunglasses, curlers, pocketbook bra and panties and a set of simulated pearl jewelry—earrings—necklace and ring. Comes complete in an extravagant trunk with room for all her clothes.

4N10-1070 . . . . . Retail **$15.95**

4N11-665 —Doll only . . . . Retail **9.95**

Princess Bride

AND FLOWER GIRL

A radiant 20" all vinyl walking doll dressed in a luxurious bridal gown of shimmering satin and lace, and a 10" all vinyl toddler doll in a pert and pretty Flower Girl dress, combine to make this exciting package. Two separate dolls.

Our glamorous Bride wears high heel shoes and nylon hose. Our little Flower Girl carries a straw basket of flowers. Both have rooted hair, can be washed, combed, curled and set.

4N8-1000—Bride and Flower Girl . . Retail **$14.95**

4N9-665 —Bride only . . . . . Retail **9.95**

VALENTINA

Dancing Ballerina

WITH THE AMAZING JOINTED BODY THAT BENDS AND SWIVELS AT THE WAIST.

Authentic in every detail! Dressed in the glamorous tutu of the Blue Bird Ballet. She wears long dance hose and real CAPEZIO slippers. Her flexible knees, ankles, waist, arms and legs permit her to assume hundreds of authentic ballerina poses with ease. Lead her gently and she takes short toe-dancing ballerina steps. Her pony tail hair-do is rooted into a soft vinyl head. By lowering her foot to a walking position, she can be dressed in street clothes and become a walking doll.

4N1-600—20" Ballerina . . . . . Retail **$ 8.95**
4N2-800—25" Ballerina . . . . . Retail **11.95**

DOREENA

40 Pc. Doll Wardrobe and Stage Set

WEARS HIGH HEEL SHOES, TOE SHOES OR FLATS

Ballet Tour

VALENTINE DOLLS

Doreena is a wonderful Ballerina exactly like Valentina described above, but this remarkable lovely has in her wardrobe everything the modern young miss needs for dinner dates and street wear. In addition to her Swan Lake costume, she carries for her tour, a leotard and slippers. Her repertoire of dancing costumes have the authentic Beau Danube and Nutcracker Suite as well. After the show, she changes into her rich velvet Beau Danube gown and fringed velvet stole, dons her smart high heel shoes and wears her fabulous matching set of earrings, necklace and rhinestone ring. For street wear, her outfits include a lovely daytime dress and a dressy coat and hat. Flats, high heels and CAPEZIO slippers. For bedtime, a lovely sheer nylon nightgown. Just about everything in her spacious wardrobe. Hangers for her things, plus, her own performing stage set.

4N5-1665—20" Doll and Wardrobe
RETAIL **$24.95**

Sis-teen

Over two feet tall—this exquisite unbreakable plastic walking doll seems to have stepped right off the fashion pages of your favorite magazine. Magnificently costumed in a stunning Italian inspired evening gown. Expertly designed with jointed knees and swivel waist permitting Sixteen to be placed in countless life-like positions. Her accessories include jewelled earrings, a rhinestone ring and fashionable evening bag—Rooted washable hair.

4N3-865—25" Doll . . . . . Retail **$12.95**

• WEARS HIGH HEEL SHOES

A GOOD FAIRY WALKING DOLL

Tip-toeing from Fairyland into your little girl's heart. This 19" dream come true is costumed in a glittering fairy dress of rhinestone flocked net complete with a jewelled tiara and wand. Each doll has her own special stand for an attractive display in any little girl's room. Rooted washable pink hair. Every little girl will want the Good Fairy as her very own, to play with and to take care of each other.

4N4-665 . . . . . Retail **$9.95**

Printed in U.S.A.

THINK OF VALENTINE DOLLS FIRST!

(That's a pretty strong statement!) D.B.

FIRST: *In 1951 Valentine introduced the Bendee doll permitting soft dolls to assume numerous positions.*

FIRST: *In 1952 Valentine introduced the Bride & Trousseau Suit-case ensemble. Setting a new trend in packaged items.*

FIRST: *In 1954 Valentine introduced the famous Toe-Dancing Ballerina Doll. Still one of the most popular Dolls in America.*

FIRST: *In 1956 Valentine introduced the first plastic swivel and bending jointed body.*

FIRST: *In 1956 Valentine introduced the only High Heel and Low Heel convertible jointed ankle.*

FIRST: *In 1957 Valentine was awarded First Prize for "best toy packaging of the year" by Variety Store Merchandiser.*

FIRST: *IN 1958 VALENTINE PRESENTS THE MOST OUTSTANDING, COMPLETELY REVOLUTIONARY NEW ITEM IN DOLL HISTORY . . . plus many more in Room 1464.*

(We mean it!) L. B.

THE RESULT:

In 1951—Our Factory was 3,300 Sq. Feet
In 1952—Our Factory was 11,000 Sq. Feet
In 1955—Our Factory was 30,000 Sq. Feet
In 1957—Our Factory was 120,000 Sq. Feet
In 1958—We will occupy 130,000 Sq. Feet of factory space.

We want to thank our thousands of friends who made this growth possible.

VALENTINE DOLLS *Inc.*

Showrooms—
200 Fifth Avenue, Suite [redacted]

Factory—
1 Harrison Place, Brooklyn, New York

DEBBIE TEAR DROP AND HER PLAYPEN

D. 14" All Vinyl drink, wet and tear doll, with rooted SARAN hair. Moving eyes.

Dressed in two-piece embroidered sundress. Lamb in matching fabric. Complete layette consists of a party dress, panties and bonnet, matching diaper and jacket set, powder puffs, clothes pins, ducky sponge, knitted booties and cleansing tissues. Tear Drop's big 16" plastic and wood playpen is completely sanitary, safe and unbreakable. Real casters, and play beads on top rim, too.

No. 2084 . . . . . **RETAIL $9.98**

ALL DOLLS have rooted **SARAN HAIR**—that can be washed, waved, combed and set.

SIS-TEEN

E. 20" All Vinyl High Heel Doll. Rooted SARAN hair. New Italian bob hair style. Completely jointed arms, legs and torso.

Exquisitely dressed in beautiful evening gown with matching scarf, long-nylon hose and high heel shoes.

No. 2075 . . . . . **RETAIL $7.98**

MARY AND HER LAMB

F. 14" All Vinyl Baby Doll, with rooted SARAN ponytail. Dressed in pretty party dress. Cuddles little lamb of matching fabric. Big "go-to-sleep" eyes.

Packaged in award-winning, clear view, 4-sided, see-thru package.

No. 2024 . . . . . **RETAIL $5.98**

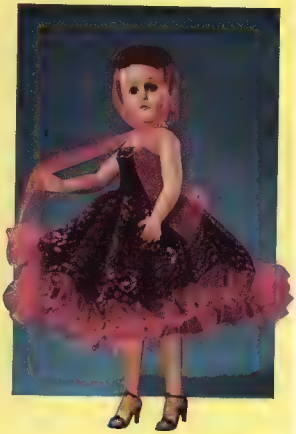
TAMI TEAR DROP

. . . Weeps Real Tears Directly from the eyes.

G. 14" All Vinyl drink, wet and tear doll. Completely jointed. Rooted SARAN hair. Moving eyes. Dressed in four piece knitted outfit, packaged in award winning 4-way, see-thru package

No. 2032 . . . . . **RETAIL $5.98**

F G



Valentine Dolls

. . . loved all year round

PRINTED IN U.S.A.

COMBINATION BALLERINA-HIGH HEEL DOLL

A. 20" Unbreakable plastic body with vinyl head and arms. Rooted SARAN hair. Jointed ankles and knees. Jointed at waist, permits doll to be placed in many ballet positions. Dances on her toes in ballerina slippers, or walks normally in her High Heel shoes. Dressed in an authentic Ballerina Tu-Tu costume. Serving as a stand, a 3 sided practice-bar with reflector surface.

Additional costumes include formal dress, housecoat, petticoat, two-piece lounging pajamas, High Heel shoes, simulated pearl earrings, pearl choker and hand bag.

No. 2092 . . . . . **RETAIL $10.98**
No. 2500 (doll only) . . . . . **RETAIL $ 6.98**

PRINCESS BRIDE

15" All Vinyl High Heel Bride Doll in Suitcase

B. Beautifully gowned all vinyl bride. Rooted SARAN hair that can be washed, combed, curled and set. Completely jointed arms and legs. Moving eyes.

Her trousseau consists of—sundress, strapless formal, nightgown, petticoat, matching straw-type bonnet, and handbag. Each in a sturdy, metal hinged, suitcase.

No. 2018 . . . . . **RETAIL $7.98**

VALENTINE'S MANIKIN DOLL

C. 20" Completely jointed plastic doll, vinyl head. Jointed at the ankles, knees, hips, torso, shoulders, elbows, wrists and head. Assumes practically any human pose. Up-sweep hairdo. Rooted SARAN hair. Moving eyes

Dressed in two-piece lounging at-home outfit, nylon hose and High Heel shoes. Decorated finger and toe nails. Packaged in shadow box

No. 2089 . . . . . **RETAIL $9.98**

Valentine ♥ Dolls

THE Jantzen GIRL

AND HER 25 PIECE ENSEMBLE

NATIONALLY ADVERTISED

This 10½" unbreakable plastic walking doll is America's sweetheart. Jointed at the waist, hips, shoulders and knees she can assume hundreds of life-like poses. Her head is of soft vinyl. Her rooted ponytail hair style can be washed, waved and set in many styles.

She is all set for any occasion with this fabulous 25 piece ensemble. A JANTZEN bathing suit, formal gown, stole, street dress, lounging pajamas, beach robe, sunglasses, bathing cap, sun hat, beach bag, bra and girdle—plus, a ballerina costume and slippers with a special stand on which she can perform. Doll and 25 pc. ensemble.

450CV700—Six or more

Tear Drop

WEEPS REAL TEARS

Complete Layette Includes:—

- Bib
- Romper
- Pacifier
- Two Diapers
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted sweater
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

16" of fun and mischief. Weeps real tears directly from the eyes. Drinks, wets, sits, sleeps, cries and bathes—all vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs. With voice.

430CV840—Six or more
430CV900—Each ..... Retail **$12.50**

TEAR DROP—Some as above, except dressed in romper with kleenex, pacifier and bottle
431CV560—Six or more
431CV600—Each ..... Retail **$8.50**

Holiday

VALENTINE DOLLS

20" tall—All Vinyl High Heel Walking Doll—with everything for a week end or a trip around the world. Dressed in a stunning strapless evening gown. Her wardrobe includes extra high heel shoes—nylon stockings—print street dress—lounging slacks with matching blouse. Sunback dress, fringed stole, net slip, bathrobe and a real boucle (lace) sailor hat. Has sunglasses, curlers, pocketbook, bra and panties and a set of simulated pearl jewelry—earrings—necklace and ring. Comes complete in an extravagant trunk with room for all her clothes.

410CV1120—Six or more
410CV1200—Each ..... Retail **$16.75**
DOLL ONLY

Princess Bride

AND FLOWER GIRL

A radiant 20" all vinyl walking doll dressed in a luxurious bridal gown of shimmering satin and lace, and a 10" all vinyl toddler doll in a pert and pretty Flower Girl dress, combine to make this exciting package. Two separate dolls.

Our glamorous Bride wears high heel shoes and nylon hose. Our little Flower Girl carries a straw basket of flowers. Both have rooted hair, can be washed, combed, curled and set.

435CV1050—Six or more
435CV1125—Each ..... Retail **$15.75**
BRIDE ONLY
436CV700—Six or more
436CV750—Each ..... Retail **$10.50**

VALENTINA

Dancing Ballerina

WITH THE AMAZING JOINTED BODY THAT BENDS AND SWIVELS AT THE WAIST.

Authentic in every detail: Dressed in the glamorous tutu of the Blue Bird Ballet. She wears long dance hose and real CAPEZIO slippers. Her flexible knees, ankles, waist, arms and legs permit her to assume hundreds of authentic ballerina poses with ease. Lead her gently and she takes short toe-dancing ballerina steps. Her pony tail hair-do is rooted into a soft vinyl head. By lowering her foot to a walking position, she can be dressed in street clothes and become a walking doll!

20" Ballerina—401CV675 Each 401CV630 Six or more.....Retail $ 9.50
25" Ballerina—402CV900 Each 402CV840 Six or more.....Retail $12.50

DOREENA

40 Pc. Doll Wardrobe and Stage Set

WEARS HIGH HEEL SHOES, TOE SHOES OR FLATS

Ballet Tour

VALENTINE DOLLS

Doreena is a wonderful Ballerina exactly like Valentina described above, but this remarkable lovely has in her wardrobe everything the modern young miss needs for dinner dates and street wear. In addition to her Swan Lake costume, she carries for her tour, a leotard and slippers. Her repertoire of dancing costumes have the authentic Beau Danube and Nutcracker Suite as well. After the show, she changes into her rich velvet Beau Danube gown and fringed velvet stole, dons her smart high heel shoes and wears her fabulous matching set of earrings, necklace and rhinestone ring. For street wear, her outfits include a lovely daytime dress and a dressy coat and hat. Flats, high heels and CAPEZIO slippers. For bedtime, a lovely sheer ninon nightgown. Just about everything in her spacious wardrobe. Hangers for her things, plus, her own performing stage set.

425CV1750—Six or more
425CV1875—Each .....Retail $26.25

Sis-teen

Over two feet tall—this exquisite unbreakable plastic walking doll seems to have stepped right off the fashion pages of your favorite magazine. Magnificently costumed in a stunning Italian inspired evening gown. Expertly designed with jointed knees and swivel waist permitting Sisteen to be placed in countless life-like positions. Her accessories include jewelled earrings, a rhinestone ring and fashionable evening bag—Rooted washable hair.

415CV890—Six or more
415CV930—Each .....Retail $13.25

* WEARS HIGH HEEL SHOES

A GOOD FAIRY WALKING DOLL

Tip-toeing from Fairyland into your little girl's heart. This 19" dream come true is costumed in a glittering fairy dress of rhinestone flocked net complete with a jewelled tiara and wand. Each doll has her own special stand for an attractive display in any little girl's room. Rooted washable pink hair. Every little girl will want the Good Fairy as her very own, to play with and to take care of each other

THE Jantzen GIRL AND HER 25 PIECE ENSEMBLE

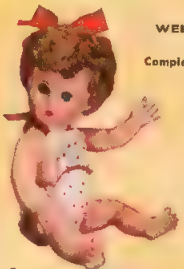
NATIONALLY ADVERTISED

This 10½" unbreakable plastic walking doll is America's sweetheart. Jointed at the waist, hips, shoulders and knees she can assume hundreds of life-like poses. Her head is of soft vinyl. Her rooted ponytail hair style can be washed, waved and set in many styles.

She is all set for any occasion with this fabulous 25 piece ensemble. A JANTZEN bathing suit, formal gown, stole, street dress, lounging pajamas, beach robe, sunglasses, bathing cap, sun hat, beach bag, bra and girdle—plus, a ballerina costume and slippers with a special stand on which she can perform. Doll and 25 pc. ensemble.

351918665 . Retail **$9.95**

Tear Drop



WEEPS REAL TEARS

Complete Layette Includes:—

- Bib
- Romper
- Pacifier
- Two Diapers
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted sweater
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

16" of fun and mischief. Weeps real tears directly from the eyes. Drinks, wets, sits, sleeps, cries and bathes—all vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs. With voice.

351838800—Complete outfit . . . . . Retail **$11.95**
351868535—Doll only dressed in romper with kleenex, pacifier and bottle . . . . Retail **$7.95**

Holiday

VALENTINE DOLLS

20" tall—All Vinyl High Heel Walking Doll—with everything for a week end or a trip around the world. Dressed in a stunning strapless evening gown. Her wardrobe includes extra high heel shoes—nylon stockings—print street dress—lounging slacks with matching blouse. Sunback dress, fringed stole, net slip, bathrobe and a real boucle (lace) sailor hat. Has sunglasses, curlers, pocketbook, bra and panties and a set of simulated pearl jewelry—earrings—necklace and ring. Comes complete in an extravagant trunk with room for all her clothes.

351890C1070—Complete outfit . Retail **$15.95**
351908665—Doll only . . . . Retail **9.95**

Princess Bride

AND FLOWER GIRL

A radiant 20" all vinyl walking doll dressed in a luxurious bridal gown of shimmering satin and lace, and a 10" all vinyl toddler doll in a pert and pretty Flower Girl dress, combine to make this exciting package. Two separate dolls.

Our glamorous Bride wears high heel shoes and nylon hose. Our little Flower Girl carries a straw basket of flowers. Both have rooted hair, can be washed, combed, curled and set.

3518781000—Bride and Flower Girl . Retail **$14.95**
351888665—Bride only . . . . . Retail **9.95**

VALENTINA

Dancing Ballerina

WITH THE AMAZING JOINTED BODY THAT BENDS AND SWIVELS AT THE WAIST.

Authentic in every detail: Dressed in the glamorous tutu of the Blue Bird Ballet. She wears long dance hose and real CAPEZIO slippers. Her flexible knees, ankles, waist, arms and legs permit her to assume hundreds of authentic ballerina poses with ease. Lead her gently and she takes short toe-dancing ballerina steps. Her pony tail hair-do is rooted into a soft vinyl head. By lowering her foot to a walking position, she can be dressed in street clothes and became a walking doll.

35180B600—20" Ballerina . . . . . Retail $ 8.95
35181B800—25" Ballerina . . . . . Retail 11.95

DOREENA

40 Pc. Doll Wardrobe and Stage Set

WEARS HIGH HEEL SHOES, TOE SHOES OR FLATS

Ballet Tour

VALENTINE DOLLS

Doreena is a wonderful Ballerina exactly like Valentina described above, but this remarkable lovely has in her wardrobe everything the modern young miss needs for dinner dates and street wear. In addition to her Swan Lake costume, she carries for her tour, a leotard and slippers. Her repertoire of dancing costumes have the authentic Beau Danube and Nutcracker Suite as well. After the show, she changes into her rich velvet Beau Danube gown and fringed velvet stole, dons her smart high heel shoes and wears her fabulous matching set of earrings, necklace and rhinestone ring. For street wear, her outfits include a lovely daytime dress and a dressy coat and hat. Flats, high heels and CAPEZIO slippers. For bedtime, a lovely sheer ninon nightgown. Just about everything in her spacious wardrobe. Hangers for her things, plus, her own performing stage set.

35184C1665—20" Doll and Wardrobe
RETAIL **$24.95**

Sis-teen

Over two feet tall—this exquisite unbreakable plastic walking doll seems to have stepped right off the fashion pages of your favorite magazine. Magnificently costumed in a stunning Italian inspired evening gown. Expertly designed with jointed knees and swivel waist permitting Sisteen to be placed in countless life-like positions. Her accessories include jewelled earrings, a rhinestone ring and fashionable evening bag—Rooted washable hair.

35182B865—25" Doll . . . . . Retail **$12.95**

• WEARS HIGH HEEL SHOES

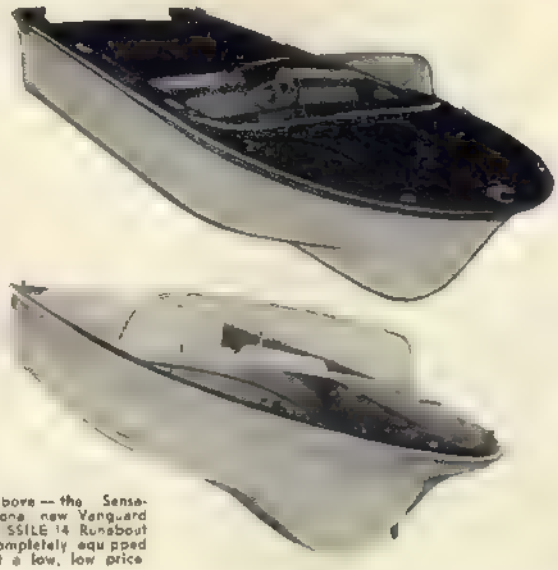
A GOOD FAIRY WALKING DOLL

Tip-toeing from Fairyland into your little girl's heart. This 19" dream come true is costumed in a glittering fairy dress of rhinestone flocked net complete with a jewelled tiara and wand. Each doll has her own special stand for an attractive display in any little girl's room. Rooted washable pink hair. Every little girl will want the Good Fairy as her very own, to play with and to take care of each other.

35183B665 . . . . . Retail **$9.95**

Printed in U.S.A.

Big . . . Roomy . . . FISHABLE



Above — the Sensational new Vanguard MISSILE 14 Runabout completely equipped at a low, low price

Vanguard

17' JUPITER

Big boat comfort . . . safety . . . stability built into the Vanguard JUPITER—especially designed for off-shore fishing or family cruising. Have safe, maintenance-free boating for years with all fiberglass seamless hull construction . . . full length flotation. Centerline measures 16' 10"; beam, 84"; rear cockpit 68" x 99". Designed to take the biggest 1958 outboards and *really perform.*

See the JUPITER . . . other Vanguards . . . at the Chicago and Miami Boat Shows or write for FREE FULL COLOR FOLDER.

Peninsular Fiberglass Products, Inc.

956 W. 20th Street **Hialeah, Florida**

SNIPE CLASS STILL GROWING

A pair of Snipes battle it out for some racing honor. Since the 15½' sloop was designed in 1932 by William F. Crosby the class has grown until there are now 11,000 registered in 437 fleets that are world-wide.

Twenty-five years old and growing!

That's the Snipe Class International Racing Association, the most truly numerous of all one-design yacht fellowships.

Tokyo to Turkey, behind the "Iron Curtain," and Mozambique to Oslofjord, Snipers hail newcomers by hundreds each year. Since the late William F. Crosby designed the 15½ foot sloop in 1932, more than 11,000 have been registered, in 437 fleets in 27 nations and territories. The United States of America counts Snipes in two dozen states and the District of Columbia.

Proud, and sure that theirs is a steed unique in some ways—a happy medium of speed, safety, size, cost, upkeep, trailability, and regulated equality—Snipe skippers and crews will continue to break precedent at the 1958 Boat Show, exhibiting a bright new Snipe complete with live sailors to answer questions and greet friends in the Snipe Class or any other persuasion. In their first amateur venture at the New York show, the sailors are chipping in—talents and money—to present the modest, fourth-floor Coliseum display where folksy words from the "men who own one" will replace big-time commercial pitch.

North Atlantic District Snipe sailors will stand "watches" over their "show boat," chatting and handing out thousands of copies of a special printed information brochure about the Snipe Class. Global maps and real flags of Snipe fleets and clubs, from near and distant oceans, seas, sounds, harbors, rivers, will provide a festive scene for the exhibit.

PLASTIC FABRICATIONS ADDS THE IROQUOIS

Makers of various Thunderbird outboard boats, Plastic Fabrications, Inc., now offers the all fiberglass inboard, the Thunderbird Iroquois.

After Feb. 1, the company will be located at a larger plant, 940 S. W. 69th Ave., Miami, Fla.

The Iroquois which is 20' has a 7' 11" beam and is powered by 109 hp Gray engine. It has two berths, toilet, hatch, convertible top and side curtains.

MANY CHAMPIONS USE HARD SAILS

The dacron sails made by Hard Sails, Inc., 203 Main St., Islip, L. I., New York, were used by many 1957 sailing champions.

Among them were the Lightning Class World championship won by Bill Cox; Raven Class National championship won by Jim Roosevelt; Atlantic Class championship won by Harry Platt; Finn Class North-American won by Glen Foster.

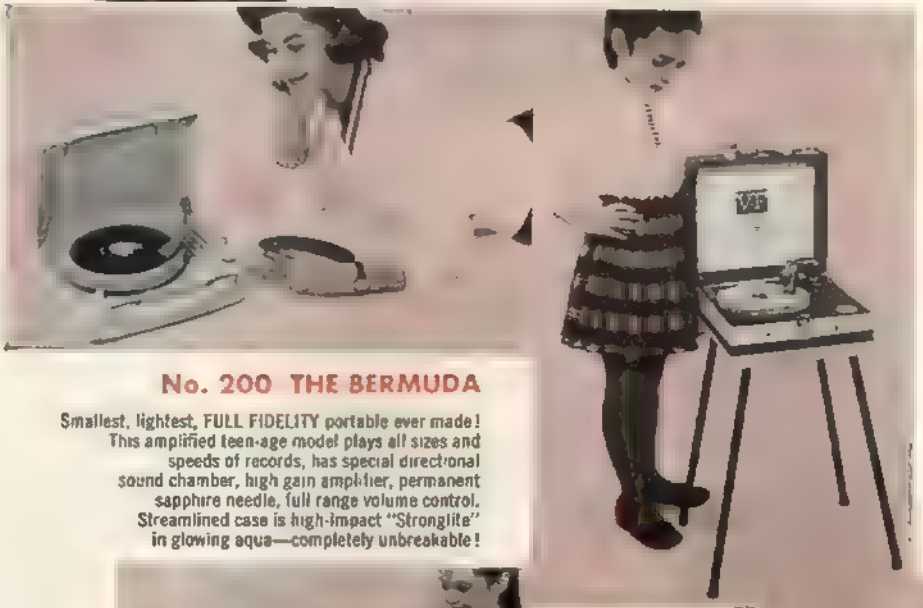
Herman F. Whiton, winner of the Seawanhaka Cup and Mel Gould who won the 5.5 Meter Canadian National championship also used Hard sails.

TOY FAIR'S TOP HITS AND ARRANGEMENTS...BY

V-F
Vanity Fair Electronics Corporation

YOUNG AMERICA'S MOST POPULAR PHONOGRAPH LINE

...priced to retail from $9.95



No. 599/L THE MUSIC MAKER CONSOLETTE

Exciting new dual-purpose child's ensemble includes a sturdy chairside consolette table ... and a portable phonograph that travels everywhere! Phonograph designed for the very young, with lightweight case in pink and blue, one-piece unbreakable arm, Vani-Tone Volume Control. Plays all 78 rpm records. U/L and C.S.A. approved.

No. 200 THE BERMUDA

Smallest, lightest, FULL FIDELITY portable ever made! This amplified teen-age model plays all sizes and speeds of records, has special directional sound chamber, high gain amplifier, permanent sapphire needle, full range volume control. Streamlined case is high-impact "Stronglite" in glowing aqua—completely unbreakable!

No. 600/R6/T THE PLAYMATE CONSOLE

Dramatic new "design for listening" combines a portable phonograph with a distinctive console table that stores over 100 records! Phonograph is the No. 600 "Playmate" with washable Rigid Lite case, one-piece arm, U/L and C.S.A. approved electric motor, Vani-Tone Volume Control. Six popular children's records are also included!

No. 602 THE MERRY TIME

Lightest, most compact child's electric phonograph ever made! Unbreakable cabinet in cerulean blue high-impact plastic. Directional sound chamber, permanently set head, Vani-Tone Volume Control, heavy duty AC electric motor, U/L and C.S.A. approved.

During Toy Fair...

See the Most Complete Line of Adult Phonographs Designed for Young America

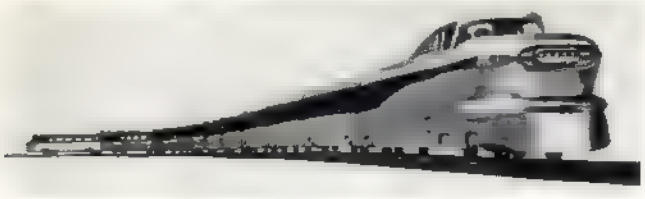
Room 732, Hotel New Yorker Room 1453, 200 Fifth Avenue

VANITY FAIR ELECTRONICS CORPORATION

50 South 4th Street Brooklyn 11, N. Y.

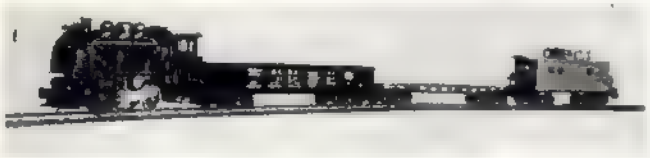
VARNEY HO SCALE MODEL TRAINS

GM AEROTRAIN



Engine, 2 coaches, observation car with 14 piece track
No. 2364-20 Each $19.95
Six in a Carton

MIGHTY MIDGET TRAIN SET

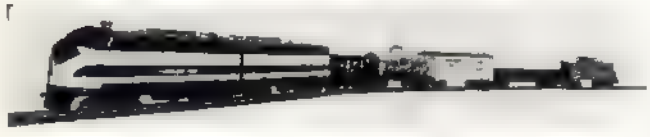


With America's favorite "Little Joe" Dockside switch engine, two cars, and caboose. Set includes fourteen pieces track
No. 2365-25 ..... Each $25.00
Six in a Carton

DIESEL FREIGHT SET

Diesel "A" unit locomotive, three cars and caboose—Fourteen pieces track with each set
No. 2367-37 Each $27.00
Six in a Carton

FLORIDA EAST COAST TRAIN SET



Two Diesel locomotives—"A" unit Powered, "B" unit dummy, four cars and caboose. Also fourteen pieces track
No. 2368-35 ..... Each $33.00
Six in a Carton

THE RANCHER HO TRAIN SET

Set includes Missouri Pacific Diesel (A unit) in blue and white. Red MP stock car with operating doors, gray hopper, black gondola, red caboose, cattle pen, 7 animals and fourteen pieces of track. Set features Varney rerailer--and cars with spring action trucks. Less Power Pack
No. 2366-30 ..... Each $30.00
Six in a Carton

POWER PACK
Not Included with Above Sets

No. 2369-2442 ..... Each $10.95
Six in a Carton

BACHMANN

"HO" GAUGE LINE
PLASTICVILLE

No. 478-2301	Ranch House	Each	$0.59
No. 479-2401	Colonial House	Each	.79
No. 480-2402	Switch Tower	Each	.79
No. 481-2403	Signal Bridge	Each	.79
No. 482-2407	Post Office	Each	.79
No. 483-2409	Fire House	Each	.79
No. 484-2410	Pine Tree Asst	Each	.79
No. 485-2600	Water Tank	Each	1.00
No. 486-2601	Trestle Bridge	Each	1.00
No. 487-2605	Suburban Station	Each	1.00
No. 488-2900	Union Station	Each	1.98
No. 489-4400	Miniature Farm	Each	2.98
No. 490-4401	Miniature Train Accessories	Each	2.98
No. 491-4600	Miniature Train Accessories	Each	4.98

All above packed twelve in a carton

"O" GAUGE LINE
PLASTICVILLE

PINE TREE ASSORTMENT

48 tree sections and 8 bases provide opportunity to establish tree height to suit display. 56 pieces in illustrated box
No. 460-1404 ..... Each box $0.79

RAILROAD AND STREET SIGNS

12 street signs and 12 railroad signs. Street signs yellow and black, railroad signs white and black. Individually boxed per set
No. 463-1405 Each $0.79

WATER TANK

Realistic brown and grey color scheme. Size when assembled 7" high 4" dia. Individually boxed
No. 464-1615 ..... Each $1.00

LOADING PLATFORM W/3 HAND TRUCKS

Assembled size of grey and brown station 8" long, 4" high and 3½" wide
No. 477-1620 ..... Each $1.00
All above thirty-six in a carton

TV TRANSMITTING STATION

Modern station & tower transmitter in exact detail. Height of tower 12", length of station & tower 8", station 4½" wide. Individually boxed
No. 465-1618 Each $1.00

PLASTICVILLE CITIZENS

24 natural flesh colored figures includes 12 new railroad characters. Can be painted with any plastic styrene paint. Set individually boxed
No. 476-1619 ..... Each $1.00

MOTEL W/3 AUTOS

A realistic prototype of modern highway motel. 3 autos lend play value. Assembled size 9½" long, 2¼" high, 5" wide. Individually boxed
No. 441-1621 ..... Each $1.00

DAIRY BARN

Individually boxed. Assembled size 8" long, 6" high, 5¼" wide. Red and grey color combination
No. 447-1622 ..... Each $1.00
All above thirty-six in a carton

COLONIAL MANSION

Assembled size 5½" long, 7" high and 5" wide. Individually boxed. Available with white walls and green, or red or blue roofs
No. 454-1703 ..... Each $1.29
Twelve in a carton

FACTORY

A realistic industrial building. 3 color scheme of buff, grey and brown. Assembled size 10" long, 10" wide and 4" high to rooftop. Chimney 4" high. Individually packaged in set up box
No. 458-1906 ..... Each $1.98
Twelve in a carton

BACHMANN

"O"—"027" TRAIN ACCESSORIES

Assortment of 12 accurately detailed railroad items. Designed for "O" and "S" gauge toy trains. Consists of railroad station, signal bridge, switch tower, one flag pole, two billboards, five telephone poles and one crossing gate.
No. 453-5403 ..... Each $2.98
Twelve in a carton

UNION R.R. STATION

A sealed replica of the famous union stations. 20 in. long x 7 in. wide x 5 in. high
No. 450-1901 ..... Each $1.98
Twelve in a Carton

FREIGHT STATION KIT

Green roof, green pillars, rustic platform with steps and ramp and bench. Packed 1 platform in attractive box.
No. 462-1200 ..... Each $0.49
Thirty-six in a carton

RAILROAD STATION KIT

No. 466-1616 ..... Each $1.00
Thirty-six in a Carton

R.R. TRESTLE BRIDGE

Color: Black. Size: 17¼" long x 6¼" high x 4½" wide.
No. 474-1604 ..... Each $1.00
36 boxes to shipping Carton

SWITCH TOWER

Realistic addition for the Plasticville, U.S.A. railroader. Typical of the real switch tower found at all junction points. Item available in gray walls; roof, steps and platform in brown. Individually boxed. Size when assembled 4"x5"x7" high.
No. 443-1402 ..... Each $0.79
Thirty-six in a Carton

RAILROAD SIGNAL BRIDGE

A must for every model railroader young or old. Exact model as used by all the railroads. Size when assembled 9½" wide and 9" high. Will span two tracks. Each in colorful litho box.
No. 444-1403 ..... Each $0.79
Thirty-six in a Carton

WATCHMAN'S SHANTY W/CROSSING GATE

6" long by 4" high by 2¼" wide. An exact replica of those seen at thousands of railroad crossings. Each in illustrated box
No. 475-1407 ..... Each $0.79
Thirty six in a Carton

CATTLE LOADING PEN

With 5 steers. Size of pen is 6¼" long by 3¾" high by 8" wide. A fine tie-in item with Animal box No. 1606. Pen and steers in illustrated box.
No. 455-1625 ..... Each $1.00
Thirty six in a Carton

TOWN HALL

Color: Buff walls, white tower windows and roof railing. Red roof. Size: 10" long x 12" high x 6" wide
No. 470-1905 ..... Each $1.98
12 to shipping Carton

BANK

Color: Sandstone walls and dark green roof. Size: 6"x6"x6" high.
No. 472-1801 ..... Each $1.49
12 to shipping Carton

CATHEDRAL

Size: 7⅛" long by 6½" wide by 10⅛" high
No. 471-1904 ..... Each $1.98
Twelve in a Carton

APARTMENT HOUSE

9¼" long by 5" high by 5¼" wide. Another fine dwelling to add to Plasticville's fine assortment. Each apartment house in an illustrated set up box
No. 461-1907 ..... Each $1.98
Twelve in a Carton

FARM BUILDINGS AND ANIMALS

Assortment consists of 5 outbuildings, 12 miniature fowl, 4 domestic animals.
No. 467-1617 ..... Each $1.00
Thirty-six in a Carton

COLONIAL CHURCH

Imposing with beautiful detail. Red and white color combination. Assembled size 7½" long, 10½" high and 4¼" wide. Individually boxed
No. 457-1803 ..... Each $1.49
Twelve in a carton

FIRE HOUSE

Latest overhanging doors for quick engine exit
No. 459-1607 ..... Each $0.98
Thirty-six in a carton

RANCH HOUSE KIT

Up-to-date ranch house in assorted beautiful colors, packed one of a color to an attractive litho. display box

ROOF	WALLS	WINDOWS AND DOORS
Blue Pastel	White	Blue Pastel
White	Forest Green	White
White	Yellow	White
Gray	Pastel Pink	Gray

No. 456-1603 ..... Each $0.98
Thirty-six in a carton

NEW ENGLAND RANCHER

Assembled size of house 9" long, 5¾" high and 4½" wide

ROOF	WALLS	W & D
Green	White	Green
Brown	Buff	Red
Grey	White	Blue

No. 446-1703 ..... Each $1.29

TWO STORY COLONIAL HOUSE

No. 445-1700 ..... Each $1.29

POST OFFICE

No. 451-1602 ..... Each $1.00

BARNYARD ANIMALS

No. 469-1606 ..... Each $0.98
Thirty-six in a Carton

GAS STATION

Color: Red roof and garage doors, white walls, and colorful insert for bulk window. Size: 8⅞"x5⅛"x5⅜" high.
No. 473-1800 ..... Each $1.49
12 to shipping Carton

FROSTY BAR

Like a refreshment stand found along America's highways, 5" long, 4½" wide and 3½" high. Available in 4 color combinations:

WALLS—Salmon	White	Yellow	White	
ROOF—White	Salmon	White	Yellow	

No. 442-1401 ..... Each $0.79
Thirty-six in a Carton

TURN PIKE INTERCHANGE

11 in. long, 10 in. wide x 5 in. high.
No. 448-1900 ..... Each $1.98
Twelve in a carton

CHURCH KIT

New cathedral type church with stain glass window effect and latest red doors. Approximate size assembled—8" long x 3½" wide x 9" high. Each in illustrated box.
No. 452-1600 ..... Each $0.98
Thirty-six in a Carton

6-PC. FARM IMPLEMENT SET

Consists of farm truck, jeep, wagon, tractor and driver, plow and harrow. Scaled and excellent detail.
No. 440-1902 ..... Each $0.59
Thirty six in a carton

TV TRANSMITTING STATION

Tower 12" high, station 8" long by 4½" wide
No. 465-1618 ..... Each $0.98
Thirty-six in a Carton

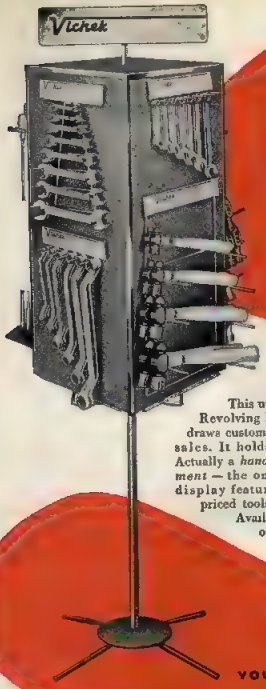
WINDMILL

10½" high with revolving weathervane. Exact detail adds rural realism to layout. Each in illustrated box
No. 449-1408 ..... Each $0.79
Thirty six in a Carton

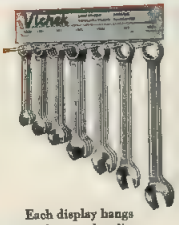
for you Vlchek means

- ✓ QUICK SALES
- ✓ GOOD TURNOVER
- ✓ ATTRACTIVE PROFITS

... and *More Sales* with these Displays



This unique Vlchek Revolving Merchandiser draws customers, promotes sales. It holds 8 displays. Actually a *hand tool department* — the only revolving display featuring popular priced tools, exclusively. Available for floor or counter use.



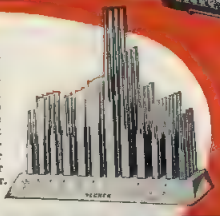
Each display hangs on the merchandiser or on perforated wallboard.

New socket set display. Holds 4 different sets. Wire rack hangs on wall or stands on counter. No finer reversible ratchets or attachments at any price. ⅜" and ½" drive sets in steel boxes. ¼" drive set in plastic box. Alloy steel throughout.

YOU MULTIPLY SALES WHEN YOU SELL SETS

Expertly designed, streamlined wrenches of special analysis steel make up this Panel Bar Open End Wrench Set. 12 different openings in every 6-piece set, 10 openings in 5-piece sets. Also other wrench sets to enable you to sell 5 or 6 wrenches instead of one at a time.

This eye-catching display stand, holding punches and chisels, draws customers like a magnet. It hangs on merchandiser or peg board, or rests on counter.

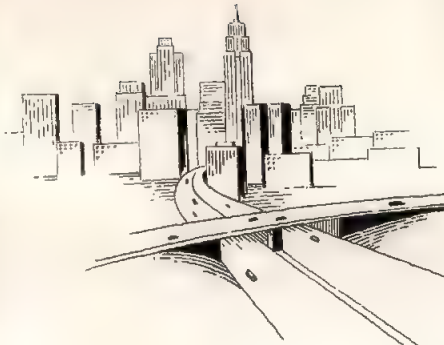


VLCHEK VALUE
Means Profitable
Repeat Business

Please contact your local hardware jobber or write direct for catalog.

THE Vlchek TOOL COMPANY

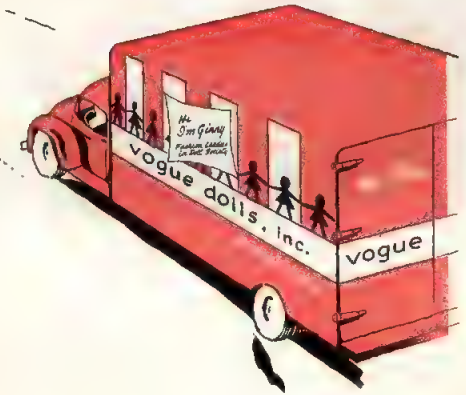
3017 East 67th St., Cleveland 4, Ohio



SOMETHING **NEW**

IS COMING TO

TOY FAIR



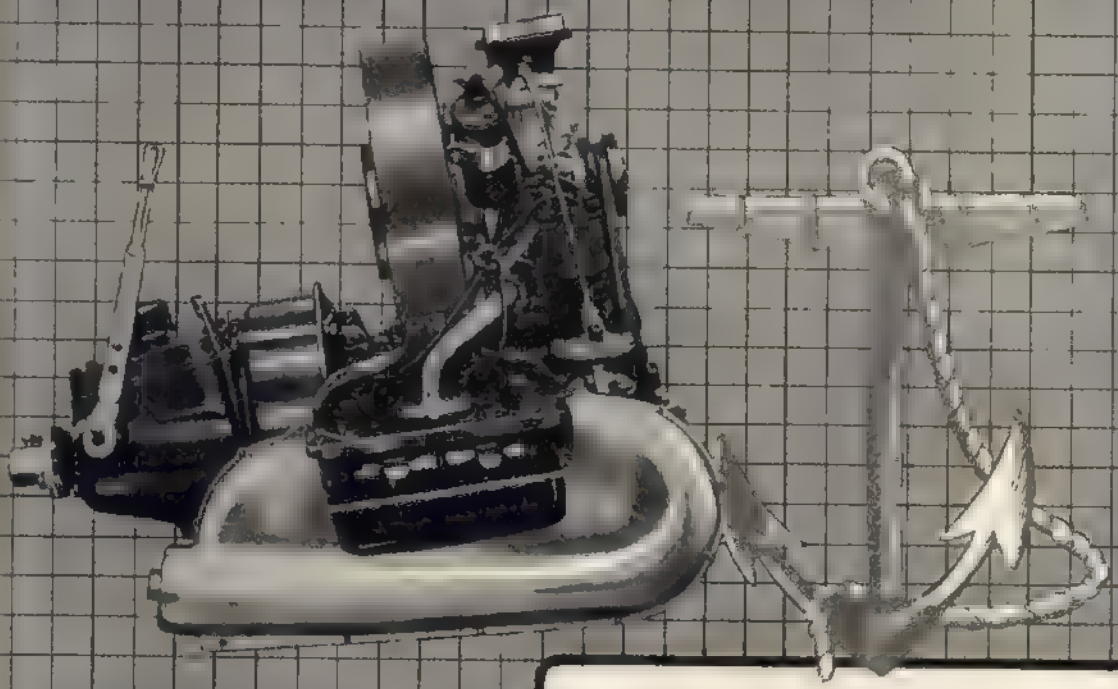
FROM

vogue dolls, inc.

ROOM 656

200 FIFTH AVE.

VOLKSWAGEN
AIR-COOLED ENGINE
NOW AVAILABLE IN THE
SEA-BREEZE Marine



Whether you are re-powering your present boat or buying a new one be sure to learn the advantages of the Sea-Breeze air-cooled Marine

STANDARD INSTALLATION
Sea-Breeze Marine saves space

VOLKSWAGEN INSTALLATION

ON DISPLAY AT NATIONAL MOTORBOAT SHOW IN NEW YORK COLISEUM, JANUARY 17-26, BOOTH D-245 (4th FLOOR)

THE SEA-BREEZE MARINE IS BETTER BECAUSE:

You get more power per pound. No heavy water cooling system—no corrosion—light weight too because low weight crankcase holds only 2½ qts.

You get longer engine life. Low piston speed means less friction, less heat, less wear. Its built-in oil cooler keeps viscosity constant.

Cruising throttle is full throttle. Run this engine wide open all day long or throttle down to trolling speed. Needs no breaking-in.

For boats from 15' to 21'. Runabouts, sea skiffs or cruisers.

Service everywhere; though millions of Volkswagen engines in V.W. cars, trucks and busses bear eloquent testimony to the reliability and trouble free economy of the Sea-Breeze Marine, still, if parts are needed, any of the many V.W. dealers throughout the free world can supply you.

If your favorite boat yard or builder does not have full information, please write to:

SEA BREEZE MARINE, Div. of World Wide Automobiles Corp.
49-12 Newtown Road, Long Island City, New York

MIDWEST DISTRIBUTOR: IMPORT MOTORS OF CHICAGO, Inc
1521 East 71st Street, Chicago 19, Ill

SOUTHERN DISTRIBUTOR: BRUNDAGE MOTORS, INC
30 West Fifth Street, Jacksonville, Florida

WALTHAM

Fully Guaranteed

17, 21, 25 and 30 jewel watches

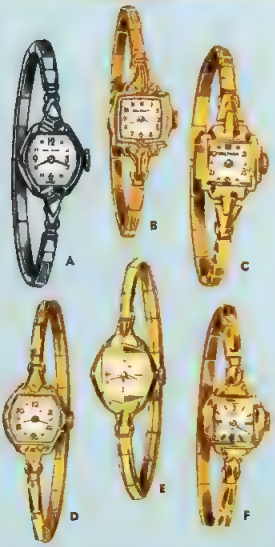
Beautiful . . . fully guaranteed watches for men and women! Styled to perfection and designed to give you the utmost in lifetime satisfaction and service. Fashionable . . . durable . . . a gift to be given with pride . . . a gift to be treasured for a lifetime. Every Waltham watch is shock protected by Incabloc . . . carries a guarantee which is your assurance of quality and performance.

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory.

"CONSTELLATION" 30 JEWELS—Self-winding-Waterproof—Supreme accomplishment of the watchmakers art! For men. Dust-protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand

35485CU5370—Ship. wt. ½ lb. . . . . Retail $135.00



(A) "DOLLY MADISON" LADIES' 17 JEWEL—White rolled gold plate case; gold filled expansion.

35487CU2485—Ship. wt. ½ lb. . Retail $62.50

(B) "MARTHA WASHINGTON" LADIES' 17 JEWEL—dainty yellow rolled gold plate case; matching gold filled expansion bracelet. Legible dial; shock-proof

35486CU2295—Ship. wt. ½ lb. . . . . Retail $57.50

(C) "MARY TODD" LADIES 17 JEWEL—Tiny yet easy to read. Yellow rolled gold plate case.

35488CU2660—Ship. wt. ½ lbs. . . . . Retail $67.50

(D) "DU BARRY" LADIES' 17 JEWEL—14K white gold case with matching bracelet. Dome crystal

35489CU3055—Ship wt. ½ lb. . . . Retail $75.00

35490CU3055—as above, yellow gold . . $75.00

(E) "LA DUSE" LADIES' 21 JEWEL FASHION WATCH—yellow rolled gold plate case; expansion.

35491CU3195—Ship. wt. ½ lb . . . Retail $80.00

(F) "SARAH BERNHARDT" LADIES' 25 JEWEL DRESS WATCH—solid 14-K gold case, matching expansion bracelet. Modern dial; shock-protected.

35492CU3995—Ship. wt. ½ lb. . . . . Retail $100.00

"LA SALLE" MEN'S 17 JEWEL—Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Red sweep hand. Shock protected. A handsome gift! Wt. ½ lb. Retail

35493CU2595 . . . . . $67.50

"ROBT. FULTON" MEN'S 25 JEWEL—self-winding, waterproof. Chrome top, steel back. Expansion band. Luminous dial. Retail

35494CU3995 . . . . $100.00

17 jewel—

35495CU3195 . . . . $ 82.50

"SARATOGA" MEN'S 25 JEWEL—Smart watch for general wear. All yellow rolled gold plate case with matching gold-filled expansion band. Sweep hand. Waterproof. Shock protected. Wt ½ lb

35496CU3860 . . . . . $95.00

"CAPT. KIDD" MEN'S 17 JEWEL—Self-winding waterproof watch with dust protected yellow rolled gold plate case. Matching gold-filled expansion band with genuine leather Jet black dial. Luminous hands. Wt ½ lb. Retail

35497CU3570 . . . . . $87.50

"PEARY" MEN'S 17 JEWEL—A fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching expansion band. Waterproof. Shock protected. Sweep hand. Wt ½ lb Retail

35498CU2850 . . . . . $72.50

"AMUNDSON" MEN'S 17 JEWEL—Waterproof watch designed to take tough treatment. Case has chrome top, stainless steel back. Matching expansion band. Luminous dial. Sweep second hand. Wt ½ lb Retail

35499CU2275 . . . . . $57.50

Add 10% Federal Excise Tax if not for resale

TIMEX and INGERSOLL. . . by U.S. TIME

Automatic—normal wrist motions keep it wound!

NEW TIMEX AUTOMATIC 14.95

Winds itself! Tells the time accurately, with never a second lost . . . for the normal movements of your wrist give it constant power. Can't overwind, won't run down. Water and shock-resistant. Chrome case with steel back; gold color hands and numerals.
19-3003 A998 With leather strap..... **$14.95**

E INGERSOLL "SWEEP" . . . popular choice for youngsters. Get them to school on time, home when they're supposed to be — give your boy or girl this reliable, shock-resistant Ingersoll watch to consult! Red sweep second hand. Chrome case, stainless steel back.
19-3011 A487 With Plain dial, leather strap. **$6.95**
19-3029 A597 With Luminous dial (Timex). . . . **8.95**

F TIMEX MARLIN . . . always the favorite of the man on the move. A watch with all the features of a rugged and reliable timepiece . . . it is water-proof (as long as crystal, crown and back remain intact), dust-proof and shock-resistant . . . dependably accurate. Radiolite dial, sweep second hand. Chrome case. Unbreakable crystal.
19-3037 A863 With stainless steel expansion band..... . . . **$12.95**

G TIMEX SPORTSTER for Boys and Girls. It's small size and ruggedness make it ideal for sport wear by ladies of any age. Young men like the way it fits their wrists, yet looks so adult. Waterproof, dustproof (as long as crystal, crown and back remain intact), shock-resistant. Chrome case. Radiolite dial; sweep second hand.
19-3045 A863 With expansion band **$12.95**

Watches for Youngsters

- *Shock-resistant*
- *Unbreakable crystals*
- *Fully guaranteed*
- *Gift boxed*

H DISNEY'S SNOW WHITE . . . dressed in her red cape and yellow gown, smiles from the dial of this enchanting watch by U.S. Time. Chrome case, stainless steel back; red band. Pretty gift box contains watch and plastic Snow White figure.
19-3060 A487 Snow White Watch..... **$6.95**

K DISNEY'S CINDERELLA . . . lovely as she was in her movie appearance, poses prettily on the dial of this delightful watch for very young ladies. Made by U.S. Time . . . watch has chrome case, stainless steel back, blue band. In "glass slipper" gift box.
19-3052 A487 Cinderella Watch..... **$6.95**

L MICKEY MOUSE . . . with time on his hands, delights young fellas, little girls too. Frisky Mickey points to red numerals on the full color dial of this shock-resistant watch by U.S. Time. Chrome case, stainless steel back; red strap.
19-3086 A487 Mickey Mouse Watch..... **$6.95**

M HOPALONG CASSIDY . . . tells time Western style, for all young cowboys. Hoppy's picture and signature are on the dial of this sturdy, shock-resistant watch by U.S. Time. Chrome case; branded black leather band with "silver" buckle
19-3078 A487 Hopalong Cassidy Watch.. **$6.95**

Here are watches to give you a full measure of dependability and accuracy . . . priced within the reach of everyone! Each is fully guaranteed . . . and beautifully gift-boxed. Choose from a selection in a variety of stylings that will please you whatever your taste.

DEPENDABLY ACCURATE!

Fully Guaranteed, Beautifully Gift-Boxed

Transportation or Railroad Watch
A splendid pocket watch for men on the go! Drivers, mechanics, farmers and others will find it a reliable precision timepiece.
WALTHAM
Water-Resistant
Water-Resistant
Water-Resistant

(P) **7-Jewel Watch** . . . lighthearted daintiness is expressed in the charming yellow case, and matching expansion bracelet. Easy-to-read numerals. Anti-magnetic. Dust-resistant. Shock-resistant. Swiss movement.
19-3763 A1295 Ladies' Watch **$19.95**

(R) **7-Jewel Fashion Watch** . . . finely styled from the couturier collection. High fashion for the dressiest occasions. Delicately crafted case is enclosed in a lovely yellow bracelet with dazzling leaf motif. 7 jewels.
19-3755 A1295 Ladies' Watch **$19.95**

(S) **Elegantly Styled Watch** . . . yellow cushion-shaped case. Steel back. Raised gold-colored numerals for distinctiveness. Kif shock absorber. 1 Jewel movement. Complete with expansion bracelet. Wear with pride!
19-3706 A875 Ladies' Watch. **$12.95**

(T) **Boys' or Girls' Watch** . . . the practical timepiece an active youngster needs. Kif shock absorber. Anti-magnetic and water-resistant. Chrome case. Luminous dial.
19-3672 A875 With expansion band. **$12.95**
19-3680 A795 With leather strap. . . . **11.95**

(V) **Transit** . . a heavy duty pocket watch with dependable 17-jewel precision movement enclosed in gleaming chrome steel case. Large black numerals are easy to read on clear white dial. Shock-resistant.
18-3830 A2595 Pocket Watch. **$65.00**

(W) **Ultra-Thin Watch** . . . modern to the "nth" degree! Slender chrome case with sturdy steel back. Modern thin-line dial with luminous dots. Patented Kif shock absorber. Sweep second hand. Water-resistant. Leather strap.
19-3714 A995 Men's Watch **$14.95**

(X) **7-Jewel Watch** . . . stresses pleasing styling and is designed for dependability. Water and shock-resistant. Yellow case with stainless steel back. Sweep second hand. Matching expansion band. Luminous dial.
19-3771 A1295 Men's Watch. **$19.95**
19-3789 A1195 Chrome. **17.95**

(Y) **Smartly Styled Watch** . . . chrome case, steel back. Mat sunburst dial. Luminous numerals, luminous hands. Red sweep second hand. Water-resistant. Patented Kif shock absorber. Contour expansion bracelet matches case.
19-3698 A695 Men's Watch **$9.95**

RETAIL PRICES do not include 10% Federal Excise Tax

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Automatic—normal wrist motions keep it wound!

NEW TIMEX AUTOMATIC 14.95

Winds itself! Tells the time accurately, with never a second lost . . . for the normal movements of your wrist give it constant power. Can't overwind, won't run down. Water and shock-resistant. Chrome case with steel back; gold color hands and numerals.
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19-3045 A863 With expansion band **$12.95**

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- *Shock-resistant*
- *Unbreakable crystals*
- *Fully guaranteed*
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19-3060 A487 Snow White Watch..... **$6.95**

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19-3052 A487 Cinderella Watch..... **$6.95**

L MICKEY MOUSE . . . with time on his hands, delights young fellas, little girls too. Frisky Mickey points to red numerals on the full color dial of this shock-resistant watch by U.S. Time. Chrome case, stainless steel back; red strap.
19-3086 A487 Mickey Mouse Watch..... **$6.95**

M HOPALONG CASSIDY . . . tells time Western style, for all young cowboys. Hoppy's picture and signature are on the dial of this sturdy, shock-resistant watch by U.S. Time. Chrome case; branded black leather band with "silver" buckle
19-3078 A487 Hopalong Cassidy Watch.. **$6.95**

All Waltham watches are fully guaranteed to be entirely free of original defects of manufacture or material on leaving the factory. Every Waltham watch is sent you beautifully gift-boxed. Always be certain—wear a fine Waltham watch.

(N) **Lexington** . . . rugged masculinity in a watch with both wisdom of design and precision accuracy. Yellow rolled gold plate case has stainless steel back for durability. The comfortable matching gold-filled expansion band rounds out an impressive timepiece. Precision 17-jewel movement for reliability.
18-3756 A2295 Yellow RGP..... **$57.50**

(P) **Jean Lafitte** . . . with the high-born elegance of a gentleman in its aristocratic styling. Simple square case is lustrous yellow rolled gold plate with sturdy stainless steel back. Modern black dial. Matching combination expansion bracelet with rich Black leather inserts. 17 jewels in the truly superb movement.
18-3764 A2650 Yellow RGP..... **$67.50**

(R) **Rogers** . . . the flash of sleek modern lines makes this a watch of unquestioned superiority. Gleaming chrome steel case with stainless steel back. Radium figure dial and hands let you read the time in the dark. Completely waterproof*. Matching combination expansion bracelet. Precision 21-jewel movement.
18-3772 A2880 Chrome Steel..... **$69.50**

(S) **Saratoga** . . . the watch that specializes in good looks and fine time keeping. The handsome case is yellow rolled gold plate. Fully waterproof* for dependable service always. Sweep second hand lets you count the seconds. Matching gold-filled combination expansion band with rich insets. 25-jewel movement.
18-3780 A3860 Yellow RGP..... **$95.00**

(T) **Robert Fulton** . . . flawless craftsmanship in a watch of outstanding quality. Chrome steel case with sturdy stainless steel back. Easy-to-read radium figure dial and hands. Completely self-winding by the normal movements of your wrist. Fully waterproof*. Matching combination expansion bracelet. 25 jewels.
18-3798 A3995 Chrome Steel..... **$100.00**

(V) **Captain Kidd** . . . a watch for the particular man with styling that reveals verve and dash. Yellow rolled gold plate case with stainless steel back. Fully self-winding, needs no attention on your part. Completely waterproof*. Smart black dial. Matching gold filled combination expansion band. 17 jewels.
18-3806 A3570 Yellow RGP..... **$87.50**

(W) **Yankee Clipper** . . . trim clean silhouette in a watch guaranteed to give ultra-modern accuracy and styling. Yellow gold-filled case with stainless steel back. Self-winding. Guaranteed waterproof*. Easy-to-read radium figure hands and dial. Matching combination expansion band. Precision 25-jewel movement.
18-3814 A4695 Yellow GF..... **$120.00**

**Guaranteed Waterproof if crystal, case and crown remain intact.*

Dollar for dollar . . . you can't find a better buy than the renowned Wadsworth. Built by Elgin, maker of some of America's finest watches, Wadsworth brings you beauty, accuracy and the miracle of the unbreakable Dura-Power Mainspring. You'll wear a Wadsworth with pride!

WADSWORTH

PRODUCT OF ELGIN

E Cynthia . . . tiny charmer in enchanting 10K yellow rolled gold plate case, with graceful end decoration. Steel back. Black nylon cord band. Full figure dial. 7 jewels.
19-1411 A1495 10K Yellow RGP . . . **$19.95**
19-1429 A1495 10K White RGP **19.95**

F Flora . . . a compliment to a lady's wrist. Dainty 10K yellow rolled gold plate case with steel back. Fashionable combination dial makes it easy to read the time. Classic black nylon cord band. 17-jewel movement.
19-1437 A1795 10K Yellow RGP **$25.95**

G Irene . . . treasure of timekeeping fidelity. Lustrous 10K yellow rolled gold plate case with cascading end pieces as high fashion accent. Steel back. Full figure dial. Black nylon cord band. 17-jewel movement.
19-1445 A1995 10K Yellow RGP . . . **$29.95**

H Avis . . . trim, tailored fashion-rightness. Circular chrome case with sturdy steel back. Sweep second hand. Full figure luminous hands and dial. Shock and water-resistant. Rich-looking black strap. 17 jewels.
19-1452 A2495 Chrome **$39.75**

K Cody . . . a watch that serves you faithfully at work or at play. Handsome polished chrome case with steel back. Full-figured luminous dial. Shock-resistant. Water-resistant*. Gray leather strap. 7-jewel movement.
19-1106 A1495 Chrome Case **$19.95**

L Commodore . . . crisp timekeeping efficiency, handsome styling. Case has shining chrome top, steel back. Easy-to-read luminous numerals and markers. Shock and water-resistant*. Gray leather strap. 17 jewels.
19-1114 A1895 Chrome Case **$25.75**

M Corsair . . . for the man of good taste who values top quality. Case has gleaming chrome top, steel back. Luminous hands and dial. Sweep second hand. Shock and water-resistant*. Gray leather strap. 17 jewels.
19-1122 A1995 Chrome Case **$29.95**

N Statesman . . . self-confident, ultra-thin, suave styling. Chrome case with steel back. Sweep second hand. Shock and water-resistant*. Black suede strap. 17-jewel movement.
19-1130 A2250 Black dial **$35.75**
19-1148 A2250 White dial **35.75**

*Water-resistant as long as crown, crystal and case remain intact.

RETAIL PRICES include 10% Federal Excise Tax

JUVENIA . . . world-famous luxury Swiss watches for men and women

[E] ***Mystere Lilliput*** . . . tiny and so stunning! Red hands tell time on the jet black face. Transparent crystal back lets you see the 17-jewel movement at work.
19-4050A 6500 10K YGP **$110.00***

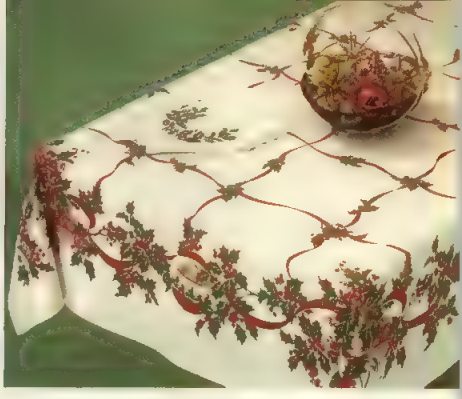
[F] ***Alarm Watch*** . . . sounds an alarm to keep him always on time for appointments. Slim stainless steel case is a masterpiece of tailored elegance. 17 jewels
19-4027 A4950 Steel. **$90.00***

GENTRY . . . watches matched in design and precision—for him, for her

Hers exceptionally dainty, his boldly masculine both slim, flat distinctively handsome in 14K Yellow Gold or gleaming stainless steel. Both shock-resistant; with 17 jewels, sweep second hand, suede band

[G] ***Women's Watch***
19-4035A 8500 14K YG **$145.00***
19-4043 A4450 Steel . **75.00***

[H] ***Men's Watch***
19-4001A 9950 14K YG **$175.00***
19-4019 A4450 Steel . . **75.00***



"CHRISTMAS RIBBON" TABLECLOTH . . . festive as the holiday itself!

Deck the table with this gala cloth then watch it turn holiday dinners into jolly, long remembered gatherings! To match the mood of the year's happiest season ribbons and wreaths with gold decorations here and there form a cheery pattern that makes the whole table glow with the spirit of Christmas

Have one give one. Let this Christmas cloth become a tradition in your home to unpack and use each year along with the other cherished symbols of the season. It's made to wash fresh stay festively bright through many a December. Of full bodied, white rayon and cotton with bright, hand screened print in red, green and gold. Green and red holly print napkins sold separately

74-7188 B219 52x52" Cloth **$2.98** | **74-7196 B289** 52x70" Cloth **$3.98**
74-7204 B559 60x90" Cloth **$7.98** | **74-7220 B659** 60x108" Cloth **$9.98**
74-7238 B150 Set of 4 napkins, each 17". **$2.19**

BENGAL TIGER—playmate . . . guardian of the den . . . bedroom decoration! You know he's the ferocious type the instant you look into his glittering green glass eyes. Yet, there he lies, stretched out languidly, just waiting to be petted and played with. Every member of the family will love Bengal Tiger. His striped yellow body looks so authentic his ears are perked up in a listening position . . . his whiskers are so real they almost quiver!

And this versatile fellow becomes a willing playmate for young "Jungle Jims" . . . will gladly grace the bed of a lucky teen-ager . . . or let him be the conversation piece in Dad's den

Custom-made pet, by Woolnough, is 100% wool pile. He's 17" high, weighs 12 lbs. Hand embroidered nose. Hand sewn, four feet long, safety locked eyes. And he's collared like the captive he is, in leather with silvered studs and buckle.

88-5756 B3300 Bengal Tiger **$50.00**

IMPORTED DRU-IRON WARE . . . beautiful oven-to-table cookers. Lasts a lifetime . . . this lovely oven-to-table ironware imported from Holland! Made of indestructible iron, coated with a baked enamel, high gloss finish that resembles fine porcelain. Here's an effective blend of beauty with utility. Use Dru-Iron in oven or over an open flame. Cooks quickly and thoroughly either way, without burning. Comes to your table to serve with great charm. Interiors are white, exteriors delft blue or pale yellow with hand painted tulip design.

	Dru-Iron Ware	*Yellow*	*Blue*	*Retail*
M	3-qt. Saucepan	**50-8820 B734**	**50-9901 B734**	**$10.95**
N	10" Oval Dish	**50-8838 B399**	**50-9927 B399**	**5.95**
P	2¼-qt. Baker	**50-8853 B734**	**50-9950 B734**	**10.95**
R	11½" Fry Pan	**50-8879 B667**	**50-9992 B667**	**9.95**
S	1¾-qt. Casserole	**50-8846 B667**	**50-9935 B667**	**9.95**
T	2-qt. Teakettle	**50-8861 B600**	**50-9968 B600**	**8.95**

*RETAIL PRICES marked * include 10% Federal Excise Tax*

Wheel Toys

WEE FOLKS WAGON ELECTRIC AUTO
chain drive

Sturdy, clean, quiet — can move 200 lbs. Runs all day, recharges overnight. Has forward-reversing switch, hand brake, foot throttle, airplane type steering wheel, puncture proof tires — 10 x 2.75 and ignition switch. Length 50", Width 24", Height 18". Speed-6 mph. Low center of gravity Complete with 2 batteries, charger and tester. Shipped prepaid from L. A., California. Color: Red.
Shpg. Wt. (with batteries) 187 lbs.
100X20850 — Retail $300.00

GREYHOUND WAGON — Body 26-1/4" x 12" x 3-1/8"; wheels 6" rust resistant with ¾" tires. Lifetime bearings. Baked on red enamel finish. Shpg. Wt. 12 lbs.
1-301H297 — Retail $4.49

TOW TRUCK — 2 seats for different age children. Towing hoist. 2 tow truck type hand rails, large front bumper, horn, tool box, 1¼" x 8" semi pneumatic jeep type tires. 45" long. Shpg. Wt. 39 lbs.
808H1767 — Retail $27.95

GREYHOUND WAGON — Body 35" x 16-1/2" x 4", wheels 8-3/4" rust resistant with 1-1/4" tractor type semi-pneumatic tires. Life-time bearings. Baked on red enamel finish.
Shpg. Wt. 31 lbs.
602H597 — Retail $10.95

SCOOTER
24" long, 25" high. Three wheels 5" double disc, plain bearing, with ½" rubber tires.
Shpg. Wt. 6 lbs.
1-652H237 — Retail $4.98

DOLL STROLLER — Seat 9½" long — 8" wide. Wheels 5" steel stamped — ¾" rubber tires. Features: handle height 23", removable shopping bag, detachable canopy. Age group two to five years. Shpg. Wt. 4 lbs.
895/1315 — Retail $4.98

TAYLOR FOLDING BABY JUMPER

Large springs give a smooth, jumper action. Complete safety by tip-proof frame. Chrome plated snap-in play-tray. Colorful plastic beads. Durable, plastic coated fabric seat an snaps for removal and cleaning. Light weight chrome plated tubular frame. Rubber guards protect floors and prevent sliding. Folds flat for easy carrying and storage. Yellow or Red. Shpg. Wt. 10 lbs.
T-30T742 — Retail $10.95

TAYLOR TOTS

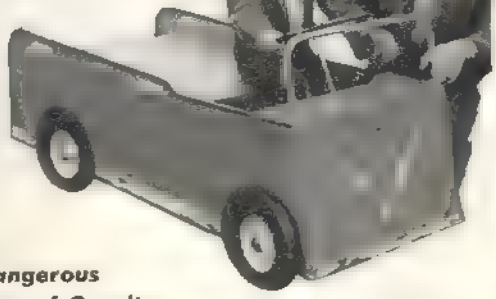
TAYLOR TOT — All-tubular chrome plated frame. Padded three-position backrest. Snap-locking footrest. Large wire shipping basket. Chrome plated snap-in play tray. Telescoping push handle. Fringed canopy. Foot brake. Folds with canopy and shopping basket attached. Turquoise or Cherry Red. Interior and canopy top in colorful ribbon pattern.
Shpg. Wt. 24 lbs.
T-95T1704 — Retail $24.95

TAYLOR-TOT

Shimmy-proof swiveling front wheels. Coil-spring shock absorbers. Self lubricating wheel bearings. Plastic covered bumpers. Convenient play tray. Large plastic beads. Roomy footrest with guard rails. Quick-fold tubular push handle. Posture-aid seat board and backrest. Finish-two-toned turquoise and white non-toxic baked enamel. Shpg. Wt. 20 lbs.
T-45T888 — Retail $12.95

TAYLOR-TRIKE — Frame permits 3 seat levels. Frame of 1¼-inch steel tubing, chrome plated handlebar, heavy gauge spoke wheels. Front wheel 12" rear 8" inches. Puncture proof 1¼-inch tires. Full ball bearing front wheel. Bicycle saddle has padded top-double coil springs. Twin-block pedals. Vinyl handlebar grips. Baked enamel finish in 2-tone cherry red and white.
Shpg. Wt. 23 lbs.
PS-700T1375 — Retail $19.95

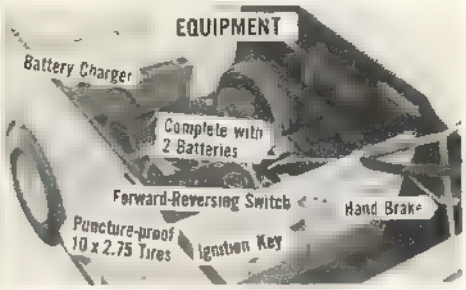
LATEST—MOST PRACTICAL
SAFEST For JUNIOR
Wee Folks Wagon
ELECTRIC AUTO



SPECIFICATIONS:

Length	50 in
Width	24 in
Body Height	18 in.
Wheelbase	31⅞ in.
Color	Red
Speed	6 m.p.h
Passenger Capacity	4 Children or 1 Dad & 2 Kids

Not too fast to be dangerous
• Sturdy • Low Center of Gravity.



• Can Move 200 lbs.
• Clean — Quiet
• Runs All Day
• Recharges Overnight

Dealer Inquiries Invited

Manufactured by:
GRANT and GRANT
241 N. Westmoreland Ave
Los Angeles 4, California

Guillow's Ready-to-Fly
AIRPLANES
AND MODEL CONSTRUCTION KITS
Priced from 5¢ to $6.50

SEND FOR 1958 CATALOG
PAUL K Guillow, INC
WAKEFIELD, MASS

BEISTLE HALLOWEEN DECORATIONS
Add to party fun . . .
and to your profits

NOVELTY
ART TISSUE
PUMPKIN

Catalog for Wholesalers

THE BEISTLE COMPANY
DISPLAY 200 FIFTH AVENUE, NEW YORK N. Y.
MAIN OFFICE: SHIPPENSBURG 2, PENNSYLVANIA

EVERY MAJOR
TELEVISION MARKET IN
THE COUNTRY WILL WANT SEA HUNT
SWIM EQUIPMENT BY Voit

AT THE
TOY FAIR
ROOMS
667-669
SHERATON-
McALPIN

ample room for these.

Not too generally known is the fact that Oklahoma is the only state that recognizes Santa Claus officially.

Out at the state capitol building in Oklahoma City Mrs. Warren Fountain, Secretary to Oklahoma Santa Claus Commission, spends all her time shopping for toys. She sees to it that every single child in an Oklahoma institution gets a Christmas gift.

Supported by legislative appropriation, the Oklahoma Santa Claus Commission is composed of the Governor, five other prominent officials, and Mrs. Fountain.

With some 3,000 Oklahoma children in institutions, Mrs. Fountain buys one to three toys for each of these youngsters. This probably makes her the largest individual toy buyer outside the industry.

"I enjoy Christmas the year around," says Mrs. Fountain, "for I'm always shopping for toys. And I have never yet had a toy dealer be unfair when I let it be known I was shopping for Oklahoma's orphans. In fact, they all turn over backward to help."

. . . N. Y. Toy Mkt.

(*Continued from page 447*)

vice-president of King-Shore Films, Ltd

✧

THE OPENING of a new office in Room 563, 200 Fifth Avenue, is announced by the Tru-Vue Company, Portland, Ore., manufacturer of three-dimension viewers and color picture stories for children. Transferred from Boston to service the new Tru-Vue office is Harry Mayone. The office will be fully staffed the year around, with Mr. Mayone always in attendance during the winter and spring toy buying seasons. Van Watton, northeastern regional manager, will continue to supervise Tru-Vue sales in New York City and in the northeast

✧

EDWARD J. FOLEY, well known in the toy industry and formerly with

(*Continued on page 646*)

Magnificent 8-day wall clocks sculptured in

Wel-Wood by

Fabulously fashioned wall clocks . . . magnificently framed in sculptured Wel-Wood . . . gloriously finished in radiant, hand-applied antique gold . . . imported, precision 8-day front key wind movements. Clocks of breathtaking beauty, designed to dramatize any room . . . bring matchless elegance to furnishings.

A B 8-DAY FLAME WALL CLOCKS. Fiery fingers of deeply sculptured glory . . . finished in a dazzling antique gold . . . encompass the satin finish dial. Precision 8-day movement, front key wind. Unique glamor bursting in brilliant beauty in any room in your home! Exciting decorator clocks . . . to-be-used in any horizontal and vertical shapes to fit any size wall . . . fabulous when grouped with the stunning pair of sconces—symphony of design—in matching antique gold finish

A 20" ROUND FLAME CLOCK. The focal point for any decor
34-75514-2097 . . . . . Retail **34.95**
PAIR OF SCONCES. 17" high 10½" wide. Candles not incl
34-75522-1077. . . . . . Retail **17.95**
B 27" HORIZONTAL FLAME CLOCK. Perfect on a long wall
34-75530-2397. . . . . . Retail **39.95**
27" VERTICAL FLAME CLOCK. As above but hangs vertically
34-75548-2397 . . . . . Retail **39.95**

C 8-DAY SEA SHELL WALL CLOCK. Legends of the sea, interpreted in deep relief in fabulous Wel-Wood. Radiant antique gold finish. Raised Roman numerals. Tapered black hands. 8-day, front key wind. 16" diameter.
34-75555-1497 . . . Retail **24.95**

D 8-DAY SUNBURST WALL CLOCK. Decorator drama for any wall. Shimmering gold sunburst sculptured in Wel-Wood frames the satin finish 15" diameter front dial. Accurate 8-day movement.
34-75563-1497 . . . Retail **24.95**

Prices subject to 10% Federal Excise Tax

400-DAY ANNIVERSARY CLOCKS

Run a full year on one winding! Precious jewel-like clocks in gleaming solid brass, safely housed under glistening glass domes.

F MODERN 400-DAY ANNIVERSARY CLOCK. Stunning contemporary design . . . executed in gleaming solid brass, satin finished. Dial contrasted by dark dome. 9¾" x 7" x 5¼".
34-75589-2097 . . . . . Retail **34.95**

G TRADITIONAL 400-DAY ANNIVERSARY CLOCK. . . . . . Handsomely . . . . . Retail . . . . .
34-75605-1410 . . . . . Retail **23.50**
JUNIOR 400-DAY CLOCK. . . . . . Retail
34-75613-1258 . . . . . Retail **20.95**

H DELUXE 400-DAY ANNIVERSARY CLOCK. An . . . . . dial contrasted with . . . . . clock into . . . . . gleaming . . . . . 9¾" x 7" x 5¼".
34-75597-1797 . . . . . Retail **29.95**

MIRACLE MOVEMENT

The *miracle* of TRANSISTOR runs faultlessly for *5 years* on one 1.5-volt battery!

E TRANSISTOR CLOCK. Timepiece of tomorrow. Magnificently styled in polished solid brass . . . precision engineered for *lifetime* accuracy. No power supply or winding key needed. Tiny 1.5 volt battery powers the silent *imported 8-jewel movement* by contactless control for 5 years! *Maximum efficiency!* Pre-assembled working parts safely enclosed. Replacement batteries available. 10" high 8" wide 4½" deep at base
34-75571-3900 . . . . . Retail **65.00**

Cuckoo Clocks by WELBY

- Imported from Germany
- Hand-carved wood cases
- Accurate movements

Imported from the legendary Black Forest of Germany . . . fine wood masterpieces, hand-carved by skilled artisans of the Old World into clocks of great beauty and quaint charm! Precision movements. Cuckoos carol the passing hours . . . accompanied by melodious gong tones. Picturesque in any decor!

A 8-DAY 14" CUCKOO CLOCK. A delight in any room! Beautiful hand carved case, rich deep brown finish. Gayly colored bird cuckoos the half and full hour gong sounds in accompaniment. Needs winding only once a week. 14x10"
34-75621-1797 Retail **29.95**

As above, but with 30-hour movement
34-75639-1197 Retail **19.95**

B TWO-TONE FINISH 11" CUCKOO CLOCK. Old World charm to enhance any setting! Lovely light tan case, shaded with subtle accents of brown. Brightly colored cuckoo chirps the half hours and full hours. 30-hour movement. 11x8"
34-75647-957 Retail **15.95**

Same case as above, but finished in solid brown.
34-75654-957 Retail **15.95**

C 8-DAY 18" CUCKOO CLOCK. Enchanting timekeeper! Cheery cuckoo calls clear gong sounds half hours and full hours. Accurate movement wind only once a week! Luxurious hand-carved case, finished in a rich deep brown. 18x13"
34-75663-2397 Retail **39.95**

As above, but with 30-hour movement.
34-75670-1797 Retail **29.95**

D 2-DOOR CUCKOO-AND-QUAIL CLOCK. Captivating! Quail calls once at ¼ hour, twice at ½ hour, three times at ¾ hour and four times at hour cuckoo pops out and chirps at ½-hour and full hour accompanied by pleasant gong sound. Magnificently carved case, with deep brown finish. 30-hour movement. 18x14"
34-75688-2997 Retail **49.95**

MUSICAL 2-DOOR 14" CUCKOO CLOCK. Each hour and half-hour a colorful cuckoo pops out of one door to call the time on the hour, the other door opens, and a beautifully carved figure emerges to play music! Case styled similar to above. deep brown finish. 13x10"
34-75696-1797 Retail **29.95**

FOR THE MANTEL . . .

Distinguished imported clocks in fine hand-rubbed woods . . . the perfect gift!

E 8-DAY WESTMINSTER CHIME CLOCK. Full Westminster Chimes peal out quarter, half, three-quarter and full hour then strike the full hour. Hand rubbed Tambour case. Precision movement. Key wind. 8½x15½x4½" case, 6" dial
34-75704-2997 Retail **49.95**

F 8-DAY STRIKING CLOCK. Rich in tradition! Cathedral spiral gong sounds on the half hour and hour. Handsome hand-rubbed Tambour case. Key wind. 7½x12¾x4" case, 4½" dial
34-75712-2097 Retail **34.95**

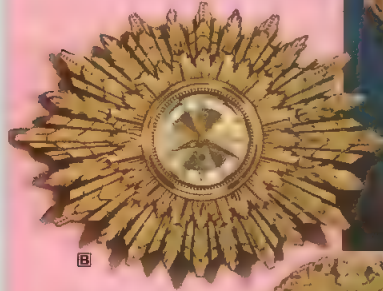
G 8-DAY DELUXE WESTMINSTER CHIME CLOCK. Magnificently fashioned, expertly crafted replica of the famous English 18th Century clock! Full Westminster Chimes peal out quarter, half, three-quarter, full hour then strike the full hour. Superbly styled, hand rubbed case. Antique metal dial. 2 jewels. 13½x10½x7½" case. 6" dial
34-75720-5100 Retail **85.00**

Prices subject to 10% Federal Excise Tax.

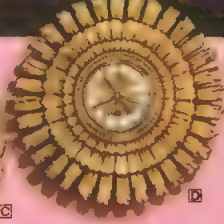
Magnificent 8-day wall clocks sculptured in

Wel-Wood by WELBY

Fabulously fashioned wall clocks . . . magnificently framed in sculptured Wel-Wood . . . gloriously finished in radiant, hand-applied antique gold . . . imported, precision 8-day front key wind movements. Clocks of breathtaking beauty, designed to dramatize any room . . . bring matchless elegance to furnishings.



A B 8-DAY FLAME WALL CLOCKS. Fiery fingers of deeply sculptured glory . . . finished in a dazzling antique gold . . . encompass the satin finish dial. Precision 8-day movement, front key wind. Unique glamor . . . bursting in brilliant beauty in any room in your home! Exciting decorator clocks . . . fashioned in round, horizontal, and vertical shapes to fit any style wall . . . fabulous when grouped with the stunning pair of sconces—symphony of design in matching antique gold finish



C 8-DAY SEA SHELL WALL CLOCK. Jewels of the sea, interpreted in deep relief in fabulous Wel-Wood. Radiant antique gold finish. Raised Roman numerals. Tapered black hands. 8-day, front key wind. 16" diameter
307-5141n.1-1620; 3-1497 $24.95

D 8-DAY SUNBURST WALL CLOCK. Decorator drama for any wall! Shimmering antique gold sunburst, sculptured in Wel-Wood frames the satin-finish dial. Full 16" diameter. Front key wind. Accurate 8-day movement.
307-5131n.1-1620; 3-1497 $24.95

Prices subject to 10% Federal Excise Tax.

A 20" ROUND FLAME CLOCK. The focal point of any decor!
307-2010 Index1-2270; 3-2097 $34.95
PAIR OF SCONCES. 17" high, 10¾" wide. Candles not incl.
307-2011 Index1-1165; 3-1077 $17.95 pr
B 27" HORIZONTAL FLAME CLOCK. Perfect on a long wall!
307-2411 Index1-2593; 3-2397 $39.95
27" VERTICAL FLAME CLOCK. As above, but hangs vertically.
307-2412 Index1-2593; 3-2397 $39.95

MIRACLE MOVEMENT

The *miracle* of TRANSISTOR runs faultlessly for *5 years* on one 1.5-volt battery!

E TRANSISTOR CLOCK. Timepiece of tomorrow. Magnificently styled in polished solid brass . . . precision-engineered for *lifetime accuracy*. No power supply or winding key needed. Tiny 1.5 volt battery powers the silent *imported 6 jewel movement* by contactless control for 5 years. *Maintenance-free!* Pre-assembled, working parts safely enclosed. Replacement batteries available. 10" high, 8" wide, 4½" deep, at base
307-1041 Index1-4225; 3-3900 $65.00

Run a full year on one winding! Precious jewel-like clocks in gleaming solid brass, safely housed under glistening glass domes.

G TRADITIONAL 400-DAY ANNIVERSARY CLOCK. Superb . . . this . . . [illegible] . . . 8-day . . .
307-22 Index1-1525, 3-1410 $23.50
JUNIOR 400-DAY CLOCK. [illegible]
307-222 Index1-1360, 3-1258 $20.95

F MODERN 400-DAY ANNIVERSARY CLOCK. Stunning contemporary design . . . [illegible] . . . shimmering solid brass satin-finish dial . . . [illegible] . . . 4½" dial.
307-407 Index1-2270, 3-2097 $34.95

H DELUXE 400-DAY ANNIVERSARY CLOCK. [illegible] . . . [illegible] . . . permanently bakes . . . [illegible] . . . 4½" dial.
307-178 Index1-1945, 3-1797 $29.95

Cuckoo Clocks by WEBY

- Imported from Germany
- Hand-carved wood cases
- Accurate movements

Imported from the legendary Black Forest of Germany . . . fine wood masterpieces, hand-carved by skilled artisans of the Old World into clocks of great beauty and quaint charm! Precision movements. Cuckoos carol the passing hours . . . accompanied by melodious gong tones. Picturesque in any decor!

A 8-DAY 14" CUCKOO CLOCK. A delight in any room! Beautiful hand carved case, rich deep brown finish. Gayly colored bird cuckoos the half and full hour; gong sounds in accompaniment. Needs winding only once a week! 14x10"
307-914 Index1-1945 3-1797 $29.95

As above, but with 30 hour movement
307-801 Index1-1295; 3-1197 $19.95

B TWO-TONE FINISH 11" CUCKOO CLOCK. Old World charm to enhance any setting! Lovely light tan case, shaded with subtle accents of brown. Brightly colored cuckoo chirps the half hours and full hours. 30 hour movement. 11x8"
307-799/2 Index1-1035; 3-957 $15.95

Same case as above, but finished in solid brown
307-799 Index1-1035; 3-957 $15.95

C 8-DAY 18" CUCKOO CLOCK. Enchanting timekeeper. Cheery cuckoo calls; clear gong sounds half hours and full hours. Accurate movement; winds only once a week! Luxurious hand carved case, finished in a rich deep brown. 18x13"
307-904 Index1-2595; 3-2397 $39.95

As above, but with 30-hour movement
307-804 Index1-1945; 3-1797 $29.95

D 2-DOOR CUCKOO-AND-QUAIL CLOCK. Captivating Quail calls once at ¼ hour, twice at ½ hour, three times at ¾ hour and four times at hour; cuckoo pops out and chirps at ½-hour and full hour, accompanied by pleasant gong sound. Magnificently carved case, with deep brown finish. 30 hour movement. 18x14"
307-810W Index1-3245; 3-2997 $49.95

MUSICAL 2-DOOR 14" CUCKOO CLOCK. Each hour and half-hour a colorful cuckoo pops out of one door to call the time; on the hour, the other door opens and a beautifully carved figure emerges to play music. Case styled similar to above, deep brown finish. 14x10"
307-810M Index1-1945; 3-1797 $29.95

FOR THE MANTEL...

Distinguished imported clocks in fine hand-rubbed woods . . . the perfect gift!

E 8-DAY WESTMINSTER CHIME CLOCK. Full Westminster Chimes peal out quarter, half, three-quarter and full hour; then strike the full hour. Hand-rubbed Tambour case. Precision movement. Key wind. 8"x15"x14"x9" case, 6" dial
307-W90 Index1-3245; 3-2997 $49.95

F 8-DAY STRIKING CLOCK. Rich in tradition! Cathedral-spiral gong sounds on the half hour and hour. Handsome hand-rubbed Tambour case. Key wind. 7"x13"x14" case, 4½" dial
307-560 Index1-2270, 3-2097 $34.95

G 8-DAY DELUXE WESTMINSTER CHIME CLOCK. Magnificently fashioned expertly crafted replica of the famous English 18th Century clock. Full Westminster Chimes peal out quarter, half, three-quarter, full hour; then strike the full hour. Superbly styled, hand-rubbed case. Antique metal dial. 2 jewels. 13½"x16"x7½" case, 6" dial
307-W500 Index1-5525; 3-5100 $85.00

Prices subject to 10% Federal Excise Tax.

Magnificent 8-day wall clocks sculptured in

Wel-Wood by WEBB

Fabulously fashioned wall clocks . . . magnificently framed in sculptured Wel-Wood . . . gloriously finished in radiant, hand-applied antique gold . . . imported, precision 8-day front key wind movements. Clocks of breathtaking beauty, designed to dramatize any room . . . bring matchless elegance to furnishings.

A B 8-DAY FLAME WALL CLOCKS. Fiery fingers of deeply sculptured glory . . . finished in a dazzling antique gold . . . encompass the satin finish dial. Precision 8-day movement, front key wind. Unique glamor . . . bursting . . . dramatic beauty . . . any room in your home! Ex . . . decorator clocks . . . shown in round, horizontal, and vertical shapes to fit any style wall . . . fabulous when grouped with the stunning pair of sconces—symphony of design—matching ant que gold finish.

C 8-DAY SEA SHELL WALL CLOCK. Jewels of the sea, interpreted in deep relief in fabulous Wel Wood. Radiant antique gold finish. Raised Roman numerals. Tapered black hands. 8-day, front key wind. 16" diameter.
A62/C514M1497 Retail **$24.95**

D 8-DAY SUNBURST WALL CLOCK. Decorator drama for any wall! Shimmering antique gold sunburst, sculptured in Wel-Wood, frames the satin-finish dial. Full 16" diameter. Front key wind. Accurate 8 day movement.
A62/D513M1497 Retail **$24.95**

Prices subject to 10% Federal Excise Tax

A 20" ROUND FLAME CLOCK. The focal point of . . . decor.
A62/A2010M2097 Retail **$34.95**
PAIR OF SCONCES. 17" high 10½" wide. Candles not incl.
A62/2011M1077 . . . Retail **$17.95**
B 27" HORIZONTAL FLAME CLOCK. Perfect on a long wall!
A62/B2411M2397 . . . Retail **$39.95**
27" VERTICAL FLAME CLOCK. As above, but hangs vertically.
A62/2412M2397 . . . Retail **$39.95**

MIRACLE MOVEMENT

The miracle of TRANSISTOR *runs faultlessly for 5 years on one 1.5-volt battery!*

E TRANSISTOR CLOCK. Timepiece of Tomorrow! Magnificently styled in polished solid brass . . . precision-engineered for *lifetime accuracy*. No power cords or winding keys needed. Tiny 1.5 volt battery powers the silent *imported jewel movement* by contactless control for 5 years. *Maintenance free* pre-assembled working parts safely enclosed. Replacement batteries available. 10" high 8" wide 4 ½" deep at base.
A62/E1041M3900 Retail **$65.00**

Run a full year on one winding! Precious jewel-like clocks in gleaming solid brass, safely housed under glisten ng glass domes.

F MODERN 400-DAY ANNIVERSARY CLOCK. . . . with simple . . . solid brass . . . and . . . chrome . . . with brass . . . Full . . .
A62/F407M2097 . . . Retail **$34.95**

G TRADITIONAL 400-DAY ANNIVERSARY CLOCK . . . with . . . and . . . Full . . .
A62/H22M1410 . . . Retail **$23.50**

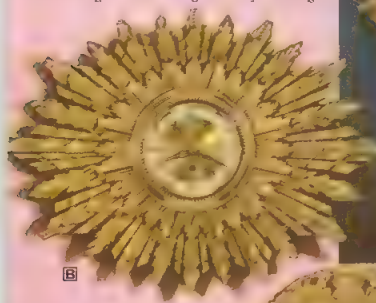
JUNIOR 400-DAY CLOCK . . . Retail **$20.95**

H DELUXE 400-DAY ANNIVERSARY CLOCK. . . . with . . . and . . . with . . . Full . . .
A62/G17BM1797 . . . Retail **$29.95**

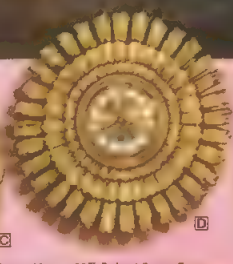
Magnificent 8-day wall clocks sculptured in

Wel-Wood by WEL

Fabulously fashioned wall clocks . . . magnificently framed in sculptured Wel-Wood . . . gloriously finished in radiant, hand-applied antique gold . . . imported, precision 8-day front key wind movements. Clocks of breathtaking beauty, designed to dramatize any room . . . bring matchless elegance to furnishings.



A B 8-DAY FLAME WALL CLOCKS. Fiery fingers of deeply sculptured glow finished in a dazzling antique gold encompass the satin-finish dial. Precision 8-day movement, front key wind. Unique clocks . . . bursting in brilliant beauty in any room in your home. Existing decorator clocks . . . fashioned in round, horizontal, and vertical shapes to fit any style wall . . . fabulous when grouped with the stunning pair of sconces . . . symphony of design . . . in matching antique gold finish.



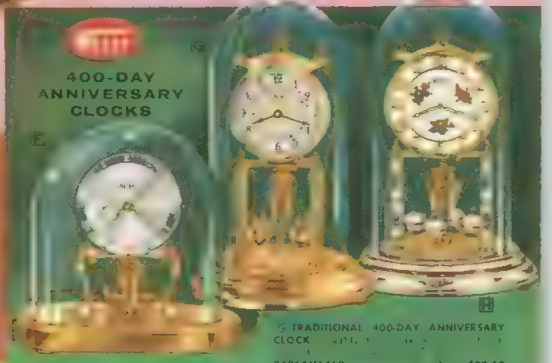
C 8-DAY SEA SHELL WALL CLOCK. Jewels of the sea, interpreted in deep relief in fabulous Wel-Wood. Radiant antique gold finish. Raised Roman numerals. Tapered black hands. 8 day, front key wind. 16" diameter.
34076AU1497 . . . Retail **$24.95**

D 8-DAY SUNBURST WALL CLOCK. Decorator drama for any wall! Shimmering antique gold sunburst sculptured in Wel-Wood, frames the satin-finish dial. Full 16" diameter. Front key wind. Accurate 8-day movement.
3440AU1497 . Retail **$24.95**

Prices subject to 10% Federal Excise Tax

A 20" ROUND FLAME CLOCK. The focal point of any decor.
34072AU2097 . . . . . Retail **$34.95**
PAIR OF SCONCES. 17" high, 10½" wide. Candles not incl.
34073A1077—Pair. . . . . Retail **$17.95**
B 27" HORIZONTAL FLAME CLOCK. Perfect on a long wall.
34074AU2397 . . . . . Retail **$39.95**
27" VERTICAL FLAME CLOCK. As above, but hangs vertically.
34075AU2397 . . . . . Retail **$39.95**

E TRANSISTOR CLOCK. "Timepiece of tomorrow" Magnificently styled in polished solid brass . . . precision engineered for *lifetime accuracy*! No power supply or winding key needed. Tiny 1.5 volt battery powers the silent *imported 6 years more* movements continuously for 5 years! *Maintenance free!* Pre-assembled working parts safely enclosed. Replacement batteries available. 10" high, 8" wide, 4½" deep at base.
34077AU3900 Retail **$65.00**



Run a full year on one winding! Precious jewel-like clocks in gleaming solid brass, safely housed under glistening glass domes.

F MODERN 400-DAY ANNIVERSARY CLOCK. [illegible]
3416AU2097 . . . . . Retail **$34.95**

G TRADITIONAL 400-DAY ANNIVERSARY CLOCK. [illegible]
3406AU1410 . . . . . Retail **$23.50**
JUNIOR 400-DAY CLOCK. [illegible]
34024AU1258 . . . . . Retail **$20.95**

H DELUXE 400-DAY ANNIVERSARY CLOCK. [illegible]
34025AU1797 . . . . . Retail **$29.95**

WENTWORTH CHINA

WENTWORTH GENUINE China

FULLY VITRIFIED
Beautifully
TRANSLUCENT

a prized possession in any home. Genuine China offers deep lustre, translucency and beauty you find in no other dinnerware. It is completely vitrified, impervious to moisture and highly resistant to breaking and chipping. Produced by expert craftsmen in Japan, this China has the inherent beauty of much more expensive ware. Choose either "Wentworth" or "Kyoto" brands in this wide variety to serve your friends in beauty. Pay shipping from New York. EXCLUSIVE METASCO IMPORTS FROM JAPAN.

COMPOSITION OF SETS: GOLDEN PINE AND TROPICANA

57 pc Service for 8, 8 each Dinner Plates, Bread and Butter Plates, Soup Cereal, Fruit Dishes, Teacups and Saucers, 1 each Creamer, Sugar and Cover, 12" Chop Plate, Round Baker plus 4 EXTRA Cups. Shipping Wt. 45 lbs.

98 pc Service for 12, 12 each Dinner Plates, Salad Plates, Bread and Butters, Soup Cereal, dishes, Fruit dishes, Teacups and Saucers, 1 each Creamer, Sugar and Cover, Sauceboat, 14" Platter, 12" Chop Plate, 2 Round Bakers plus 6 EXTRA Cups. Shipping Wt. 75 lbs.

FREE 4 CUPS IN EACH SERVICE OF 8
6 CUPS IN EACH SERVICE OF 12

Compositions of Tosca are the same as for these patterns on reverse side of sheet.

GOLDEN PINE

Bring the vigorous outdoors to your dining table with this superb rendition of the Pine Cone. A soft touch of yellow highlights the cones as they cascade gracefully across each piece in soft brown and green on a white background. Every piece of this service is new in modern shape, edged with 22kt gold.

D44G29-3200-57 pc. Service for 8 . . . Ret. $48.00
D44G30-5324-98 pc. Service for 12 . . . Ret. 80.00

TOSCA

Flowers of pink and yellow Roses in various soft tones with leaves of grass and trees adorn this classical pattern. The extremely delicate overall design of the china, silver and linens against the rich white body is truly an exquisite one. The shining 22 kt. gold trim will gain the admiration of every guest. The shape is the body is trimmed in 22kt gold.

D44G25-3534-57 pc. Service for 8 . . . Ret. $53.00
D44G26-5934-98 pc. Service for 12 . . . Ret. 89.00

TROPICANA

The romantic tropics come to mind with these graceful sprays of Bamboo in the most vivid colorations of jade green and turquoise, gracefully placed on every piece. The body is a warm white and 22 kt. Gold highlights each elegant piece.

D44G27-3200-57 pc. Service for 8 . . . Ret. $48.00
D44G28-5334-98 pc. Service for 12 . . . Ret. 80.00

In rare instances delivery of Sets may be delayed 30 to 45 days because of fluctuating Steamship schedules beyond our control.

KYOTO
FINE CHINA

GENUINE China

FULLY VITRIFIED · TRANSLUCENT

The Fine Japanese Imported China on this page is manufactured from the best of clays by craftsmen with generations of skilled experience behind them. Fully vitrified, it is beautifully translucent and has the luxurious sheen only fine china can possess. Each piece is first selection. Modern Coupe and Traditional Rim shapes to please every taste.

Pay shipping from New York,
EXCLUSIVE METASCO IMPORTS FROM JAPAN

ROSE GARLAND

A studio arrangement. Dainty tea roses are scattered gracefully around the rim of each plate to form a lovely garland of color. This traditional rim shape is daintily trimmed with Platinum and has a snow white body.

D44G22 2667 57 pc. Service for 8 — Ref. $60.00
D44G24 4933 98 pc. Service for 12 — Ref. 74.00

GOLD WHEAT

A very realistic wheat decoration in natural harvest color enhanced by traditional rim shape executed on an ivory body with 22kt Gold trim on each piece. The frosted cup assures the former note of this service.

D44G21-3800-57 pc. Service for 8 — Ref. $47.00
D44G22-5333-98 pc. Service for 12 — Ref. 80.00

SILVER WHEAT

A graceful spray of wheat, colored in rich silvery gray tones is centered on a background of lustrous white china. The lovely coupe shaped pieces are edged with a delicate ring of Platinum, to echo the sheen of your fine silverware.

D44G13-3867-57 pc. Service for 8 — Ref. $58.00
D44G14-6467-98 pc. Service for 12 — Ref. 97.00

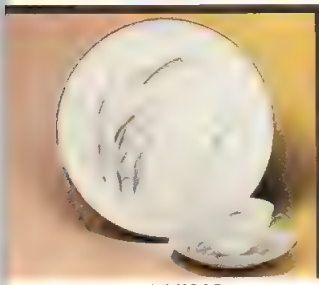
57 Pc

Service for 8: 8 each Dinner plates, Bread and Butter Plates, Soups, Fruit Dishes, Teacups and Saucers. 1 each Creamer, Sugar and Cover, 14" Platter, Baker plus 4 EXTRA CUPS. Shipping Wt. 45 lbs.

98 Pc

Service for 12: 12 each, Dinner Plates, Salad Plates, Bread and Butters, Soup Plates, Fruit Dishes, Teacups and Saucers. 1 each Creamer, Sugar and Cover, Baker, Sauceboat, Platter 12", Platter 16", Salad Bowl plus 6 EXTRA CUPS. Shipping Wt. 75 lbs.

FREE 4 EXTRA CUPS - SERVICE OF 8
6 EXTRA CUPS - SERVICE OF 12



PAMPAS

South America inspired this delicate treatment of flowing fronds in muted tones of grays, tans and pinks gracefully placed on a pure white body with Platinum edging. Soft ocean breezes come to mind as your friends admire it on the mimosa table.

D44G17-3867-57 pc. Service for 8 — Ref. $58.00
D44G18-6467-98 pc. Service for 12 — Ref. 97.00

SERENADA

Delicately modern, this scroll design is executed in soft pink and gray on a gleaming pure white body. Each piece is gracefully trimmed in shining Platinum, making it a perfect selection for the sophisticated modern.

D44G19-3867-57 pc. Service for 8 — Ref. $58.00
D44G20-6467-98 pc. Service for 12 — Ref. 97.00

AUTUMN

A wealth of deep vibrant colors that simply Autumn. This pattern depicts realistic sprays of leaves in their full glory of Red, Gold and Green, each piece emphasizing the beautiful colors in its own way, with tones of brown and green and touches of yellow and pink complimenting almost any colored linen.

D44G15-3867-57 pc. Service for 8 — Ref. $58.00
D44G16-6467-98 pc. Service for 12 — Ref. 97.00

In rare instances delivery of Sets may be delayed 30 to 45 days because of fluctuating Steamship schedules beyond our control.

WEN-MAC

Gasoline Powered

MODEL AIRPLANES

Ⓐ **NAVY CUTLASS.** Designed after the famous navy fighter. Features throttle-muffler unit. Allows the flyer to make the Cutlass go fast or slow while it flies. Also lets it taxi up the runway. Pilot is chrome-plated and sits under plastic canopy. Automatic recoil cable starter. Completely assembled and ready to fly. Tricycle gear. Swept wing, twin fin jet design. Flight control handle included. Ship. wt. 3 lbs.

5N177-1025 ....RETAIL **$17.00**

Ⓑ **TURBOJET.** New jet stream wing tanks. Chrome plated pilot sits under gleaming plastic canopy. New low ground hugging landing gear of tricycle, super-rushton design. Beautiful swept wing for speed, stability and thrills. New automatic recoil starter. Merely pull cable to start. Nylon 3-bladed propeller. Completely assembled and ready to take off. Includes control handle. Official USAF decals. Ship. wt. 3 lbs.

5N179-780 .... RETAIL **$13.00**

Ⓒ **BEECHCRAFT BONANZA.** Completely assembled and ready to fly. Authentic "V-tail." Cockpit seats Pastel Blue and Yellow. Tricycle gear means smooth landings and take-offs. Real hi-power speed thrills. Engine is installed, ready to fly. Control handle included. Ship. wt. 3 lbs.

5N178-595 .....RETAIL **$10.00**

K & O BATTERY POWERED BOATS

Ⓓ **The Marlin Deluxe Outboard Cabin Cruiser.** Complete with outboard motor. **Miniature outboard powered by 4 flashlight batteries (not included).** Removable cockpit cover. A finely detailed replica of the kind of cruisers you see at any harbor. Authentic right down to the cabin windows, cockpit cover, railings and tiny outboard motor. A sure fire hit with the water loving enthusiasts. Size. 15x7". Ship. wt. 3 lbs.

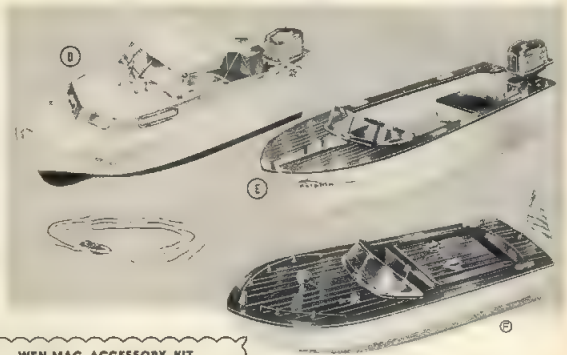
5N184-931 .....RETAIL **$15.00**

Ⓔ **Dolphin Open Outboard. With outboard motor powered by flashlight batteries (not included).** Excellent construction and detail. Mahogany stained, grooved wood deck, bright nickel plated fittings. Water-proof, warp-proof hull painted White. Size: 15x7" Ind boxed. Ship wt. 3 lbs.

5N183-698 .....RETAIL **$11.00**

Ⓕ **The Sea Babe.** Scale model boat of amazing beauty, excellent construction and detail. Mahogany stained, grooved deck, bright nickel-plated fittings, switch controlled headlight. Heavily nickel-plated brass drive assembly—cadmium plated battery clips and hardware. Water proof warp-proof hull painted White with Red bottom, non-peel hull paint. **Miniature electric inboard motor powered by two flashlight batteries (not included).** Size: 12½x4¼".

5N182-385—Ship. wt. 2 lbs. ....RETAIL **$8.00**



WEN-MAC ACCESSORY KIT

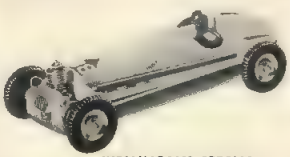
Kit contains one half pint of "V-73" fuel designed especially for Wen Mac airplanes, boats and racers. Also battery wire-clip unit. Engine wrench for every purpose. Pouring spout. (Fuel contains New York Fire Dept. Certificate of Approval.) Ship. wt. 1 lb.

5N180-100 .....RETAIL **$1.50**

NEW FLYING PLATFORM

Hiller's Flying Platform. Completely assembled, ready to fly. Flies up, down, even hovers. Miniature internal combustion engine operates the platform, on the gyro-type principle. Directional flight. Throttle control. Recoil pull starter. **A quick vertical takeoff every time with the automatic recoil cable starter. Every engine is prerun and tested.** The platform is fully assembled and ready to perform. Includes fuel container, needed fuel, plastic funnel, plastic construction. Colorful decals. Finely detailed pilot. **The most fabulous flying model toy of the century.** Ship. wt. 3 lbs.

5N176-823 .....RETAIL **$14.00**



INDIANAPOLIS SPECIAL

Johnny Parsons Indianapolis Automite Checkered Flag Thriller. Nationally endorsed by famed winner of the 500-mile Classic. A thrilling reproduction of the Speedway's hand-picked racers. Flywheel clutch. Recoil starter. Tricycle gear. **Powered by real miniature 1 cylinder engine.** Fully operational hand-tooled. Speeds up to 3 mph around centrifugal circular power track on the width of your driveway. All assembled ready to race. Beautiful, durable plastic body. Ship. wt 2 lbs.

5N181-823 .....RETAIL **$14.00**

TOP-FLITE "PIPER CUB" ENGINE POWERED KIT

24" high, detailed flying model. Ideal for the budding pilot. All parts are prefabricated from the best clear grade balsa wood and are machined to perfect accuracy. Detailed instruction sheet explains every step. Only a few hours required to assemble. Guaranteed to fly. Kit includes engine, all dope, control lines and everything needed for complete assembly and flight. Ship. wt. 2 lbs.

5N185-840 .....RETAIL **$14.00**

ORDER EARLY for Holiday Delivery

QUALITY POCKET KNIVES

MODERNAIRE KNIFE

Stainless steel through out. Has sturdy pen blade and file opening file prevents blade from closing accidentally. Tightly fitting parts. Length closed 2¾". Weight 1 oz.

11K432-240
RETAIL **$3.95**

WINDSOR KNIFE

Scissors and tweezers slide out of either end or back. Also has pen blade, nail file and screw driver. All stainless steel. Length closed 2⅝", ¼" thick

11K433-300
RETAIL **$4.95**

3-BLADE ULSTER SERPENTINE

Finely polished clip, sheepsfoot and pen blades. Black stagged handles. Nickel silver bolsters. Brass lining. Length closed 3¼"

11K380-135 ..... RETAIL **$2.25**

3-BLADE WESTERN ALL-PURPOSE

Highly polished clip, sheepsfoot and pen blades. Genuine stag handles. Nickel silver bolsters. Brass lined. Closed length 3¾"

11K414-225 ..... RETAIL **$3.75**

SLIM SERPENTINE JACK

Glazed master clip and pen blades. Genuine bone stag handles. Nickel silver bolsters. Brass lining. Length closed 3¼"

11K379-135 ..... RETAIL **$2.25**

SLIM STANDARD STOCK

Glazed clip and pen blades. Genuine bone stag handles. Nickel silver bolsters. Brass lined. Length closed 3¼"

11K381-167 ..... RETAIL **$2.79**

3-BLADE WESTERN SERPENTINE

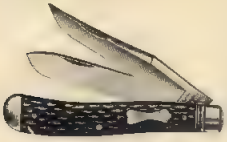
Highly polished California clip, sheepsfoot and pen blades. Real bone stag handles. Nickel silver bolsters. Brass lining. Length closed 2⅞"

11K419-225 ..... RETAIL **$3.75**

STANDARD STOCK KNIFE

Glazed clip, spey and pen blades. Clip polished one side. Genuine bone stag handles. Nickel silver bolsters. Brass lined. Length closed, 3 ½"

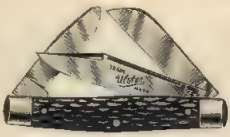
11K384-167 ..... RETAIL **$2.79**



2-BLADE SERPENTINE JACK

Glazed 3" half sabre clip and 2" sheepsfoot blades. Genuine bone stag handles. Nickel silver bolsters. Brass lined. Length closed, 3⅜"

11K382-217 ..... RETAIL **$3.60**



LARGE PREMIUM STOCK

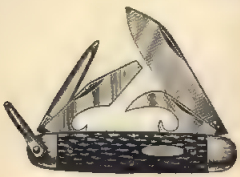
Clip, sheepsfoot and spey blades of high carbon steel. Genuine stag handles. Nickel silver bolsters. Brass lining. Length closed, 4"

11K411-200 ..... RETAIL **$3.35**

MONEY CLIP POCKET KNIFE

Beauty, utility, novelty—in stainless steel. Feather weight and wafer thin. Contains pen blade and replaceable nail file and has specially designed, spring tempered clip for holding money on the back. Weighs but a fraction of an ounce. Size: 2x1⅛x⅛".

11K434-210 ..... RETAIL **$3.50**



4-BLADE SCOUT TYPE

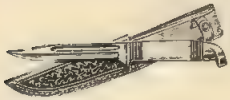
Screw driver, can opener and screwdriver-reamer mirror finished. Black stagged handles. Nickel-silver bolsters, shackle and shield. Brass lining. Length closed 3¼"

11K287-167 ..... RETAIL **$2.79**

FISHERMAN'S SPECIAL

Blade handle hook sharpening stone. Clip blade and disgorger reamer. Can opener with magnetized lever and screwdriver tip. Brass shackle, nickel silver shield. Hole for straightening hooks. Length closed 5"

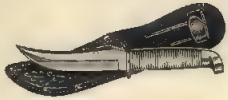
11K423-300 ..... RETAIL **$4.95**



WESTERN HUNTING KNIFE

Chrome vanadium 4¼" polished blade with blood groove. Bright colored plastic handle. Black and brass fibre washer trim. Brass guard. Full length tang. Aluminum cap. Tooled 8" leather sole leather sheath. Ship wt 1 lb.

11K327-225 ..... RETAIL **$3.75**



WESTERN BLACK BEAUTY

5" sabre blade of Chrome vanadium steel. Handle is striking combination of polished aluminum and black micarta. Blade and handle in design fully with medieval flavor. Brass guard, full length tang. Aluminum cap. Length 9¾". Embossed leather sheath. Ship wt. 1 lb.

11K435-270 ..... RETAIL **$4.50**

WESTERN PIONEER KNIFE

Heavy duty, 8" well-balanced blade with blood groove. Chrome vanadium cutlery steel. Decorated leather handle, full length tang, heavy brass guard. Aluminum cap. Length 13". Molded genuine leather sheath. Ship, wt 2 lbs.

11K417-510 ..... RETAIL **$8.50**

Every piece is a faithful copy of the milk glass treasures produced by Deming Jervis and other master-workers who lived on Cape Cod when America was young. Westmoreland Milk Glass is noted for its purity of color, fidelity of detail, expert hand craftsmanship.

E WEDDING BOWLS . . . handmade, authentic Early American reproductions. Hand-painted pink, blue fleurettes, green leaves, gold trim; or all white milk glass. Covers form pedestals (indicated at left). 8" tall
71-7652 B733 Hand Painted **$10.95**
71-7660 B395 Plain White **5.95**

F SUGAR and CREAM SET . . . a rare collector's item in pure white milk glass. Covered sugar bowl in exquisite embossed grape design . . . with scalloped lace-like edge that holds 9 spoons (not included). 5x7" tall Lovely matching creamer, 5¼x5" tall.
71-7678 B495 Set . . . **$7.50**

G JARDINIERES . . . in lovely formed grape design, with scalloped edges. Ridged inside at bottom, for proper care of potted plants, African violets, etc. (hold standard flower pots). Make beautiful vases too.
71-7694 B368 6½" tall **$5.50**
71-7702 B300 5" tall **4.50**

H PAIR of FOOTED VASES . . . delicate looking twin vases in exquisitely hand molded milk glass. Beautiful in the classic, time-honored Panel Grape pattern . . . vases are gracefully tapered, have ripple bases. Sure to add a bit of charm to your table.
71-4170 B368 Pair. Each 6" tall. . . . **$5.50**

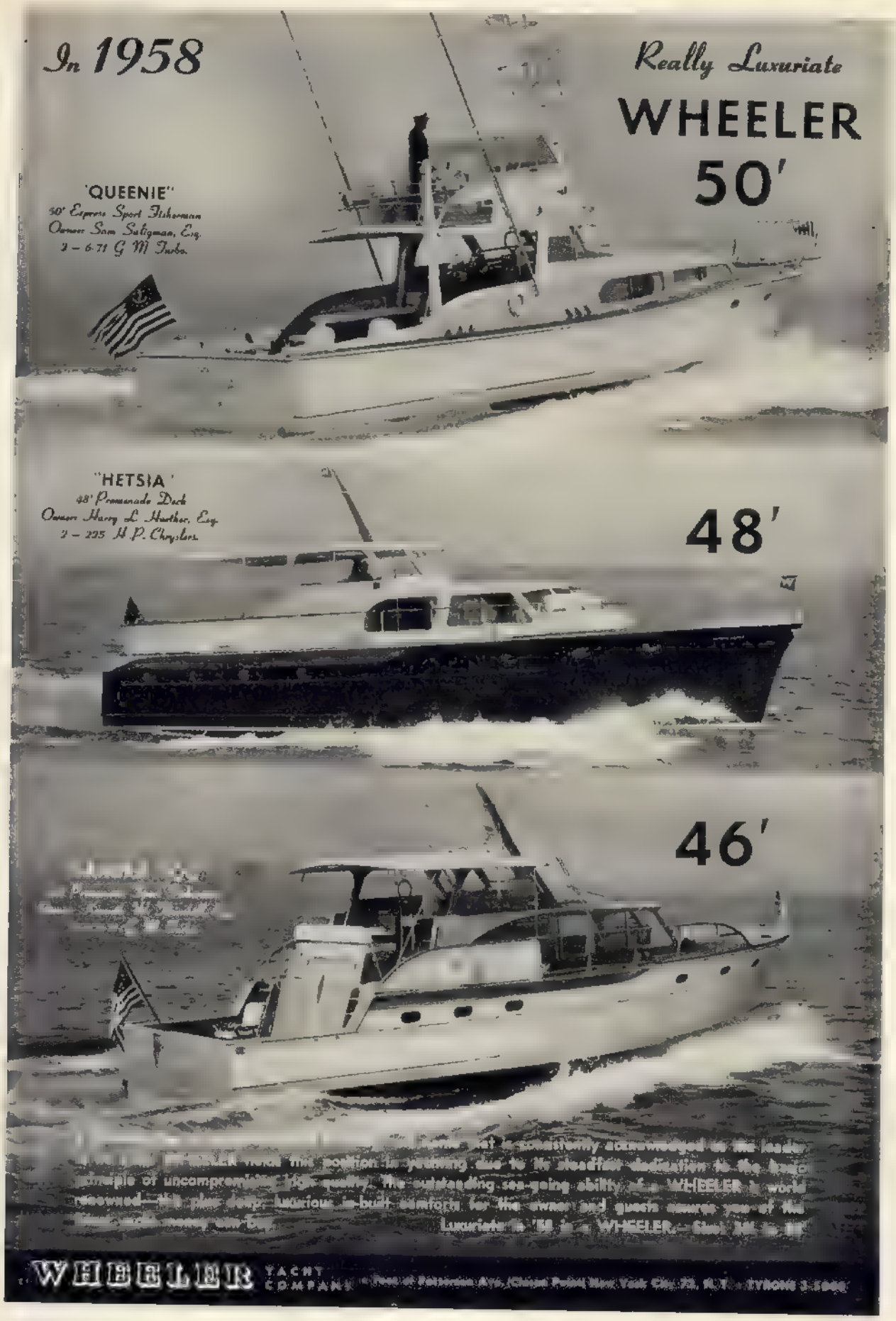
K PEDESTAL COMPOTE . . . a stunning, hand-crafted treasure with unmatchable detail. Bead shaped borders and embossed grape design add dramatic interest. An exquisite centerpiece alone . . . or fill it with candy or tiny blossoms. 9" tall
71-4097 B567 Compote with Cover . . . **$8.50**

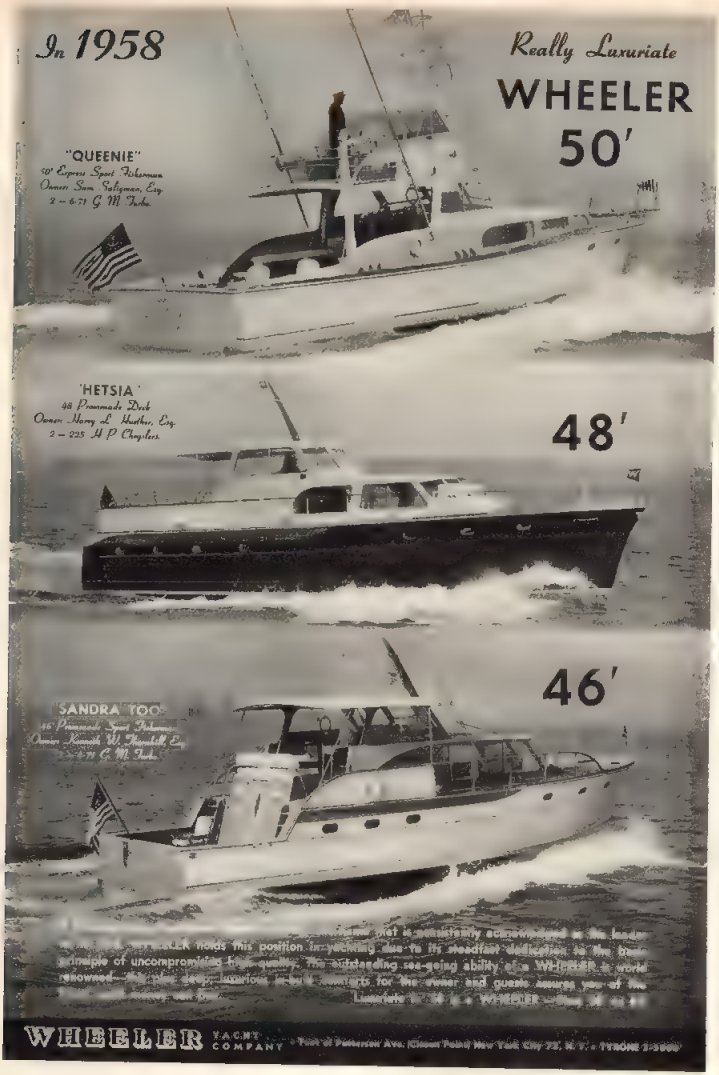
L LARGE OVAL BOWL . . . in the time-honored Doric design, bordered with a lovely, lacy, pierced edge. Unique hand-molded shape . . . makes a picturesque "frame" for fruits or flowers; or use it as a serving bowl. A truly lovely piece to own, to give.
71-4196 B365 Bowl. 10x12" . . . **$5.50**

M BASKET-BOWLS & FOOTED COMPOTE . . . for charming service. Use 2 petaled basket-bowls as perfect individual candy dishes. 5" across. Quilt-pattern compote is just the size for a honeycomb. 5x5½" tall
71-4105 B235 Set of 2 Basket-Bowls . **$3.50**
71-4113 B235 Covered Compote **3.50**

N CAKE SALVER and COVERED BOWL . . . touches of elegance! Doric design salver with pierced edges, 11¾x4¾" high. Square covered jar with embossed grape design . . . the perfect nut or candy dish, 3½x5½" high.
71-4154 B525 Cake Salver **$7.95**
71-4162 B263 Covered Bowl **3.95**

P DORIC DESIGN FRUIT BOWL . . . An authentic reproduction of a colonial classic, with lovely latticework border. Stands a stately 8" tall on its graceful pedestal. Effectively beautiful on buffet or in hutch cabinet. Bowl is 9" in diameter.
71-4204 B525 Doric Fruit Bowl . . **$7.95**


In 1958
Really Luxuriate
WHEELER
50'
"QUEENIE"
50' Express Sport Fisherman
Owner Sam Seligman, Esq.
2 – 671 G M Turbo
"HETSIA"
48' Promenade Deck
Owner Harry L. Hurther, Esq.
2 – 225 H P. Chrysler
48'
46'
WHEELER YACHT COMPANY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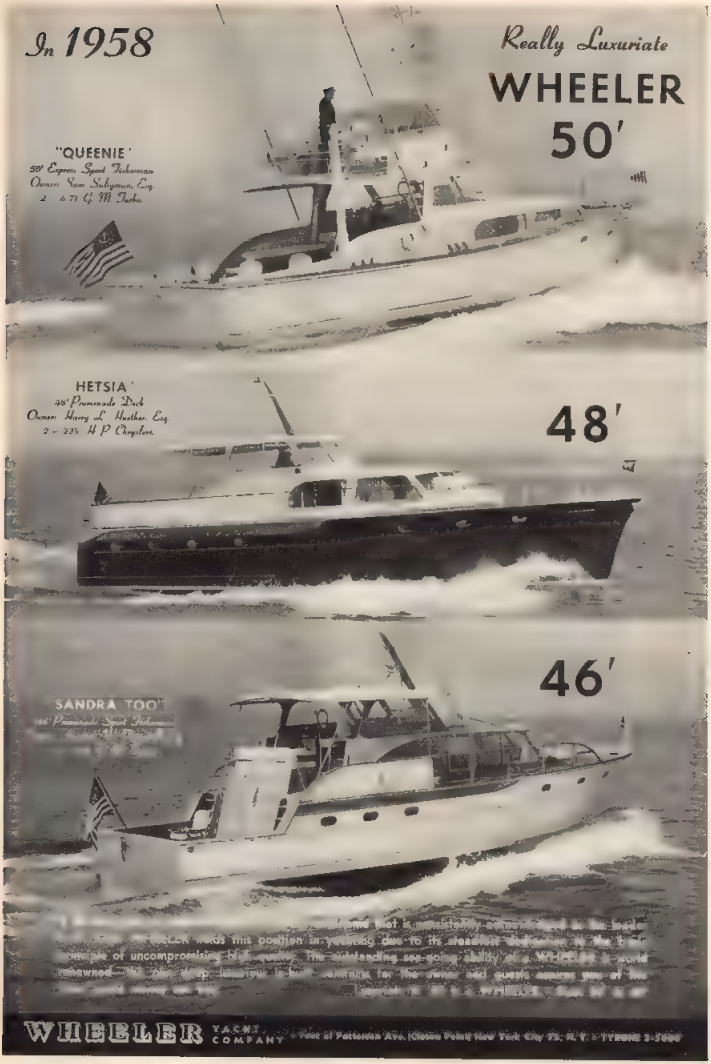
Owner Harry L. Hueber, Esq.
2 – 225 H.P. Chryslers
48'
SANDRA TOO
46' Promenade Sport Fisherman
Owner Kenneth W. Threlkeld, Esq.
2 – 671 G. M. Turbo
46'
WHEELER YACHT COMPANY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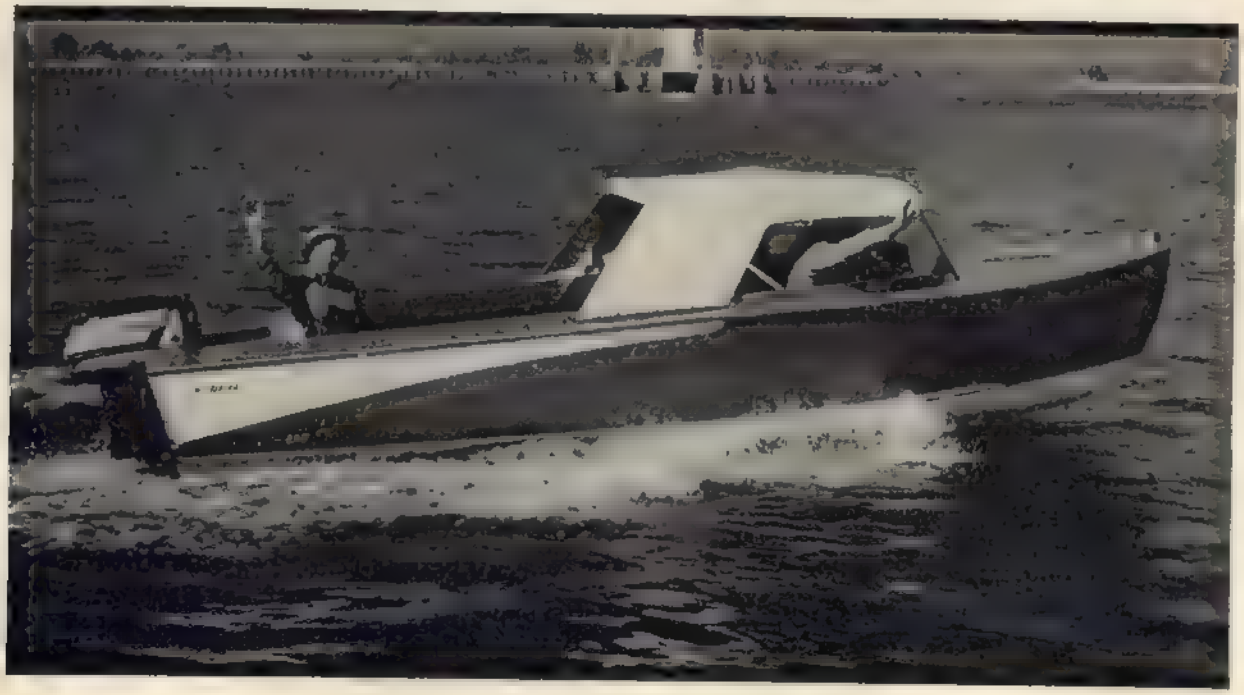
Owner: Harry L. Heather, Esq.
2 - 235 H.P. Chryslers
48'
"SANDRA TOO"
46'
46'
WHEELER YACHT COMPANY

High, Dry and Handsome...



in the new WHIRLWIND 18′ DELUXE

It's exciting just to LOOK at this beautiful new runabout . . . and, once you're flashing along at top speed, you'll know how thrilling boating can *really* be! You'll zip along high, dry and handsome, because her wide beam and greater depth gives you a smooth, safe ride. What's more, this beauty, like all Whirlwinds, is built and tested for boating in the Chesapeake Bay . . . convincing assurance that she'll give top performance in any inland waters.

LOOK AT ALL THESE FEATURES FOR JUST A LITTLE OVER $1,000! *Streamline top, side curtains, two-tone hull color combination, mahogany framed windshield, rustproof, chrome deck hardware, walk-thru seat back, forward hatch for anchor storage and a 20" high, reinforced transom for motors up to 75 hp.*

18′ Deluxe

16′ Deluxe

14′ Deluxe

There's a complete line of Whirlwind runabouts for fishing, cruising or family fun . . . from the 12′ Fisherman to the 18′ Deluxe . . . priced as low as $280.

There's more boating fun and less maintenance with a Whirlwind, too. A 6-ply mahogany plywood hull, molded, bonded and *baked* in one piece, means there are no seams or joints for you to caulk or putty every year. You just slip her in the water—and go! GET ALL THE FACTS!

See your dealer, or send today for the new, colorful 1958 Whirlwind catalog that illustrates and describes the full Whirlwind line. Tells why they're made different from most runabouts.

Whirl away with a **WHIRLWIND!**

MOLDED PRODUCTS, INC.
100 York Road
Cockeysville 1, Maryland

The Cat's Whiskers is a 40-foot catamaran houseboat built by the Navicat Corp.

NAVICAT CORP.

For those who seek a houseboat-type of craft which can be built either professionally or by the amateur, the Navicat Corp., a subsidiary of Cross, Austin & Ireland Lumber Co., Brooklyn, N. Y., now manufactures a line of pontoons to serve as the basic hull on which a superstructure may be erected. They are available in 18, 27 and 36' lengths. In addition to their use as basic hulls, they can be used as well for floats of various descriptions.

These pontoons are solid sandwich laminations of Styrofoam, a closed cell plastic developed by Dow Chemical Co., and marine plywood (U. S. Plywood Corp.) bonded together with a special resorcinal adhesive developed by the Borden Company's Chemical Division. They are sheathed with copper to prevent fouling and marine growth. Weight is approximately 8 pounds per cubic foot.

Completed boats are also available, based on these pontoons, used in pairs like a catamaran. There is a 40' Cat's Whiskers houseboat with complete accommodations for comfortable living afloat, powered with two 125 hp Palmers; and a 20' outboard cruiser, the Cat's Meow, well adapted to construction by the amateur boatbuilder.

TERRA-MARINA

Just announced by the Terra-Marina Manufacturing Company, Inc., Houston, Texas is a new amphibious Sportscraft. Designed and engineered as a year-round craft, this amphibious houseboat has such features as 145 square feet of outside deck space, including a forward, aft, and sun deck. It has a 21' amphibious hull with built-in trailer, and detachable trailer hitch, to adapt it to land as well as water travel. The craft has a fiberglass insulated aluminum cabin, storage space in the hull, tile floor, ship's wheel, ship's ladder, and complete land and marine running lights. There is an aft deck compartment for fresh water tank, batteries, and gas tank.

The Sportscraft has complete facilities including dinette, galley with combination stove and ice box, sink, fresh water galley pump, toilet, and sleeping accommodations for four or more.

BOAT DISTRIBUTION

Adding four new models for 1958 to their line of outboard boats, Boat Distribution, Inc., of Clinton, North Carolina, now has a total of 35 different type boats from an 8' junior skipper's sport runabout to a houseboat.

Grandma III, an amphibious houseboat, is the 1958 version of Grandma II, remembered as the Mexico-to-New York cruising houseboat of 1953. Grandma III, produced for Boat Distribution, Inc., is primarily a watercraft. It has complete accommodations for comfortable living aboard for four. Its many features include topside sun deck, fore and aft decks for fishing and ease in handling; dual wiring for dockside or cruising; dual water system for hook-up to dockside line or on board tank supply. Ample closet and cupboard space; inner spring mattresses; picture window; built-in dinette; drapes; forward mechanical steering; and approved running lights.

New boats announced include a 12' cartop skiff of plywood construction, weighing 90 pounds and capable of high speeds with up to 10 hp motor: a beamy 16' sport runabout of 5-ply mahogany plywood, mahogany and oak frame.

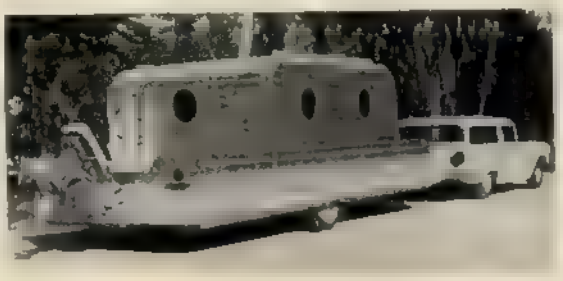
Blue Fin Sport Fisherman is a new 16' all-fiberglass deluxe sport fisherman, equipped with all accessories including full swivel fishing chairs and rod-holders.

Plywood hulls, in 16 and 18' lengths, are now available as completely equipped sport fishermen at relatively low cost.

Boat Distribution's Econo Line, new for 1958, includes three plywood 14' runabouts for use with up to 22 hp motors.

RED WING CASA CRUISER

Red Wing Marine Corporation, Red Wing, Minnesota, enters the boatbuilding field with a new 40' houseboat called the Casa Cruiser. She is powered with twin Red Wing Meteor 100 hp engines.



This Terra-Marina 21-foot houseboat is designed for land or water travel. She offers 145 square feet of outside deck space.

Red Wing's 40' houseboat is powered by two Red Wing Meteor 100-hp engines. Called Casa Cruiser, she provides ample facilities to accommodate 7 persons.

The Casa Cruiser provides ample facilities to accommodate seven overnight guests in comfort. Refinements include decorator fabric draperies, soft gold-tone carpeting, picture-view windows, fabric-covered walls, indirect lighting, full-sized inlaid tile shower, lavatory and toilet, a galley as convenient as a kitchen ashore, spacious dining room facilities, ample stowage space, and a big sun deck.

Typical of the spaciousness of this home afloat is the living area, designed for gracious entertaining. There are electric outlets everywhere for such added conveniences as electric razor, radios, TV, kitchen mixers, etc. The stateroom has a permanent full-size double-berth with foam rubber mattress and a swing-down bunk folds away in seconds. The dining area offers plenty of room to seat six comfortably, and the galley is designed for modern streamlined efficiency.

Hull of the Casa Cruiser, designed by A. M. Deering, is welded 10-gauge steel. Gasoline capacity of 208 gallons provides a wide cruising radius.

Grandma III, handled by Boat Distribution, is a 25' x 8' steel-hulled houseboat with an aluminum and mahogany cabin. She has comfortable living accommodations for 4.

Intriguing!

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Year-around sales and profits — you enjoy both with this often-imitated, never duplicated game of games! Beautifully designed, sturdily mounted. Clean, handsome legends that stay fresh through the years. A smartly boxed unit that KEEPS its powerful appeal to old and young!

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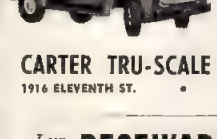

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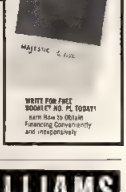

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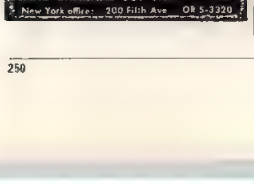

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Wilson

MEN'S GOLF CLUBS

SNEAD SIGNATURE Woods—Strata-Bloc models beautifully finished in cognac. Large black and white Keystone fiber face insert gives extra distance. True Temper Rocket shaft in medium flex. Calfskin Reminder grip in brown with gold stitching. Matched and registered. In right or left hand sets, specify on order.

Right Hand – D1240W7500 (Set of 4 – 1,2,3,4) Retail $100.00
Right Hand – D1230W5625 Left Hand – D1330W5625 (Set of 3 – 1,2,3) Retail, $75.00

Irons New Gyro Balanced head with streamlined flange for increased accuracy. Bright chrome finish with sand blasted face. Brown calfskin grip with gold stitching. Rocket shaft by True Temper. Matched and registered. In right or left hand sets, specify on order.

Right Hand – D1290W11340 Left Hand – D1390W11340 (Set of 8 – 2 to 9 & putter) Retail $150.00
Right Hand – D1280W10080 Left Hand – D1380W10080 (Set of 8 – 2 to 9) Retail $135.00
Right Hand – D1260W7560 Left Hand – D1360W7560 (Set of 6 – 3,4,5,7,9 & putter) Retail $100.00

MIDDLECOFF SIGNATURE—**Woods**—Power-packed Strata-Bloc heads in a lustrous cherry finish. White and scarlet half moon fiber face insert. Turner Reminder grip of red calfskin positions hands correctly. True Temper Meteor shaft. Each set is matched. Right hand only.

Right Hand – D1642WG300 (Set of 1,3,4 & 5) Retail $84.00
Right Hand – D1632W4725 (Set of 3 – 1,3 & 4) Retail $63.00

Irons—Revolutionary Powaramic head design assures better accuracy and longer shots. Brilliant chrome finish with beautiful red, black and blue stamping. Red calfskin Turner grip. Meteor shaft by True Temper. Each set is matched. Right hand only.

Right Hand – D1650W10125 (Set of 9 – 2 to 9 & putter) Retail $135.00
Right Hand – D1680W9000 (Set of 8 – 2 to 9) Retail $120.00
Right Hand D1660W6750 (Set of 6 – 3,4,5,7,9 & putter) Retail $90.00

SNEAD CHAMPIONSHIP Woods—Durable Strata-Bloc heads finished in deep cherry. Keystone fiber face insert in black and white. One piece metal sole plate. Reminder grip in red calfskin with black stitching. Meteor shaft by True Temper. Each set matched. Right hand only.

Right Hand – D3044W5900 (Set of 4 – 1,2,3,4) Retail $80.00
Right Hand – D3034W4425 (Set of 3 – 1,2,3) Retail $60.00

Irons—Features the new Powaramic head design for pin point control. Bright chrome finish stamped distinctively in red and black. Wilson's famous Reminder grip in red calfskin with black stitching. True Temper Meteor shaft. Each set is individually matched. Right hand only.

Right Hand – D3094W8865 (Set of 8 – 2 to 9 & putter) Retail $123.75
Right Hand – D3084W7880 (Set of 8 – 2 to 9) Retail $110.00
Right Hand – D3064W5910 (Set of 6 – 3,4,5,7,9 & putter) Retail $82.50

SNEAD BLUE RIDGE Woods Dependable Strata Bloc heads in rich cherry. White Keystone face insert. True Temper Century shaft. Reminder grip in light blue leather. Each set matched. Right hand only.

Right Hand – D2242W4000 (Set of 4 – 1,2,3 & 4) Retail $54.00
Right Hand – D2232W3000 (Set of 3 – 1,2 & 3) Retail $40.50
Right Hand – D2222W2000 (Set of 2 – 1 & 3) Retail $27.00

Irons Single flange blade in sparkling chrome finish with blue, black and red stamping. Sand blasted face. Century shaft by True Temper. Light blue leather grip. Each set matched. Right hand only.

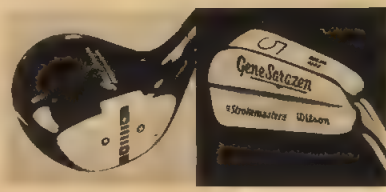
Right Hand – D2282W5400 (Set of 8 – 2 to 9) Retail $75.00
Right Hand – D2262W4050 (Set of 6 – 3,4,5,7,9 & putter) Retail $57.00
Right Hand – D2252W3375 (Set of 5 – 3,5,7,9 & putter) Retail $47.50

SARAZEN STROKEMASTER—**Woods** Brand new dark chocolate Strata Bloc heads with red and white fiber face insert. Powerful True Temper shaft. Brown leather Turner grip gives correct hand position. Each set matched. Right hand only.

Right Hand – D2040W5000 Left Hand – D2140W5000 (Set of 4 – 1,2,3 & 4) Retail $66.00
Right Hand – D2030W3750 Left Hand – D2130W3750 (Set of 3 – 1,2 & 3) Retail $49.50
Right Hand – D2020W2500 Left Hand – D2120W2500 (Set of 2 – 1 & 3) Retail $33.00

Irons Gleaming chrome head with solid sandblasted face and attractive stamping. Improved weight distribution gives consistently crisper shots. Turner Reminder grip of chocolate brown leather. True Temper shaft. Each set is matched. Right hand only.

Right Hand – D2080W6800 Left Hand – D2180W6800 (Set of 8 – 2 to 9) Retail $92.00
Right Hand – D2060W5100 Left Hand – D2160W5100 (Set of 6 – 3,4,5,7,9 & putter) Retail $69.00
Right Hand – D2050W4250 Left Hand – D2150W4250 (Set of 5 – 3,5,7,9 & putter) Retail $57.50



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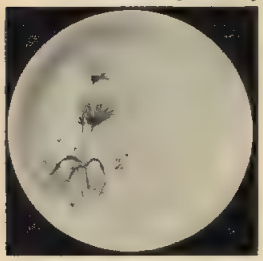


Bavarian Dinner Set. Delightful pattern with feathery flowers in exquisite Lavender Blue. Lends elegance to any table setting.

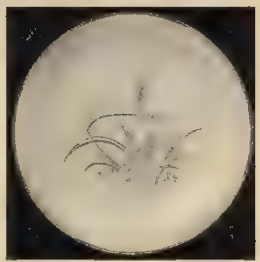
44G183-6148—93 Piece Set . . .RETAIL **$85.00**

Similar to above

44G182-2995 53 Piece Set. . .RETAIL **$49.95**

Imported 93 Pc. Dinner Set. In the new "Yorktown" decoration. Dainty sprays of cherry blossoms outlined with larger blooms of Pink and Deep Rose. Here is a grace..., pleasing design suitable for all dining occasions. All pieces edged with lustrous 22K Gold. Ship. wt. 75 lbs.

44G187-4495. . . . . .RETAIL **$75.00**



Silver Wheat Design. Exquisite imported fine dinner set. Fine Ornament White china nicely decorated with graceful spray of wind-blown wheat in rich Silver tones. Each piece edged in fired with lustrous Platinum. Truly an example of expert craftsmanship. F.O.B. N.Y.

D44G13-3867 -57-piece set.. . . .RETAIL **$58.00**

D44G14-5467—98-piece set.. . . .RETAIL **$97.00**

White Rose Pattern 93-Pc. Dinner Set. Manufactured by craftsmen of Bavaria the charming reputation will be a set which will please the most exacting hostess. White body with center decoration of two open White roses and bud in natural colors, and on two Black scroll border on shoulder and edging. Footed cups. Gold trimmed around center and base. Gold trimmed on all handle pieces. Packed one set to carton. Ship. wt. 75 lbs.

44G326 9548 RETAIL **$150.00**

93-PIECE SETS

SERVICE FOR 12 PERSONS

Complete 93-piece set consists of:

12 cups
12 saucers
12 sauce dishes
12 bread-and-butter plates
12 salad plates
12 soup dishes
12 10" dinner plates
1 vegetable serving dish
1 11½" platter
1 12" platter
1 gravy boat
2 piece covered casserole
2 piece covered sugar bowl
1 cream pitcher

Each set packed complete in shipping carton. Total weight 75 pounds.

"Susanna" Pattern 93 Pc. Imported Dinner Set. Pure White dinnerware with lovely large spray. Life-like blooms in deep Rose and White with shaded Green leaves and buds. Small bud spray in same coloring completes the decoration. Gold trimmed on handle pieces and edges. Footed cup. One set in carton. Ship. wt. 75 lbs.

44G342-4975. . . . . RETAIL **$85.00**

"Windsor" Pattern 53 Pc. Dinner Set. Made in England by W. R. Midwinter Ltd. Pink flower sprays and geometric edging and center circle on White background. Fine porcelain ware gives long serviceable use. Appeals to the most discriminating hostess. Packed one set to carton. Ship. wt. 34 lbs.

44G350 2450. . . . . .RETAIL **$37.50**

53-PIECE SETS

SERVICE FOR 8

Contains:

8 Cups
8 Saucers
8 Dinner plates
8 Bread-and-butter plates
8 Soup plates
8 Fruit dishes
1 Covered sugar bowl
1 Creamer
1 Vegetable dish
1 Platter

Full Size 10" Dinner Plates

"Wildwood Flower" Pattern 93-Pc. Dinner Set. Imported Lovely china patterned with Life-like flower. Flower has lovely shades of Ivory, Brown and soft Yellow surrounded with Green leaves. Dainty Gold edging. Cups have extra large handle made with unique pointy spray outside. Each set in carton. Ship. wt. 75 lbs.

44G352-5989 . . . . . .RETAIL **$98.50**

Attractively Priced High Quality Imported Dinnerware

"DRESDENIA" Imported China. 93-Piece Set—service for 12. Pure White highly glazed China. Beautiful floral sprays in Pink, Purple and soft Yellow with Green leaves. Similar in every way to famous "Dresden." Delicately trimmed with Gold edging. Cups decorated with floral sprays inside and out. **Plates 10" diameter.** Ship. wt. 90 lbs.

44G367-4995.....RETAIL **$87.50**

53-Piece Set—service for 8. "Flora" pattern very similar to above. Ship. wt. 45 lbs.

44G368 2675.....RETAIL **$38.95**

"MOSS ROSE" Imported China. 93-pc. set—service for 12. Delicately shaded Moss Rose decorated China dinner set with sprays of Moss Rose and Green leaves. Gold edging on plates and all handled pieces. Floral spray on inside and outside of cups. **Plates 10" diameter.** Ship. wt. 90 lbs.

44G1 4995 . . . . . RETAIL **$67.50**

As above: 57-Pc. set—service for 8. Ship wt. 40 lbs.

44G2-2875.....RETAIL **$38.95**

As above: 41-Piece set. Service for 6. Ship. wt. 32 lbs.

44G78-1795.....RETAIL **$27.95**

"Autumn Design" Imported Translucent China. In modern coupe shape with graceful leaves in vibrant Autumn colors on White background. Leaf pattern in rich Brown, Yellow, Green, Gleaming Gold trim. Leaf sprays on inside and outside of cups. An attractive pattern, adding warmth to any dining occasion. Each piece is first selected, fully vitrified fine china manufactured from the best clays by skilled craftsmen. Shipped F.O.B. N.Y.

D44G15-3867—57-Piece Set.....RETAIL **$58.00**

D44G16-6467 98-Piece Set.....RETAIL **$97.00**

"Yarmouth" Imported 93-Pc. Dinner Set—Service for 12. Translucent china manufactured by Meitos. Body is of fine White china with classic wreath of ginger flowers in pale Yellow with Green leaves. ¼" band of Grey on rim of plate. Edges and handles are trimmed with Gold. **10" dinner plates.** Ship. wt. 90 lbs.

44G38-5750 .....RETAIL **$85.00**

As above: 53-Pc. set—service for 8. Ship. wt. 40 lbs.

44G37-2995.....RETAIL **$45.00**

41-PIECE SETS
SERVICE FOR 6

Contains:

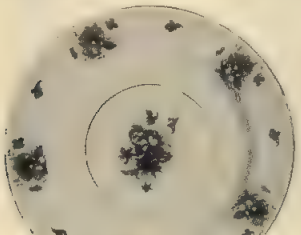
6—10" Dinner Plates
6—Bread and Butter Plates
6—Soup Dishes
6 Fruit Dishes
6—Tea Cups
6—Saucers
1—12" Platter
1—Baker
1—Sugar Bowl
1—Cover
1—Creamer

57-PIECE SETS
Have open casserole and 4 extra cups.

98-PIECE SETS
Have open casserole and 8 extra cups.

IMPORTED "WHITE ROSE" DINNER SET. A 98-piece imported dinner set with pure White body and beautiful cluster White roses and buds. Green leaves and touches of yellow add to beauty. All edges and handled pieces trimmed in platinum. **10" dinner plates have ¼" Grey border.** Floral sprays on inside of cup and saucer with Gray border on outside of cup and saucer. **Service for 12 with 6 extra cups and open casserole.** Ship. wt. 98 lbs.

44G12-5195.....RETAIL **$79.95**



"Glenaire" Imported China. (Left.) 57-Pc. set—service for 8. Fine quality White porcelain body, highly glazed. Attractive clusters of violets with Gold edging and trim on all pieces. Footed cup. Gold tracing on all handled pieces. Provides constant and lasting beauty for the table. **Dinner plates are 10" diameter.** Ship. wt. approx. 40 lbs.

44G364-2750.....RETAIL **$49.50**

"Ardmore" Imported China. (Right.) 93-Pc. set—service for 12. Beautiful translucent White china with modern textured design background. Popular White Rose design with Green leaves. Graceful bud compliments design. All pieces trimmed in rich Gold with tracing on handled pieces. Set is in the modern coupe shape. **10¾" dinner plates.** Ship. wt. 90 lbs.

44G353-4500.....RETAIL **$79.95**

Yvonne

DOLLS

B

Ⓑ **"FRANCINE," 10½" FAIRY TALE DOLL—AND HER OUTFITS.** Dream come true! Beautiful, all vinyl princess, with jointed swivel body; moveable eyes, rooted hair . . steps from the pages of "Cinderella" in a fairy godmother outfit of gold lamé and red net. For her Prince Charming, she wears a pink satin formal, flower trim, matching panties, and high heeled slippers. Francine becomes "Alice in Wonderland" in a lace-trimmed blue taffeta dress, panties, and perky pinafore. Illustrated books included. Beautifully gift boxed.
912-1053 Index 1-730; 6-684 . . . . . Retail $10.95

Ⓒ **"PRINCESS GRAYCE," 22" WALKING BRIDE—AND HER HOPE CHEST.** As lovely and radiant a bride as ever walked down the aisle . . in her magnificent satin and lace wedding gown flower trimmed veil, high heeled shoes, and traditional bouquet! Grayce's body is durable plastic . . . her eyes move . . her hair is rooted into her soft vinyl head. Hope chest contains a glamorous blue nightie, with frothy lace trim and gold print, white cotton sheet and pillow case, pink blanket; and towel . . all in a handsome, sturdy chest.
912-2239/8 Index 1-1065; 6-997 . . . . Retail $15.95

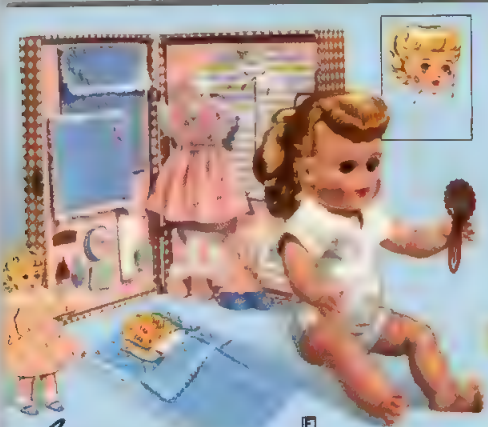
C

Ⓐ **"SLEEPING BEAUTY" BALLERINA, 20"—AND EXTRA OUTFIT.** This darling danseuse has jointed hips, knees, and ankles which enable her to pirouette, kick high, do the splits, walk, and assume many other traditional ballet poses! Her body is sturdy plastic . . . her rooted hair is done in a fashionable pony-tail. Before the footlights she's dressed in a stunning red lace and net ballet costume, with gold trim, chic marabou headpiece matching panties, ballet hose and slippers. For afternoon wear she has a printed cotton dress, red stole, and red high heeled dress shoes.
912-203/79 . . . . Retail $11.95
Index-795; 6-747

A

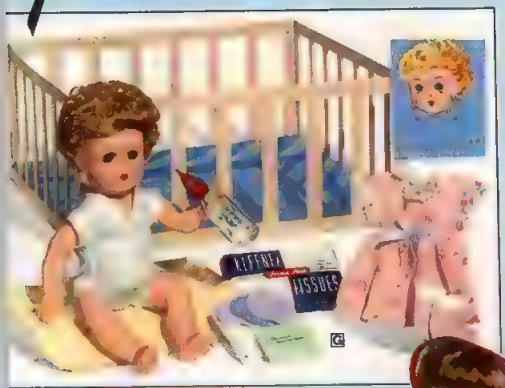
D

Ⓓ **"MADELINE," 20"—AND HER MILLION DOLLAR WARDROBE!** Star of any little girl's make-believe world! Madeline is a shapely, full-formed young lady with a swivel, all vinyl Rigidsol body, vinyl head, moveable eyes. She adores having her individually rooted hair pampered with a wash, comb and curl occasionally! Her million dollar wardrobe, packed in a handsome trunk, takes her smartly from home, through the day, even to gala after-theater parties. Every inch a celebrity in her stunning gold trimmed white net evening dress, topped with a gorgeous fur-trimmed gold lamé coat and tiara. On stage she wears a red net ballet costume, with tights and ballet slippers. For afternoons, she has a printed sun dress and matching stole, yellow jacket, and saucy straw hat! Her wardrobe also includes, 2-piece red and black lounging pajamas, sun glasses, earrings, pearl necklace and bracelet, purse, comb, mirror, brush, nylon stockings, and high heeled dress shoes.
912-2007 Index 1-1665; 6-1559 . Retail $24.95



Yvonne DOLLS

The dream of every little girl is a captivating Yvonne Doll . . . an adorable, life-like play companion who will share those treasured moments of childhood . . . in a world of loving care from her tiny make-believe mother.



G "BÉBÉ," TEAR, DRINK, AND WET BABY DOLL—ABOUT 12'— IN PLAY PEN. Adorable, curly-headed moppet cries *real tears* . . . drinks and wets, too! She's happiest playing in her sturdy, blue-lined play pen, but will go to sleep or take a bath if her little mother asks her! Bébé's vinyl body is fully jointed . . her hair is individually rooted. She's wearing a shirt and pantie set . . . her accessories include, lace-trimmed printed ninon dress, pink and white booties; 3 powder puffs, tissues, soap, wash cloth, blanket, diaper, and feeding bottle.
912-1200 Index 1-595; 6-559 . . . . . Retail $8.95

H "JOY," 10'—AND HER OUTFITS. Captivating miss is ready to go anywhere with her young playtime companion! She turns her cute little head from side to side . . . opens and closes her eyes . . has a fully jointed vinyl body and rooted hair! Dressed for the beach in a pert red and white bathing suit, matching hat, terry cloth robe, beach shoes, and sun glasses . . . beautiful blue and white taffeta afternoon dress, lace-edged panties . . . gay plaid taffeta coat, hat, socks, and red shoes . . . glamorous ballerina costume, stockings, and slippers.
912-1110 Index 1-665; 6-622 . . . . . Retail $9.95

E "NANCY," THE CUDDLY BABY DOLL—DRINKS AND WETS, 16'. This little darling is certain to win first place in the affections of her miniature mother! Like any baby, her full jointed cuddly vinyl body simply loves to be hugged . . she drinks from her bottle and wets, too! Her cute, individually rooted hairdo is caught up with a bright red bow . . and can be washed, combed, and curled! Nancy comes attired for afternoon outings in a bouffant red-dotted, white nylon dress, with an adorable pinafore effect, petticoat, diaper; white shoes and socks. Nancy's eyes close when she's sleepy!
912-1659/37 Index 1-595; 6-559 . . Retail $8.95

F "BÉBÉ TEARS," 16' DRINK, WET, AND TEARS VINYL BABY DOLL—WITH LAYETTE. Look what the stork brought for little mothers! A bundle of joy who moves her head, has big go-to-sleep eyes . . actually cries *real tears*, drinks, and wets—just like a real baby! Her all vinyl body is fully jointed . . her pony-tail hairdo is individually rooted . . can be washed, combed, and curled! Bébé comes to you dressed in a knitted shirt and panties, accompanied by a complete layette: pretty pink ninon dress with lace trim, socks, pink booties; matching diaper. 2 other diapers blend with her striped flannel robe. Also, a lace-trimmed, blue quilted pillow and blanket; blue vinyl walking shoes, soap, sponge and wash cloth for her bath, powder puffs; comb, rattle; and feeding bottle.
912-1600 Index 1-995, 6-934 . . . . . Retail $14.95

Ready NOW! Perfected! Patented!

Zimgar's

WALKING

mechanism for

VINYL

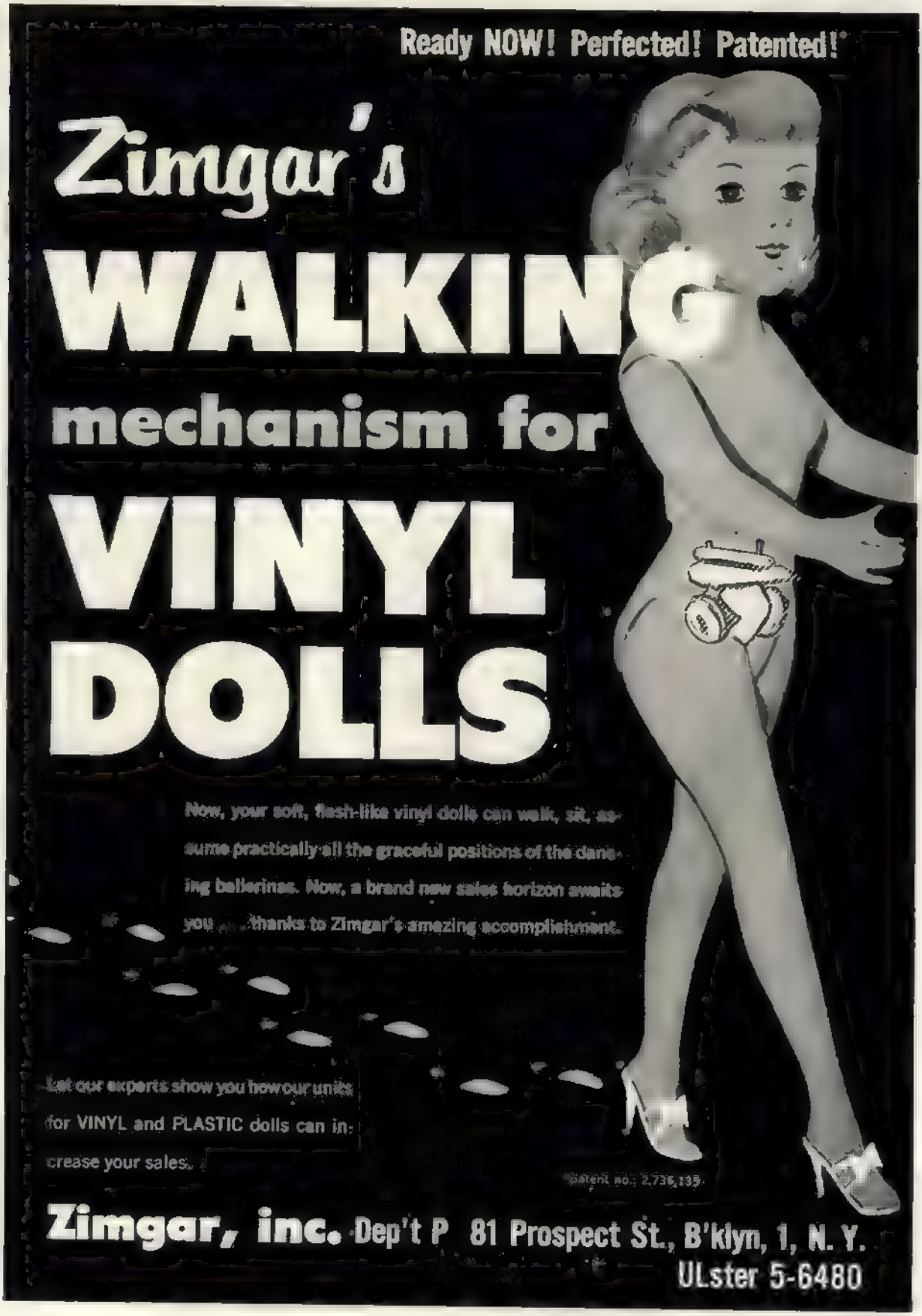
DOLLS

Now, your soft, flesh-like vinyl dolls can walk, sit, assume practically all the graceful positions of the dancing ballerinas. Now, a brand new sales horizon awaits you... thanks to Zimgar's amazing accomplishment!

Let our experts show you how our units for VINYL and PLASTIC dolls can increase your sales

patent no. 2,736,135

Zimgar, inc. Dep't P 81 Prospect St., B'klyn, 1, N. Y.
ULster 5-6480


Ready NOW! Perfected! Patented!
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Patent no.: 2,736,139
Zimgar, inc. Dep't P 81 Prospect St., B'klyn, 1, N. Y.
ULster 5-6480

ZOBEL'S
THE FINEST IN SEA SKIFFS
21' thru 26', Bunks and Complete Galley Units Available
Order Now for Insured Spring Delivery
It's really worth your time and effort to compare. Visit our Boat Works for water demonstration. Write for illustrated literature. Open seven days a week.
ZOBEL'S SEA SKIFF & YACHT WORKS
SEA BRIGHT, NEW JERSEY

BOATS BY SEAMAN
- LIGHTNING SAILBOATS
- BLUE JAY SAILBOATS
- 30' AUXILIARY SLOOPS
- CUSTOM BOAT BUILDING (Sail and Power)

AT OUR NEW LOCATION WE ALSO OFFER
Boat Storage, Hauling & Repairs, Paints, Hardware and Marine Supplies.

SEAMAN SEACRAFT COMPANY
HERNAN AVENUE LOCUST VALLEY, L.I., N.Y.

CUSTOM-BUILT YACHTS FROM ITALY
NORWEGIAN HANKOSLOOP

Exclusive U.S. representative for one of Europe's foremost yacht builders GANGEMMAN of Italy where skilled shipwrights and craftsmen always build the yachts we feature. Send for free catalog describing your own specifications.

We also represent several well-known Scandinavian yards and would like to show you the Hankosloop 36' x 27' x 6'6" x 21", a roomy, seaworthy cruising sloop of fine construction with unusual amidships deck cabins, Marconi sails, 25 hp engine in 11' 11" model. Delivered in U.S. $ 60,000 to $ 100,000

Also write about the new cruising sloop PENELOPE 47'0" x 32'8" x 7'10" x 4'11".

HARLING AND RINGSTAD
212 Natick St., Staten Island 6, N. Y. Tel: Elgin 1-0980

...and the Cheboygan River to Mullet and Burt Lakes.

►There's a plan to build a marine railway to cover approximately 1,000 feet to lift boats from Grand Traverse Bay into Elk Lake on the Western side of the State. This will give cruising craft access to Round and Torch Lakes, two of the largest bodies of inland waters in the northern parts of Michigan's lower peninsula.

ON THE NIAGARA FRONTIER

By Reginald H. Pegrum

► The Buffalo Canoe Club in early November elected new directors and flag officers for the coming year. The new commodore is Lawrence V. Whistler Jr.; vice comm., Curtis H. Deming; rear comm., Edward J. Wegman, fleet capt., Robert G. Maccubin; sec., John L. Battel, treas., Robert C. Coleman. Directors elected for three-year terms are Thomas G. Allen III, Bruce E. Care, Edward P. Curley and William W. Hughes

An apparent attempt to set fire to the BCC clubhouse occurred in late October. A pile of folded newspapers in a second floor hall was found partially burned with only minor scorching of the walls. The fire was out when discovered, and only the folding of the papers prevented further damage. Youthful mischief makers are suspected.

► The Lake YRA held its annual meeting in Buffalo in early November. New officers for the coming year were selected. The new president is John R. Mason of Royal Canadian YC, Toronto; 1st v.p. Karl Smither, Buffalo CC; 2nd v.p. Arnold A. Gorman, National YC, Toronto, sec.-treas. Newton B Castle, Rochester YC. The 1957 president, A. H. (Bud) Gorsline, was elected honorary president. The 1958 LYRA regatta is scheduled to be held at Port Dalhousie, Ont. sponsored by the Port Dalhousie YC, Aug. 2-4 The Freeman Race begins at Presqu'Ile, Ont. July 30 to Oakville, Ont., to the finish at Port Dalhousie.

► Boat registration and boating interest continue to rise rapidly in this area. One indication is the continued growth of the Buffalo Power Squadron activities This fall, under the direction of John Gelman, some 550 students attended elementary piloting classes in Buffalo, Tonawanda, Hamburg, Jamestown, and Wellsville. James D Kline, in charge of advanced courses, reports 65 students in Advanced Piloting, 20 in Junior Navigation, and 20 in Celestial Navigation Frank Ernst reports 35 in Weather, and Paul Emmons 25 in Engine Maintenance. Seamanship under Clayton Learman will begin in early January.

PACIFIC NORTHWEST CAT'S-PAWS

By Ray Kranz

► As this is being written, the crew of the Seattle hydro *Hawaii Kai III* are readying the *Kai* for a Nov. 29 assault on the one-mile and kilometer records on Lake Washington. The course is new, between Juanita Beach and Kirkland. *Slo-Mo-Shun IV's* records of 160.3235 and 178.497 m.p.h. were set on the Sand Point and East Channel courses, in 1950 and 1952 *Supertest's* new kilometer record, recently established, provided the necessary impetus for a new Seattle one-mile trial. All things being equal, *Kai* should break the one-mile record sooner or later, for she has unofficially been credited with 195 m.p.h. in Lake Washington trials. She did it. See p. 374.

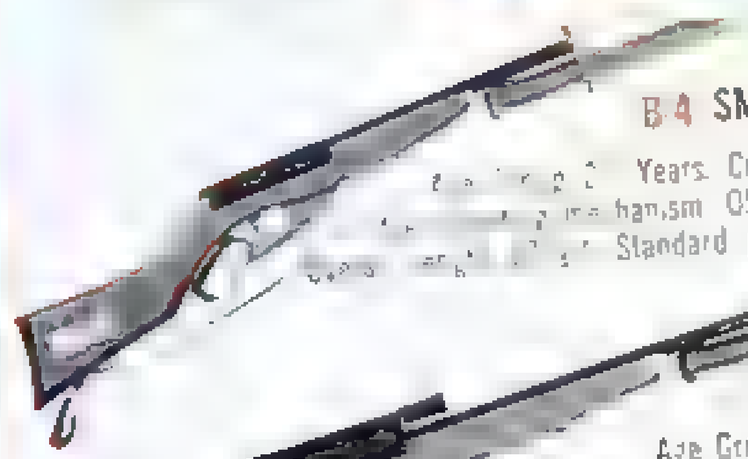
► Speaking of hydros: The Seattle YC held a gala "hydro luncheon" early in November, to point up the rather astonishing fact that Seattle's unlimited hydroplanes during the

Y'ALL COME!

7½% Freight Allowance for 1958

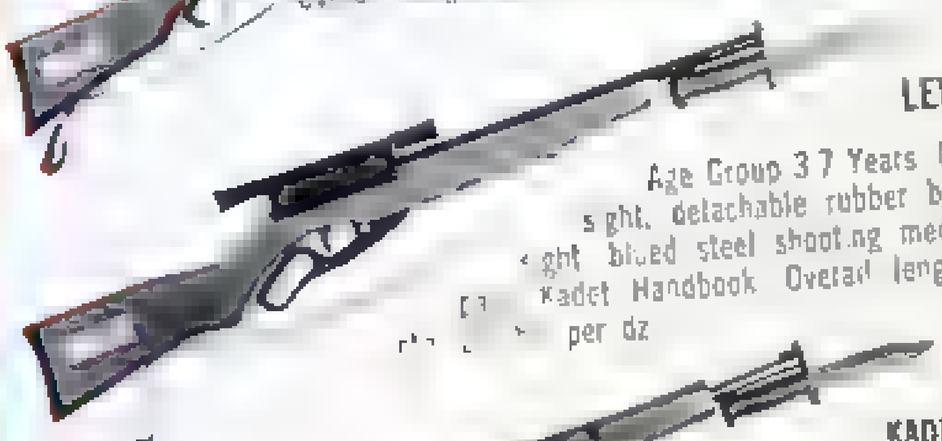
FOUR BEST SELLERS

covering all age groups and price ranges



B-4 SMALL-FRY LEVER ACTION TRAINERIFLE

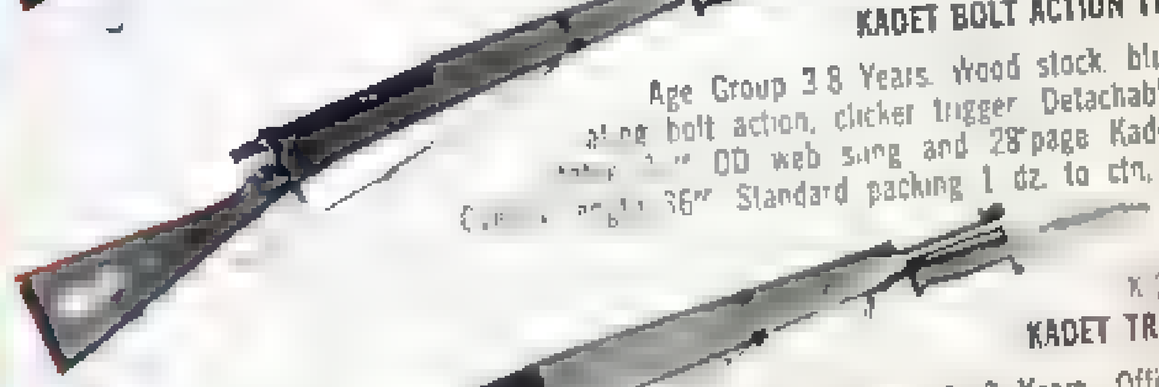
[illegible] Years. Cork shooting air rifle. Wood stock, metal barrel, blued [illegible] hanism. OD web sling, detachable rubber bayonet, bag of corks. [illegible] Standard packing 1 dz. to ctn. 14 lbs. per dz.



T B 2 A

LEVER ACTION TRAINERIFLE

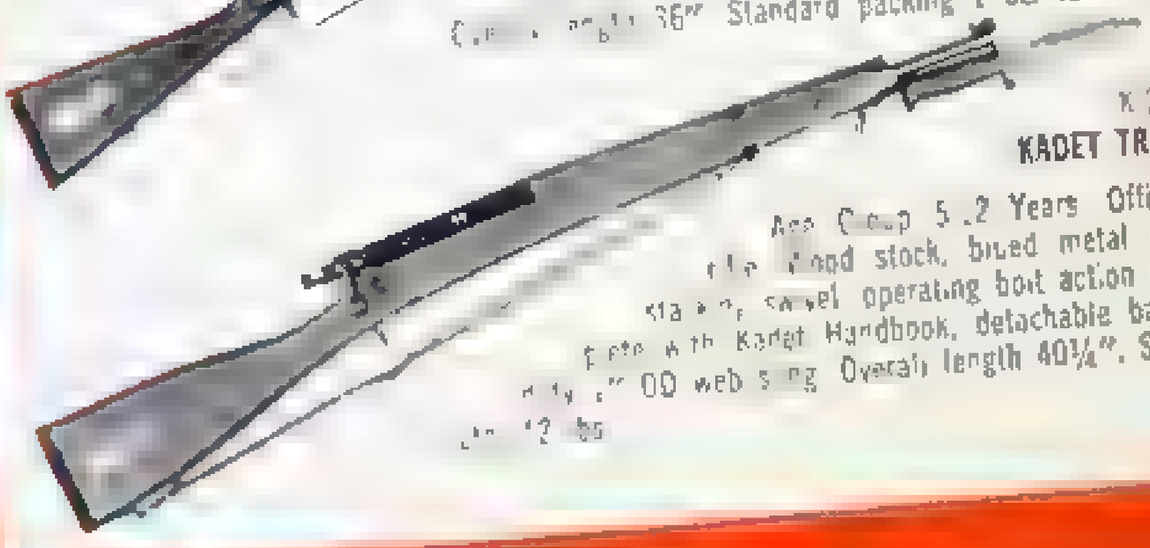
Age Group 3-7 Years. Cork-shooting air rifle with "telescopic" sight, detachable rubber bayonet. Wood stock, metal barrel and [illegible]ght blued steel shooting mechanism. OD web sling, corks and 28-page Kadet Handbook. Overall length 32¼". Standard packing 1 dz. to [illegible] per dz.



K 21

KADET BOLT ACTION TRAINERIFLE

Age Group 3-8 Years. Wood stock, blued metal parts. Oper-[illegible]ting bolt action, clicker trigger. Detachable rubber bayonet, ad[illegible]" OD web sling and 28-page Kadet Handbook included. [illegible] 36". Standard packing 1 dz. to ctn. 29 lbs. per dz.



K 23

KADET TRAINERIFLE

Age Group 5-12 Years. Official Kadets of America [illegible] Wood stock, blued metal parts. Metal butt plate, [illegible] swivel, operating bolt action and clicker trigger. Com[illegible] with Kadet Handbook, detachable bayonet, adjustable heavy-[illegible]" OD web sling. Overall length 40¼". Standard packing 1 dz. to [illegible] lbs.

Room 629 — Hotel New Yorker

PARRIS MANUFACTURING COMPANY

SAVANNAH, TENNESSEE

. . . and see us at the Toy Fair

We want to say hello to all our old friends and make many new ones

go KADET . . . and GROW!

Build better boys for America—Better sales for you! Support KADETS OF AMERICA—the boys program that belongs to the Toy industry!

NEW!

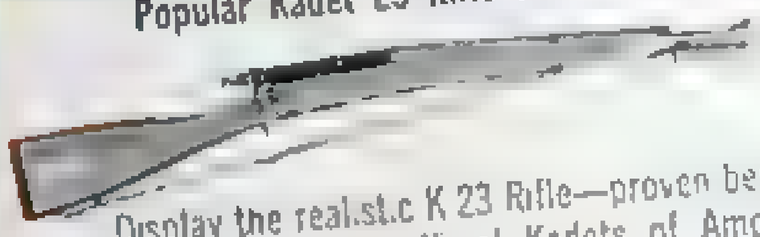
DELUXE KADET TARGET PISTOL

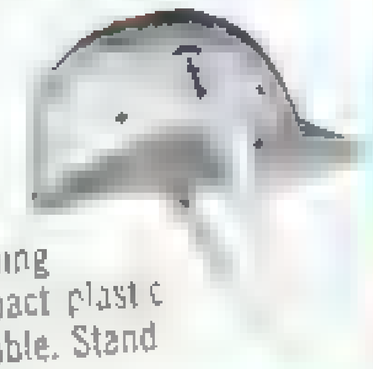
with Chrome Barrel—Leather Holster

In Plastic Display Bag. Cork shooting target pistol. Complete with corks. 9" long. Standard packing 1 dz. to ctn. 10 lbs. per dz.

IDEAL DEPARTMENT STORE TEAM

Popular Kadet 23 Rifle and Kadet Helmet





Display the realistic K 23 Rifle—proven best seller coast to coast and the official Kadets of America training rifle with THE KADET HELMET of rugged white high impact plastic with web suspension, headband, chin strap. Fully adjustable. Standard packing: individual corr. ctns. 16 lbs. per dz.

Display Them . . . Sell Them—Together!

MR. DEALER!

Install a KADET SHOW WINDOW in your store to let the boys know you have the equipment they want. They'll come a-running!

Bet a Million

EVERYBODY PLAYS THIS NEW THRILL-A-MINUTE

PARTY GAME

No. 39

Here's What You Get

- Real Roulette
- Chuck-A-Luck
- Nevada Craps
- Real Felt Layouts
- $1,000,000 in Play Money
- ⅞" Plastic Chips in 8 colors
- 3—⅝" Catalin Dice
- Complete Instructions
- All Boxed in Compelling Self-Display Package

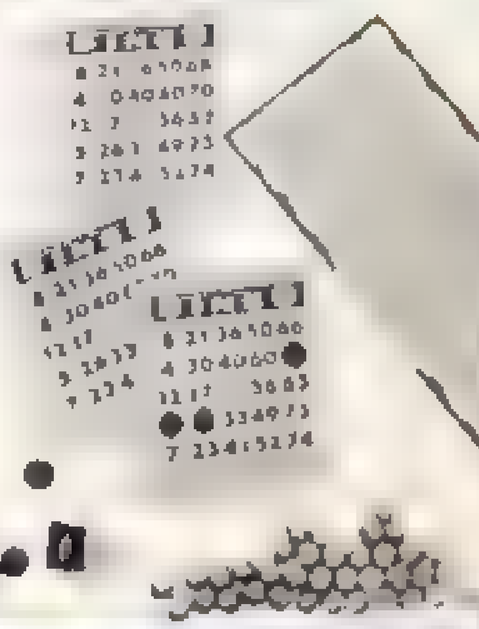
$2.98 Retail*

2 NEW GAME SENSATIONS!

IN THE E.S. LOWE PARADE OF 12 NEW EXCITING GAMES BRINGING YOU PROFITABLE SALES ALL YEAR!

Real Bingo!

WITH PROFESSIONAL METAL WIRE CAGE FOR LIFETIME USE



No. 990 *Here's what you get*

- Real All Metal Wire Cage
- ⅝" Wooden Balls with burnt, indented letters
- Heavyweight Master Board
- 50 Bingo Cards
- Markers
- Sturdy 4 color Display Box

$4.98 Retail*

*Retail prices slightly higher West of Rockies

E. S. LOWE COMPANY, INC.

200 FIFTH AVENUE, NEW YORK 10, N. Y. • OREGON 5-1630

253

LOOK TO Garton

for *Everything New* in *Wheel Goods!*

New style fenders and truss rods with new ball bearings . . . just one of many new velocipedes featured for 1958

See these New Items

AND DOZENS OF OTHERS — AT THE

TOY FAIR

MARCH 10th – 13th

1107 Broadway

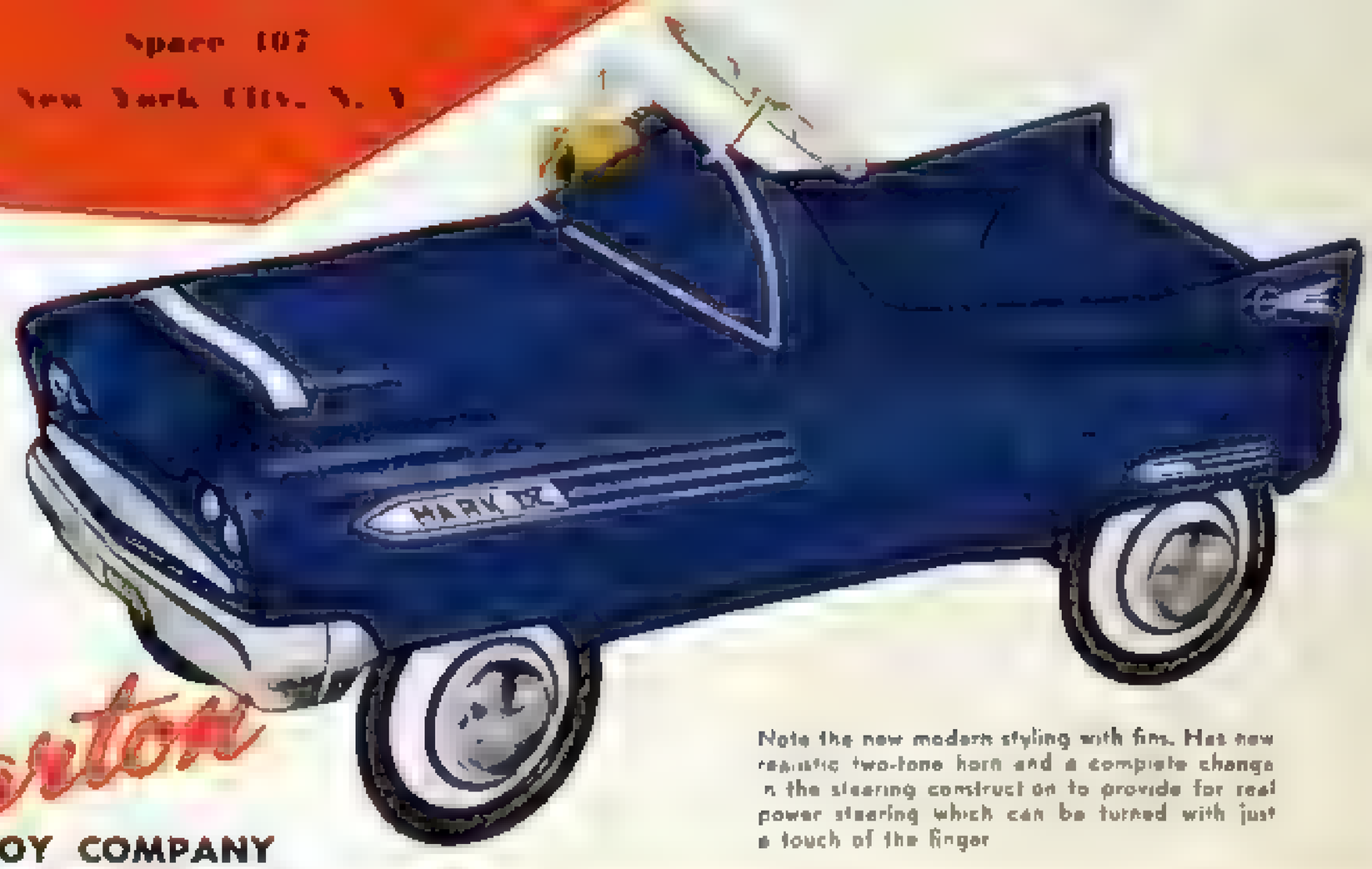
Space 107

New York City, N. Y.

THE TOP PROFIT LINE FOR 1958!

You never saw a line like this new Garton line for 1958. A regular Toy Fair in itself is the array of new top sellers ready for you now . . . automobiles, baby walkers, pedal bikes, velocipedes, sidewalk bikes, scooters, wagons. The most . . . the best . . . everything that's new in wheel goods for young America is to be found in this greatest array of top profit items for the year ahead . . . plus sleds and croquet sets galore, plus Garton's sensational new line of Water Skis.

Be sure to see them all at the Toy Fair . . . or write for new catalogs now ready, if you can't go to the Fair!



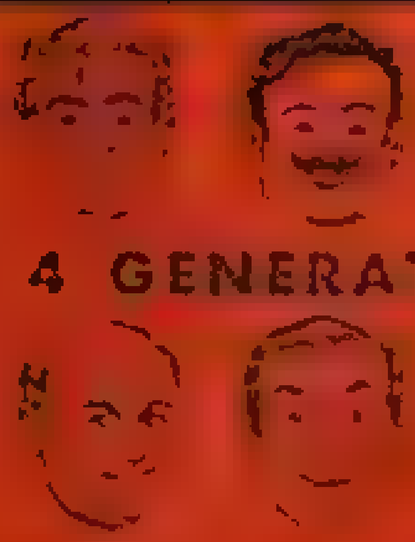
Note the new modern styling with fins. Has new realistic two-tone horn and a complete change in the steering construction to provide for real power steering which can be turned with just a touch of the finger

THE Garton TOY COMPANY

SHEBOYGAN, WISCONSIN

FIRST WITH EVERYTHING NEW IN WHEEL GOODS SINCE 1879

17



4 GENERATIONS *of leading dealers have relied on* Schoenhut *for the*

3 "P's" OF PROFIT!

[illegible]

PRODUCT

Incomparably outstanding craftsmanship teams with know-how and the finest materials to achieve foremost SCHOENHUT [illegible]

PRESTIGE

Feature the line that has delivered consumer goodwill for more than three quarters of a century ... the symbol of excellence in the world of children and music.

PRICE

[illegible] cost features and convincing know-how help you to Schoenhut [illegible] profits. Ask for our [illegible] proposition.

We invite you

to make your trip to the Toy Fair Complete by including a visit to our

NEWLY REDECORATED NEW YORK SHOWROOM

at 200 Fifth Ave room 315 [illegible] and hear the complete Schoenhut line of TOT PIANOS including many new models

Schoenhut

MARK WELL THE NAME

O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA.
MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

OUT OF THIS WORLD . . .

and Climbing FAST

PIC ★ A ★ GAME TABLE

A PICNIC TABLE

A STUDY TABLE

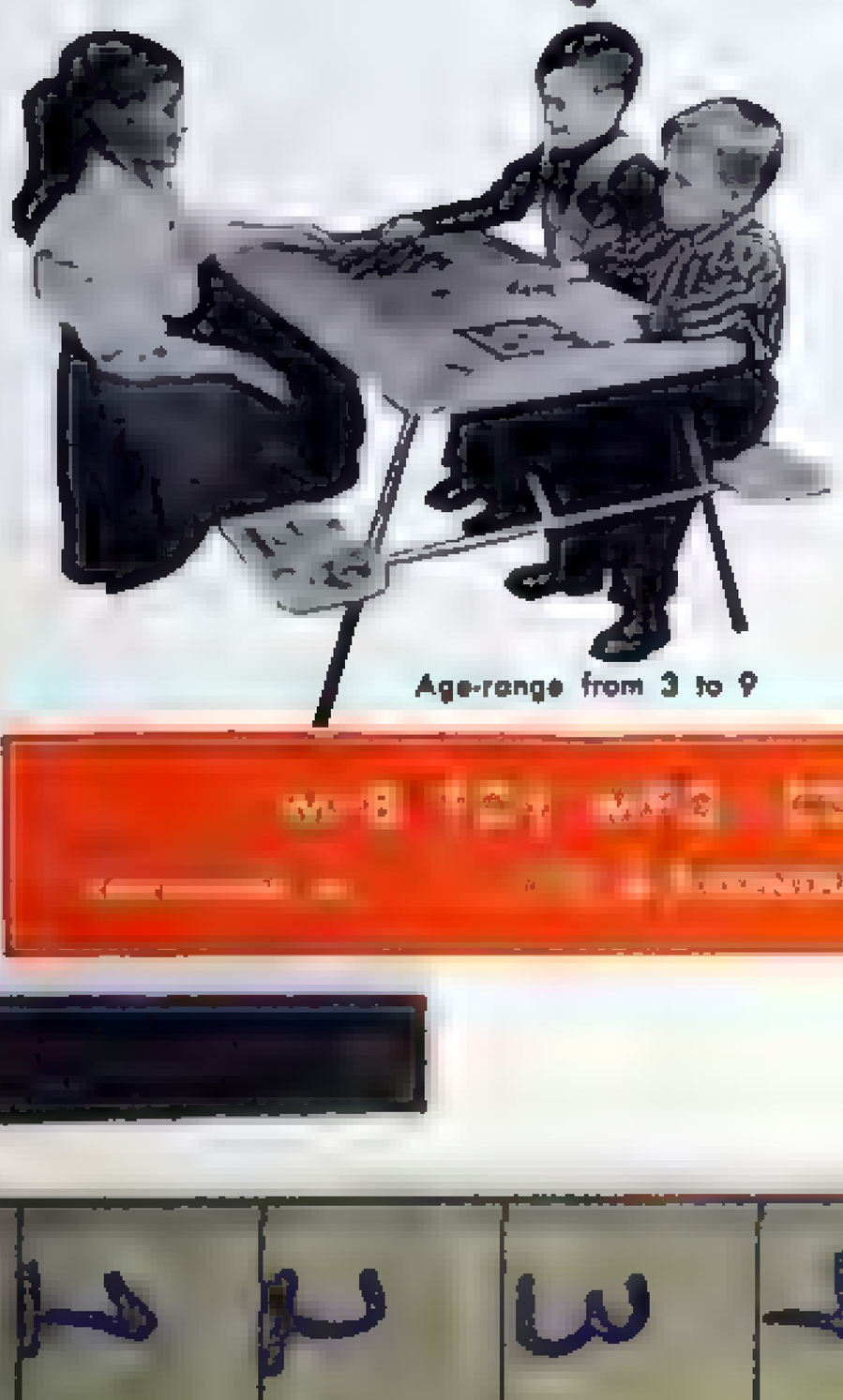
A GAME TABLE

Table top — 36" x 20"
Height — 22½"

●

K. D., one to a carton
Approx. wt. 18 lbs

complete with instructions and playing pieces



Age-range from 3 to 9

★ WEATHER-PROOF FOR OUTDOORS

★ PRACTICAL FOR INDOOR USE

★ WARP-PROOF AND SPLINTER-PROOF

★ SEATS 4 CHILDREN COMFORTABLY

[redacted]

[redacted]

30¹

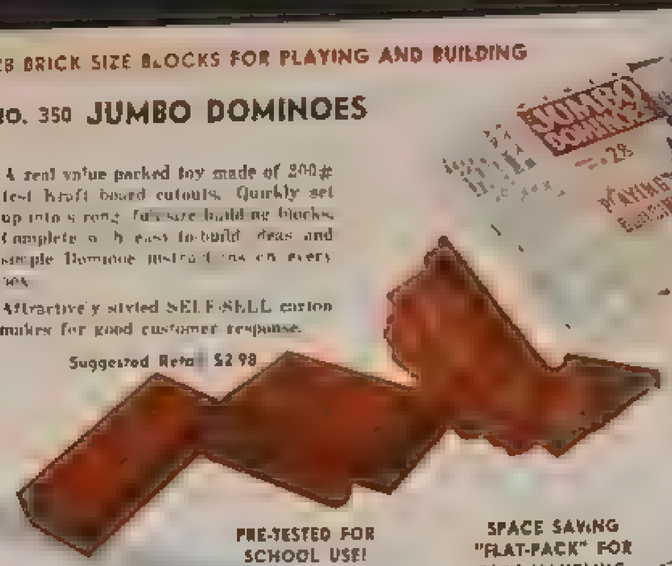
28 BRICK SIZE BLOCKS FOR PLAYING AND BUILDING

NO. 350 JUMBO DOMINOES

A real value packed toy made of 200# test kraft board cutouts. Quickly set up into strong full size building blocks. Complete with 28 easy to build ideas and simple Dominoe instructions on every box.

Attractively styled SELF-SELL carton makes for good customer response.

Suggested Retail $2.98



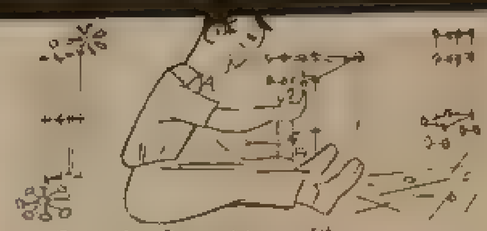
FUN FOR THE WHOLE FAMILY!

PRE-TESTED FOR SCHOOL USE!

SPACE SAVING "FLAT-PACK" FOR EASY HANDLING

BUILD MORE TOYS WITH PIXIES!

Tube Pack	Retail	Rack Pack	Retail
#39	49c	Junior	49c
#59	69c	Intermediate	69c
#98	98c	Senior	98c
#200	$1.98		



Beat the Competition with . . .

PIXIE BUILD A TOY SETS

Time tested construction toy of top quality. Metal Rods. Colored axles and wheels packed in four paper or plastic tubes. Twice as many usable parts as comparable sets for greater play value.

PLUS . . . 3 NEW WINDOW BOXES FOR RACK AND COUNTER

PIXIE KALEIDOSCOPE

NO. 25

Steven quality, low priced kaleidoscope for volume sales. Colorful label. 1st grade mirrors and bright designs make this a popular number in any line.

Suggested Retail 29c

SUGGESTED RETAIL 98c

NO 400 PIXIE DE LUXE KALEIDOSCOPE

WITH INTERCHANGEABLE SNAP-IN HEADS (Pat. Applied for)

The 1st successful $1.00 kaleidoscope . . . proven by consistent reorders. Sealed interchangeable heads, plus empty Snap In head for "Home Made" designs not found on any other item. Sure fire Brilliant Color box speeds traffic on this toy

YEAR ROUND GIFT FOR AGES 4-12

NO. 250 PIXIE PLAY-A-WHILE FOUR TOY ASSORTMENT

Here are four leading toy items beautifully packaged in an eye appealing full color box for "Quiet Fun."

This play tested assortment of Kaleidoscope, Gyroscope Top, Pic Up Stix and Build A Toy will give any child a wonderful variety gift package.

SUGGESTED RETAIL $1.98

NO. 300 PIXIE CHECKER GAME "MIRACLE"

CHECKER BOARD AND CHECKERS COMPLETE IN 1 TUBE!

Suggested Retail 49c

A Flexible Paper Board makes this set of portable set possible. Convenient and compact for carrying and storage in a bright colored display tube

STEVEN MANUFACTURING CO., INC., 5939 St. Louis Ave., St. Louis 20, Mo.

STEVEN MANUFACTURING CO., INC., 5939 St. Louis Ave., St. Louis 20, Mo.

NO. 51 & 52 PIXIE
GYROSCOPE TOP

Top entertaining favorites with string wind and 52 with rubber friction wind.

Both units sturdily constructed with bright silver frame and free spinning rotor. Rotors come red, blue and green assorted.

Suggested Retail
(Either style)
59c

NO. 53 SPUTNIK, JR.
SATELLITE GYROTOP

Our standard top in a new dress with an exclusive Rh-LOM STARTER. Attractive package and scientific data slanted copy help make this a value among space toys.

Gleaming silver rotors and gold frames give the top a different appearance from the standard model.

Suggested Retail 59c

NO. 49 MAGNETIC
PIXIE PIC UP STIX

All sticks in this popular version are cross banded, a steel pick stick comes with a magnet attached to make the game more exciting.

The magnetic stick is used to pick the others from the pile without disturbing those underneath. Although the game is like the regular Pic Up Stix the action is faster and more exciting.

Suggested Retail 49c

NO. 36
PIXIE PIC UP STIX

A perennial favorite with young and old alike.

Quality sticks and colorful packaging make this another fast moving Pixie favorite.

The combination of price and quality in the Steven Pixie line is unbeatable hard to beat and these Pic Up Stix are no exception.

Suggested Retail
29c

STEVEN MANUFACTURING CO., INC., 5939 St. Louis Ave., St. Louis 20, Mo.

HERE ARE 12 REASONS WHY PROFITS PEAK WITH PIXIES!

WITH DO-IT-YOURSELF FEATURE

"QUIET FUN!"

NO. 275 PIXIE
DESIGN-O-SCOPE 3-in 1 Gift Pack

Combining all the best known Kaleidoscope features

DESIGN-O-SCOPE
Preprinted discs with automatic revolving action gives a new dimension to the varied designs.

De Luxe KALEIDOSCOPE
Snap in heads for endless variation. Both sealed heads and refillable ones included.

SCRIBBLE SCOPE
Blank discs included for Color It Yourself novelty for hours of fun. A wonderful feeling of self expression with this new toy.

Suggested Retail $1.98

AN ENTIRELY NEW DIMENSION IN KALEIDOSCOPE ENTERTAINMENT

NO. 50 PIXIE KALEIDOSCOPE
AMERICA'S LARGEST SELLER

HOURS OF FUN FOR YOUNG AND OLD ALIKE!

The ORIGINAL Steven kaleidoscope brought up to quality throughout the years. New Labels and a New Display Carton will continue to keep this the largest selling and most copied unit in the toy world.

Suggested retail 49c

COLORFUL AND BRIGHT 1st QUALITY MIRRORS

STEVEN MANUFACTURING CO., INC., 5939 St. Louis Ave., St. Louis 20, Mo.

NOW!

1 2 3 4

Play-Doh

PATENT APPLIED FOR ®

FOUR-PAK (PD-259):

Four cans of Play-Doh Modeling Dough . . . Red, Yellow and Blue, which blend perfectly into every color of the rainbow, plus White for blending pastel shades. Absolutely non-toxic, won't stain furniture, clothing or hands. Carries Parents' Magazine Commendation Seal.

(Packed 12 to shipper, wt. 28 lbs.)

Manufactured By:

RAINBOW CRAFTS, INC.

CINCINNATI 12, OHIO

STILL

$1.00

SUGGESTED RETAIL

AT THE TOY FAIR

ROOM 944

Hotel New Yorker

JUST SEE WHAT'S BEHIND IT!

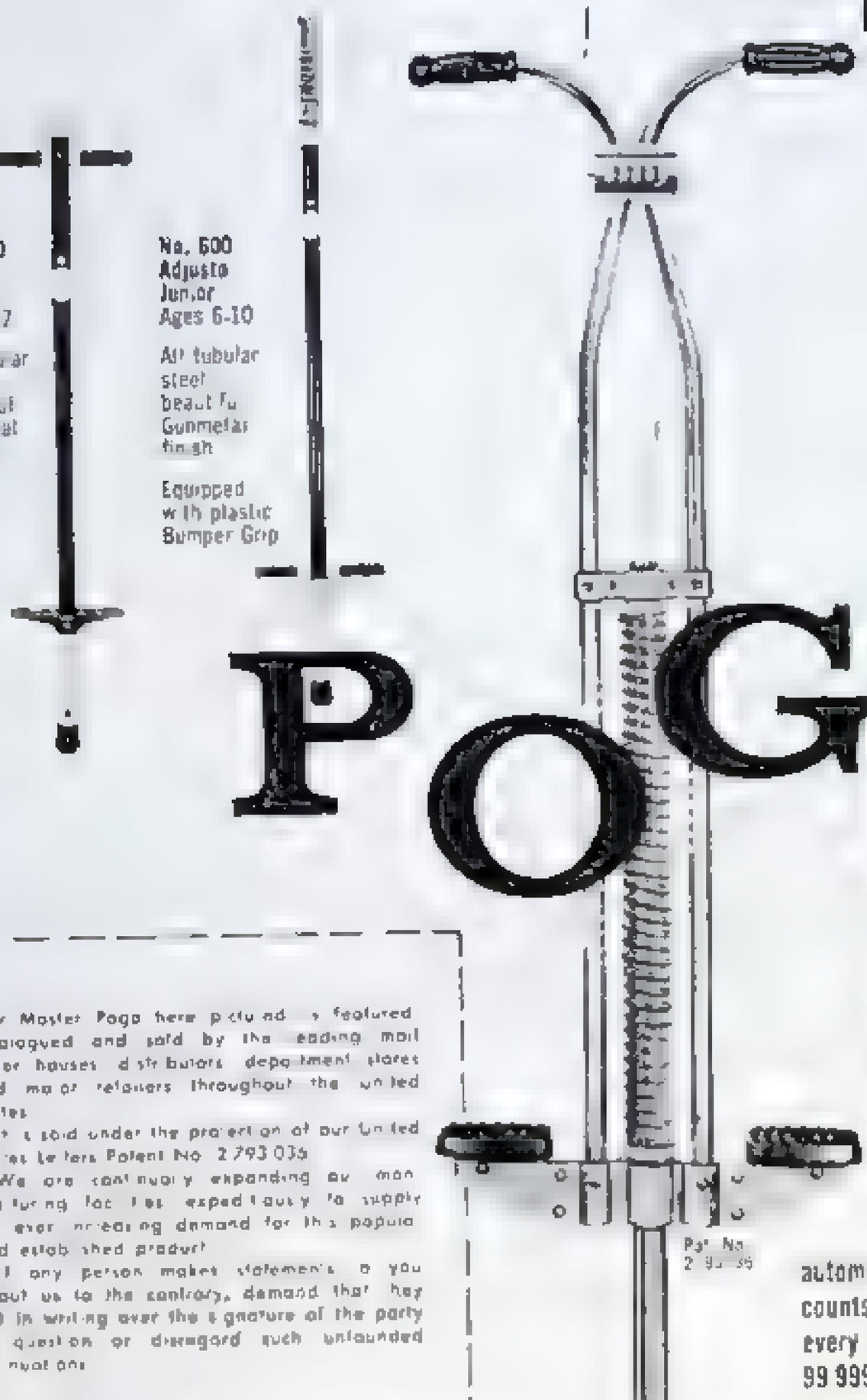
NEW

SENSATIONAL

ORIGINAL

MASTER POGO

THE PROFESSIONAL EXERCISER
FOR YOUNG AND OLD!



No. 500
Little
Junior
Ages 5-7

All tubular
steel
beautiful
Gunmetal
finish

No. 600
Adjusto
Junior
Ages 6-10

All tubular
steel
beautiful
Gunmetal
finish

Equipped
with plastic
Bumper Grip

No. 600A
Adjustable
Super Junior
Ages 7-11

All tubular
steel
beautiful
Gunmeta.
finish

with
revolutionary
Countmeter

A revolutionary idea in pogo jumping made in six models for all weights, all ages. Master Pogo is made of tubular chrome plated steel. Self-lubricating for easy action

New long-lasting Rubber Tips on all models
Master, Super Junior and Adjusto Junior are equipped with spring adjustment

All models completely assembled for remaining

Our Master Pogo here pictured is featured cataloged and sold by the leading mail order houses distributors department stores and major retailers throughout the United States

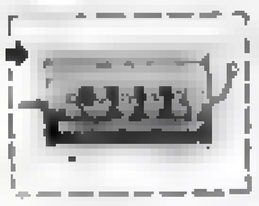
It is sold under the protection of our United States Letters Patent No 2,793,036

We are continually expanding our manufacturing facilities expeditiously to supply the ever increasing demand for this popular and established product

If any person makes statements to you about us to the contrary, demand that they put in writing over the signature of the party in question or disregard such unfounded insinuations

Pat. No. 2,793,036

automatically counts every jump to 99,999



now a reality.

registers like the mileage on your car

No. 1000C DeLuxe
The Professional MASTER POGO with COUNTMETER
Overall height 41", weight 7¼ lbs., each packed individually

MASTER JUVENILE PRODUCTS, INC.

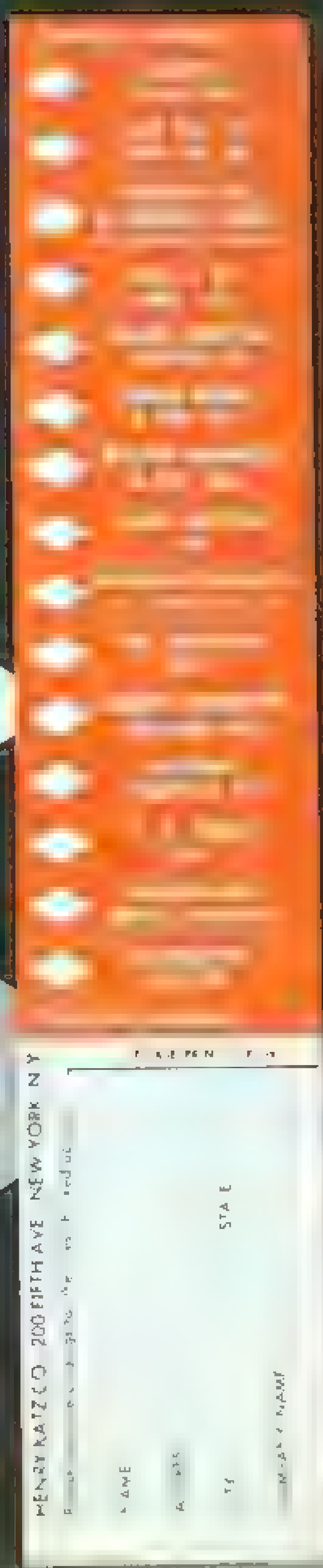
Hansburg Acres, Walker Valley, N. Y.

New York Sales Office **PORTUGAL & KROTMAN** 200 FIFTH AVENUE, RMS 534-36, HOTEL McALPIN, RMS 765-67

355

1958 toy lines of distinction

See the diamond pages in this section...



"Lines of Distinction"

SELLING STAFF

HENRY KATZ

RICHARD KEATS
Vice President

AL SCHNEIDER
Sales Promotion Manager

BERNARD GOTTLIEB

CHARLIE BEADON
Los Angeles West Coast

MAURICE COHEN

DALE DILLEHUNT

HERBERT GINGOLD

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SOL GOODMAN

RALPH HANCOCK

DAVE HOCHSTEIN

PHIL MANGOLD

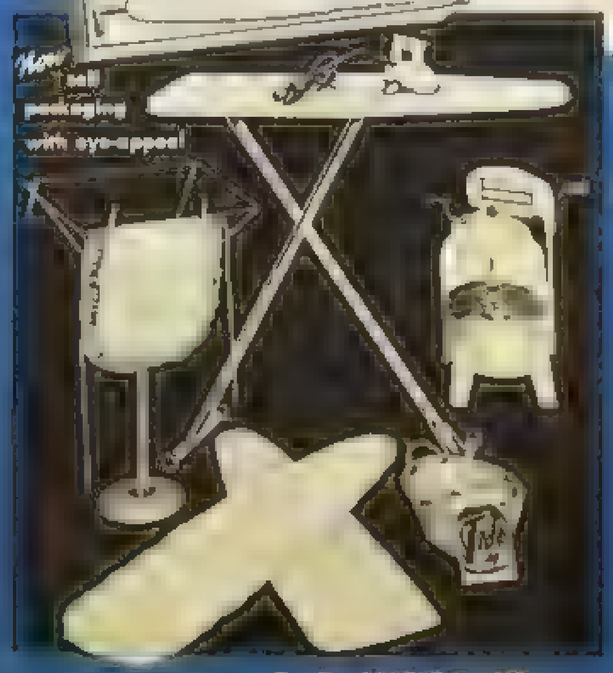
HERBERT PARDOE

ELSIE ROBERTS

BOB ROSENTHAL

MICKEY VAIL

SURE TO SCORE...



C. G. WOOD

POOL TABLES

Modern Miss

HOUSEKEEPING

TOYS

THE HENRY KATZ ORGANIZATION

C. G. WOOD CO. GIRARD, PA.

No. 97 GLEANETTE SET
The largest selling set in America and
no wonder it's so popular with Mother's
little homemaker—and Mother too!
Just order now!
Susy Goose TOYS
ALDON BROSH & TOY COMPANY • JONESVILLE, MICHIGAN
THE
HENRY KATZ
ORGANIZATION
Suite 540

from the darkest
jungles..
the skies...and
the seven seas!

comes the exciting
inspiration for a new—
original plastic model line!

Precision
TROPHY KITS

ACCURATELY SCALED FROM REAL
GAME ANIMALS, BIRDS AND FISH!

Precision
TROPHY KITS

HANDSOME REAL-LIFE ... ADVENTURE-LOVERS

- Complete With Trophy Mounting Plaques!
- Life Like In Every Detail!

TROPHIES ... FOR GAME & TROPHY ROOMS ... SPORTSMEN ... NATURALISTS!

- All Plastic Construction Kits • Easy to Assemble! • Ready To Paint!
- Made From Precision-Molded Plastics!

American
BALD EAGLE
symbol of our nation

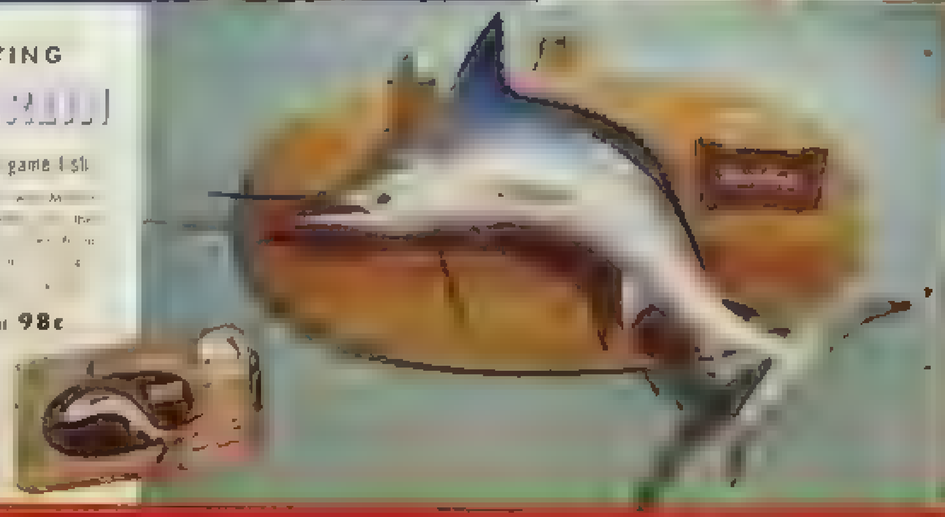
No. B-301 Retails at $1.79

Royal Bengal
TIGER
world's most feared game animal

No. A-201 Retails at $2.49

THE FIGHTING
SAILFISH
played over all Atlantic game fish

No. F101 Retails at 98c



WATCH FOR THESE EXCITING, NEW COLLECTOR'S ITEMS PLANNED FOR PRODUCTION DURING 1958

Precision
TROPHY KITS

the mighty American bison • the common dolphin • the American whitetail deer • the beautiful ring-necked pheasant

Precision products manufactured by **PRECISION PLASTICS COMPANY**

presenting a major nation-wide promotion and advertising program to help you share in the huge market for

Precision TROPHY KITS

A COAST TO COAST PROGRAM OF PROMOTIONAL TV [illegible] COMMERCIAL TV DURING YOUR KEY SEASONS

TRAFFIC STOPPING "REAL-AS-LIFE" DISPLAYS WITH FULLY ASSEMBLED MODELS

UNIQUE COUNTER CARDS AND OTHER SALES AIDS AVAILABLE!

ADVERTISING IN KEY NATIONAL MAGAZINES! • NEWSMATS

PRECISION TROPHY KITS ARE MANUFACTURED IN THESE MODERN PLANTS

[illegible] products of 7 years [illegible] and experience [illegible] quality plastic products

SALES REPRESENTATIVES

[illegible]

PRECISION PLASTICS COMPANY

PASSENGER SPEED-UP: With passenger business increasing all over Japan there is real need to move people faster in order to accommodate more of them. As one measure, the JNR plans to inaugurate a through Tokyo-Kagoshima (Southern Kyushu) special express this coming fall. The 970 miles will be covered in 22 hours, as against the present 28. Tentative plans call for a 4 p.m. Tokyo departure and arrival at Kagoshima the following 2 p.m. The train will carry 11 cars, most of which will be sleepers. On the same new timetable will appear a 6½-hour (now 7½-hour) Tokyo-Osaka *Business Special Express*, and an 11½-hour (now 13½-hour) Tokyo-Aomori (northern end of Honshu) *Tohoku Express*. Result: The number of special express trains leaving Tokyo daily will be doubled from the present four to eight.

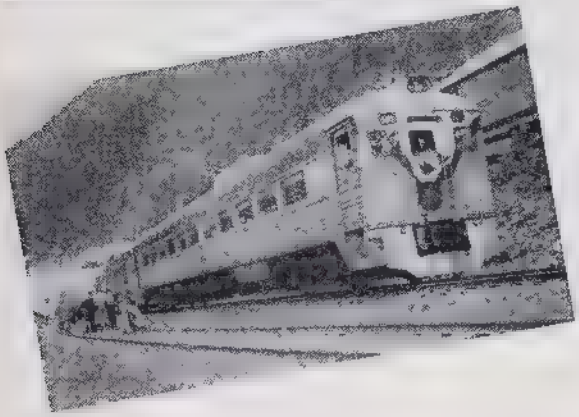
ELSEWHERE: India claims to have the lowest railway fare in the world: 5 pie (three-fifths of an American penny) per mile. . . . The Manila Railroad has on order 250 flat cars from Japanese builders.

SHORT LINES

BY WILLIAM S. YOUNG

POSITIVE. Praiseworthily bucking economic trends of the moment, U. S. Steel is moving ahead with plans for a 265-mile ore road in northern Quebec, adjacent to Quebec North Shore & Labrador Railway. The new Cartier Railway, a subsidiary of U. S. Steel's Quebec Cartier Mining Company, initially would build a 190-mile line, is intended to connect the Mt. Wright and Mt. Reed ore fields with Shelter Bay on the St. Lawrence River. Canada has approved its construction as a private line, but neighboring mining interests may later force incorporation as a common carrier. . . . St. Marys Railroad, up-to-date Georgia pulpwood-and-paper carrier owned by St. Marys Kraft Corporation, has finally received I.C.C. consent to its plan for a 21-mile extension from Kingsland to Folkston. The 11-mile road now connects with the Seaboard at Kingsland, will gain new connections with Atlantic Coast Line and the Southern at Folkston. Its new extension will be a measure shorter than one proposed back in 1915 by Atlantic, Waycross & Northern, a predecessor, which sought to build a 222-mile line into central Georgia. . . . Samuel M. Pinsly has I.C.C. permission to add Central Vermont Railway's 8-mile Barre Branch to his Montpelier & Barre Railroad, Vermont granite carrier. Reported purchase price, $350,000. Since beginning operations in January 1957 M&B has increased its roster from two to four 70-ton diesels to take over private quarry switching and the CV line.

NEGATIVE: The effects of recession and lowered carloadings seem to be visible in a new outbreak of abandonment cases. Augusta Railroad, a 2-mile Arkansas midget that of late has operated as infrequently as once in two weeks because of a slump in its cotton traffic, is the newest applicant. Chicago Aurora & Elgin Railway, which dropped passenger service last year pending completion of a subway link, now wants to make the cessation permanent and either abandon freight operations or sell out to a connecting line. The Illinois electric has been unable to reach agreement with Chicago Transit Authority on restoring passenger service to downtown Chicago via the new subway. . . . Several pending cases have recently won I.C.C. approval. Two Southern lumber roads, Hampton & Branchville Railroad of South Carolina and Sumter & Choctaw Railway of Alabama, are tearing up the greater portion of their lines. Ohio's 11-mile Toledo & Eastern Railroad will give up its entire route, and Maryland's 19-mile Hagerstown & Frederick Railway (Potomac Edison Company) is cutting back to 4 miles of terminal tracks. . . . Abandonment may be in the offing for other short lines. The future is cloudy for Prattsburgh Railway, 11-mile farmers' road in western New York. In Utah, the 28-mile Bamberger Railroad (once the proudest of Utah interurbans, and dieselized since 1952) is talking about abandoning most of its line and selling tracks around Salt Lake City and Ogden to Rio Grande and Union Pacific. Hudson & Manhattan Railroad, bankrupt New York-New Jersey commuter electric, envisions a reorganization that would put its profitable real estate holdings into one corporation, rail facilities into a separate subsidiary. But a short life is predicted for the junior member of the proposed split, and abandonment is now being talked up even though the passenger-only H&M is awaiting delivery of new cars.



THE PACIFIC GREAT EASTERN

Is Building
A New Future . . . .

In British Columbia

Now, with a direct rail connecting Vancouver with Prince George and Fort St. John and Dawson Creek nearing completion, the Pacific Great Eastern Railway stands as one of the vital factors in the development and growth of British Columbia's Northland.

Daily passenger and freight service between North Vancouver and Prince George. Freight moves more quickly — efficiently — safely.

For the vacationer a relaxing journey through the scenic wonderland of British Columbia. From the rugged shores of the Pacific Ocean through canyons and high alpine meadows — always in comfort in modern, speedy, air-conditioned Budd cars.

In the reserved section complimentary meals and numerous servings of coffee are brought to you by courteous attendants.

For full information on our low fares and one day trips, contact Pacific Great Eastern Railway Company, 1095 West Pender Street, Vancouver 1, B. C.

PACIFIC GREAT EASTERN RLY.

Chicago and North Western's CC-1 westbound at Kate Shelly Bridge. (Prints of this painting suitable for framing available on request.)

TOOLS OF A MODERN PIONEER: STANDARDIZED ROLLING STOCK

Pioneering is a North Western habit. 110 years ago it was our nation's frontiers—today it is the challenge of serving a dynamic American economy. The North Western aim: to *make* competition, not just meet it.

Reaching this goal calls for the finest management and operating skills. From billing procedures to rolling stock it demands the utmost in efficiency, dependability, speed and economy.

To meet these high-level performance requirements, the North Western relies heavily on Pullman-Standard Standardized Rolling Stock. They have found that the advanced methods of mass carbuilding used by Pullman-Standard provide the product benefits they must have: impressive first cost savings, workhorse dependability, shipper confidence, reduced maintenance and longer car life.

Write for brochures on all the P-S Standardized line: the PS-1 Box Car, PS-2 Covered Hopper, PS-3 Open Hopper, PS-4 Flat Car and PS-5 Gondola. Discover how the built-in benefits of standardization can be put to work on your railroad.

Pullman-Standard Car Manufacturing Company
221 North La Salle Street, Chicago 1, Illinois

The carefree distance between two points

Travel by Pullman is more than just a trip! It is a carefree vacation ... relaxing overnight travel that leaves you rested and refreshed when you arrive! No highway worries .. no driving tensions. Just sit back and enjoy Pullman's many travel extras the immaculate, king-size beds ... the privacy ... the freshly-cooked meals ... the refreshments and pleasant conversation in the friendly club car Next trip, travel the carefree way ... by Pullman! You'll be as safe as you are in your own home!

© 1958, THE PULLMAN COMPANY

Complete privacy
Every Pullman room accommodation has its own toilet facilities. Individually-controlled heat and air-conditioning let you choose your own travel "climate" ...and the many courteous extra services of Pullman are yours at the touch of a button.

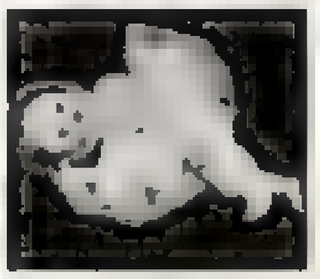
Your local Ticket Agent will help:
1. Provide information on routes and fares. 2. Plan your stopovers. 3. Furnish your rail and Pullman tickets. 4. Reserve a "rent-a-car" at your destination.

Pullman
means comfort, safety, privacy and sleep

a blessed
event for everybody!

"Pinky Toes"

In Clear
Acetate Box



may be seen in

room 451 — *200 fifth ave., n.y.c.*

rooms 1222-23 — *hotel new yorker*

'Pinky Toes' P.M.A.

P.M.A. *dolls, inc.*

Room 451 — 200 Fifth Avenue New York N Y
Rooms 1222 23 — Hotel New Yorker, N Y N Y

362

BRAND NEW

six beautifully designed new pull toys, the first of a series of great new toys under a great new name...

Qualitoy

by TRU-VUE

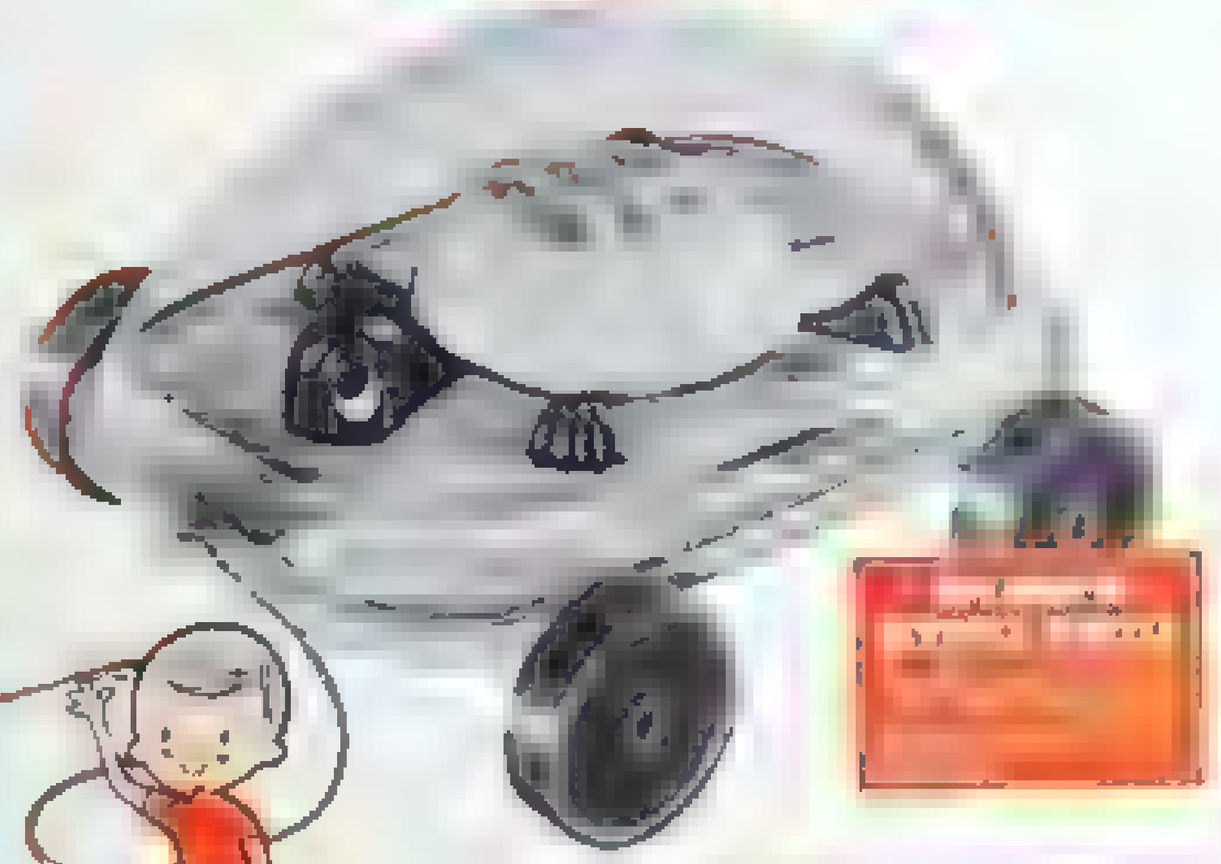
BUZZ AROUND BEE

FISH'N FREDDY BEAR

CAPT'N TIPPY TUG

KLICKETY KLOCK

RING-A-LING CLOWN



- NEW
- NEW
- NEW
- SALES

suggested retail $2.98

see QUALITOYS at Rooms 1118 and 1119, Hotel New Yorker, THE TOY FAIR - TRU-VUE

Qualitoy

A COMPLETELY NEW LINE OF RAND McNALLY GLOBES

ALL NEW MAPS AND STYLING

12" Globe

10" Globe

21 BRAND NEW ITEMS

The newly developed Rand McNally Globe Map is a marvel of detail, accuracy and styling. New colors, more important place names . . . jet air distances, steamship routes, history and geography data. Top industrial designers added new distinctive bases and meridians . . . stronger more attractive. Handsome metallic finish. All new . . . all top quality . . . for today's world-minded customer

The ADMIRAL

Big, popular price leader with new map . . . smartly styled all-new meridian and metallic finish base. A beautiful globe with volume market appeal!

1261 Ind. pack 6 lbs. **$9.95**

L1261 Same, illuminated, electric cord, plug, bulb, hand-mtd. map on glass bell. 11 lbs. **$26.95**

The MERCURY

Handsome intermediate globe. Ideal for teen-age . . . large and full detail for lifetime use! New map, newly added semi-meridian!

1060 Ind. pack 5 lbs. **$7.95**

L1060 Same, illuminated, electric cord, plug, bulb, hand-mtd. map on glass be... 10 lbs. **$19.95**

12" Globe

The MIDNITE

Dramatic . . . highly decorative. 8 new map colors stand out brilliantly against deep black of oceans. Newly designed half-meridian and base are in bright shiny chrome. Wonderful for office, den, living room, library.

1290 Ind. pack 6 lbs. **$11.95**

L1290 Ind. pack 11 lbs. Same, illuminated, electric cord, plug, bulb, hand-mtd. map on glass ba... **$28.95**

FAMOUS ALL-STEEL JR. LINE

The WORLDMASTER

Rugged, all-metal ... feature built-in Sun meridian has ... latitudes. Amazingly accurate ... authentic ... for schools or ... use!

A **RM601** Ind. Gift Box 1 doz. 36 lbs. **$1.98**

B **RM801** Ind. Packs 2 ½ lbs. **$3.95**

6" Globe

8 Globe

Children-of-the-World

Associates ... people with ... places. Children in native costumes on base with ... tourist names. Wonderful beginning globe. Accurate, detailed ... etc.

RM803 Ind. Pack 2 ... lbs. **$3.95**

TOY FAIR
ROOM 1004
NEW YORKER

TURN PLEASE

RAND McNALLY

P.O. BOX 7600 • CHICAGO 80

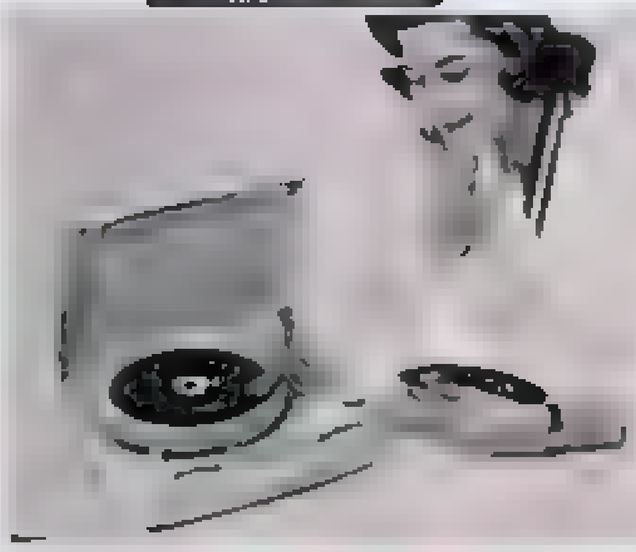
NEW YORK — Lawrence Schmidt — Room 1000 — 200 Fifth Avenue

TOY FAIR'S TOP HITS AND ARRANGEMENTS...BY

VF
Vanity Fair Electronics Corporation

YOUNG AMERICA'S MOST POPULAR PHONOGRAPH LINE

...priced to retail from $9.95



No. 200 THE BERMUDA

Smallest, lightest, FULL FIDELITY portable ever made! This amplified teen-age model plays all sizes and speeds of records, has special directional sound chamber, high gain amplifier, permanent sapphire needle, full range volume control. Streamlined case is high-impact "Strongtile" in glowing aqua—completely unbreakable!

No. 599 THE MAGIC MAY CONSOLETTE

Exciting new dual-purpose child's ensemble includes a sturdy chairside consolette table ... and a portable phonograph that travels everywhere! Phonograph designed for the very young, with lightweight case in pink and blue, one piece unbreakable arm, Vani-Tone Volume Control. Plays all 78 rpm records. U/L and C.S.A. approved.

No. 600 R5 T THE PLAYMATE CONSOLE

Dramatic new "design for listening" combines a portable phonograph with a distinctive console table that stores over 100 records! Phonograph is the No. 600 "Playmate" with washable Rigid-Lite case, one-piece arm, U/L and C.S.A. approved electric motor Vani-Tone Volume Control. Six popular children's records are also included!

No. 602 THE MERRY TIME

Lightest, most compact child's electric phonograph ever made! Unbreakable cabinet in cerulean blue high-impact plastic. Directional sound chamber, permanently set head, Vani-Tone Volume Control, heavy duty AC electric motor, U/L and C.S.A. approved.

During Toy Fair...

See the Most Complete Line of Adult Phonographs Designed for Young America

Room 732, Hotel New Yorker Room 1453, 200 Fifth Avenue

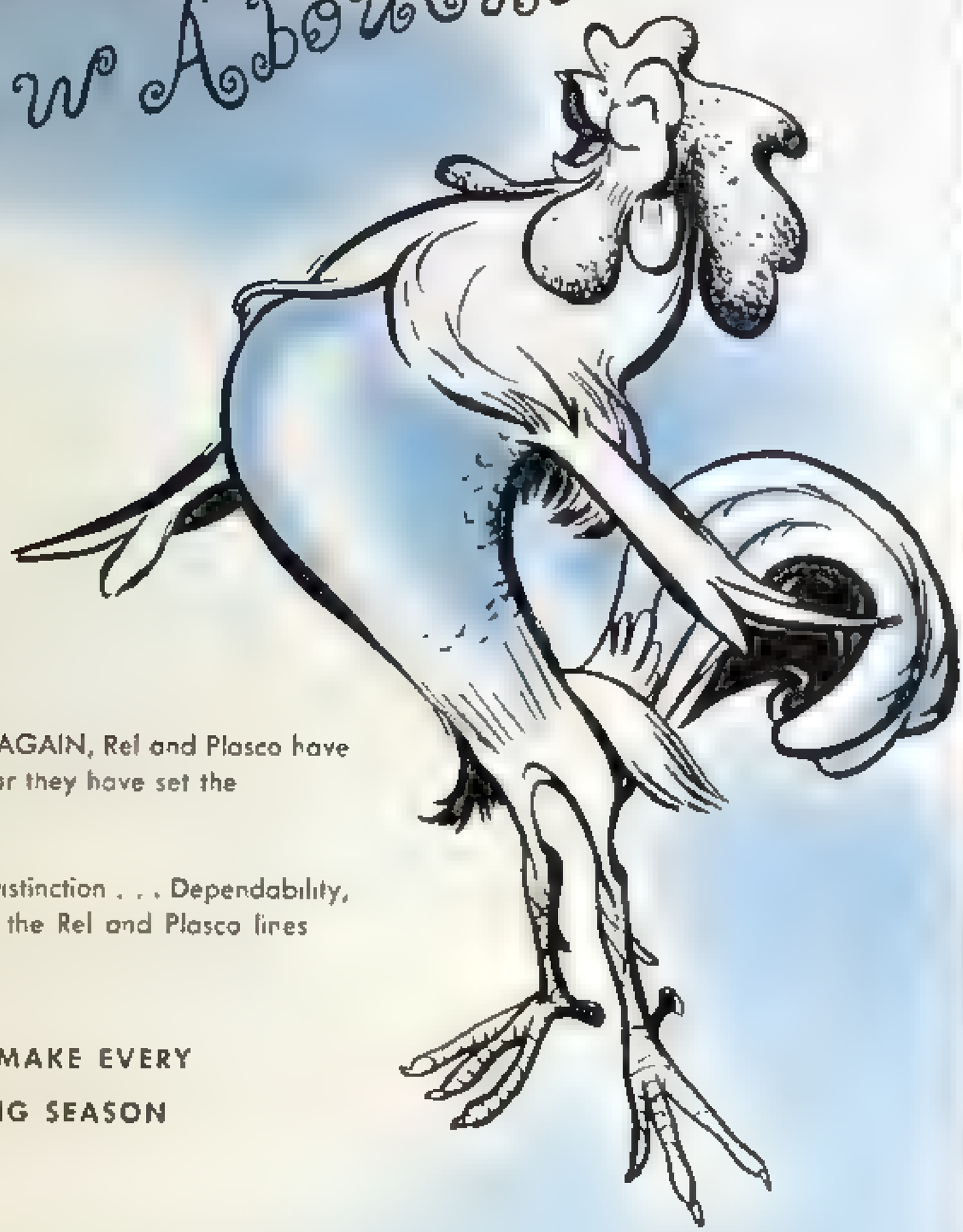
VANITY FAIR ELECTRONICS CORPORATION

50 South 4th Street Brooklyn 11, N.Y.

291

[redacted]

Something to Crow About...



. . again . . . Again . . . and AGAIN, Rel and Plasco have shown the way. Year after year they have set the trend . Others follow

Quality . Imagination . . Distinction . . . Dependability, as always, are guaranteed in the Rel and Plasco lines

* THE LINES THAT MAKE EVERY SEASON A SELLING SEASON

ROOMS 640-641 at the NEW YORKER

ROOMS 556 to 558 at the FIFTH AVE. BUILDING

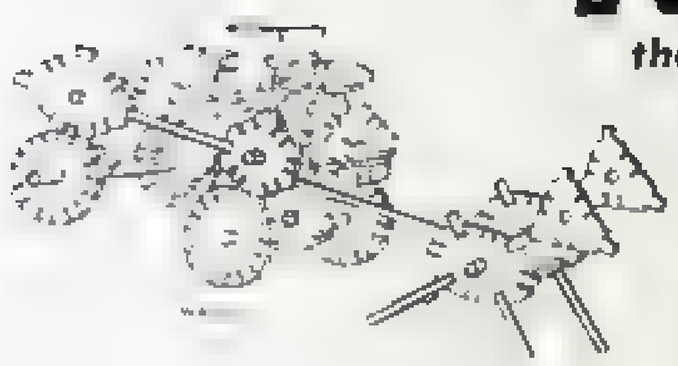
rel MANUFACTURING CORPORATION

PLASTIC ART TOY CORPORATION, → EAST PATERSON, NEW JERSEY

RIDE-A-MOWER
Spanking-New Riding Toys Including
Timely "Rocket Rider"
3-D
HOBBY HORSE
Dimensional
Plastic-Head Hobby Horse
in a range of prices
EVERYONE'S
SOLD ON
HILL TOYS
AND FOR '58
22
NEW
HILL TOYS
TO
SELL
TROT-N-CHIME
Exciting New
3-D Pull Chimes
POODLE
CHIME
Heads A Parade
of 10 Charming New
Push Chimes & Push Toys
POOCHIE
Fun — Colorful —
One of Many New
Live-Action Pull Toys
TOTE 'N' STAND
Bright New Idea in Tots'
Wooden Puzzles
TELEPHONE
Complete Line
of Steel Telephones
in all popular prices
HILL TOYS
The N. N. Hill Brass Company
200 Fifth Ave., New York 10, N. Y. Room 350 ORegon 5-4595
FACTORY: EAST HAMPTON, CONN.
SALES REPRESENTATIVES
SOUTHEAST: THE SHELDON CO., GREENSBORO, N. C. MIDWEST: BEE-RON SALES, CHICAGO 54, ILL.
SOUTHWEST: D. MONTY FOSTER, DALLAS, TEXAS PACIFIC COAST: VICTOR R. PETRONE, LOS ANGELES, CALIF.
CANADA: McLEAN AGENCY, TORONTO 8, CANADA

RIG-A-JIG

the EDUCATIONAL CONSTRUCTION toy



ANNOUNCES

NEW for '58

Colorful, Pickup
STARTER Set!

Blister pack for counter and rack sales
suggested retail **89c**

New **STORAGE TRAY** in BEAUTIFUL GIFT BOX

$2 $3 $5 $10

SEE AT
Suite **529** New Yorker

1958 NATIONAL ADVERTISING

- Full Page
- 4 Color
- Magazine Covers

The LANDFIELD Company

LANDFIELD Bldg., 32 W. Washington St., Chicago 2, Ill.

NEW YORK: Gordon Walkenberg, 200 Fifth Ave. TOY FAIR: Suite 529, New Yorker

401

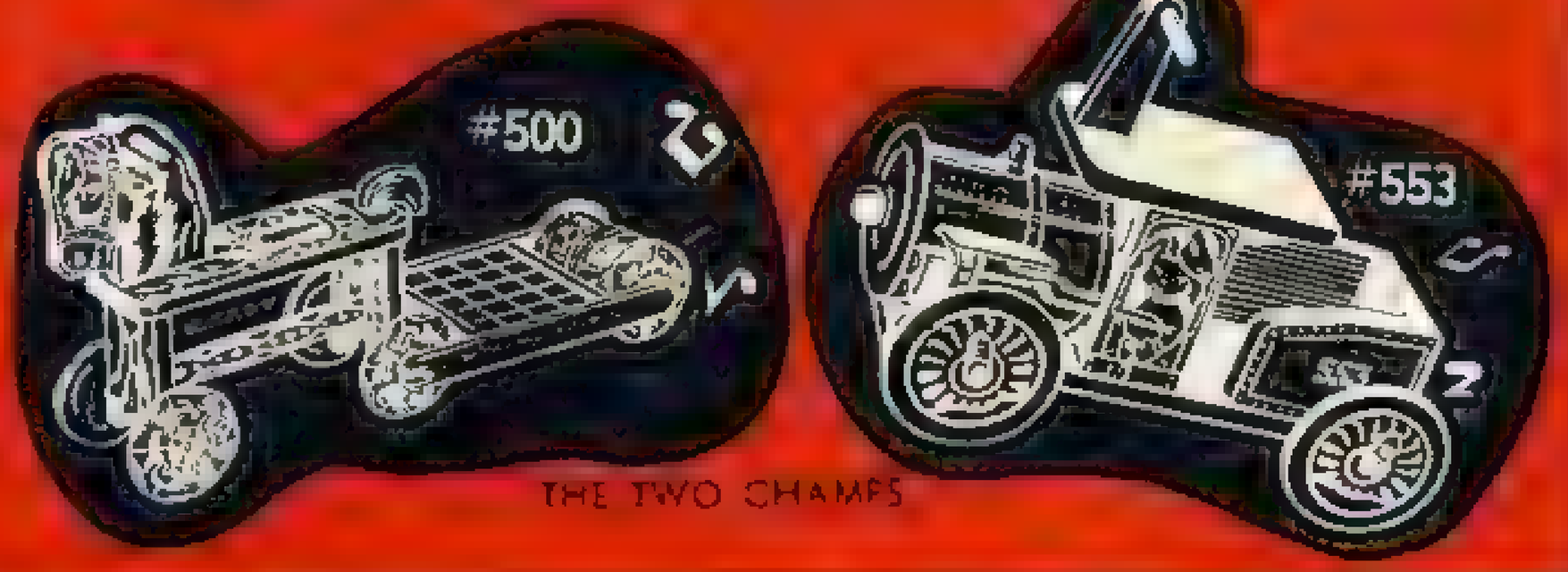
[redacted]

One of many new Nos

Can you answer the $40,000 question!

Q - Since New York Toy Fair Store sold $40,000 worth of the new METAL MASTERS items pictured below; in a 30 day period, at FULL MARK UP?

A - Stop in to see PORTUGAL and KROTMAN Rooms 534-536 200 Fifth Ave. Bldg., New York, for the answer



THE TWO CHAMPS

METAL MASTERS CO., INC.

127 CATHARINE ST. • PHILADELPHIA 47, PA.

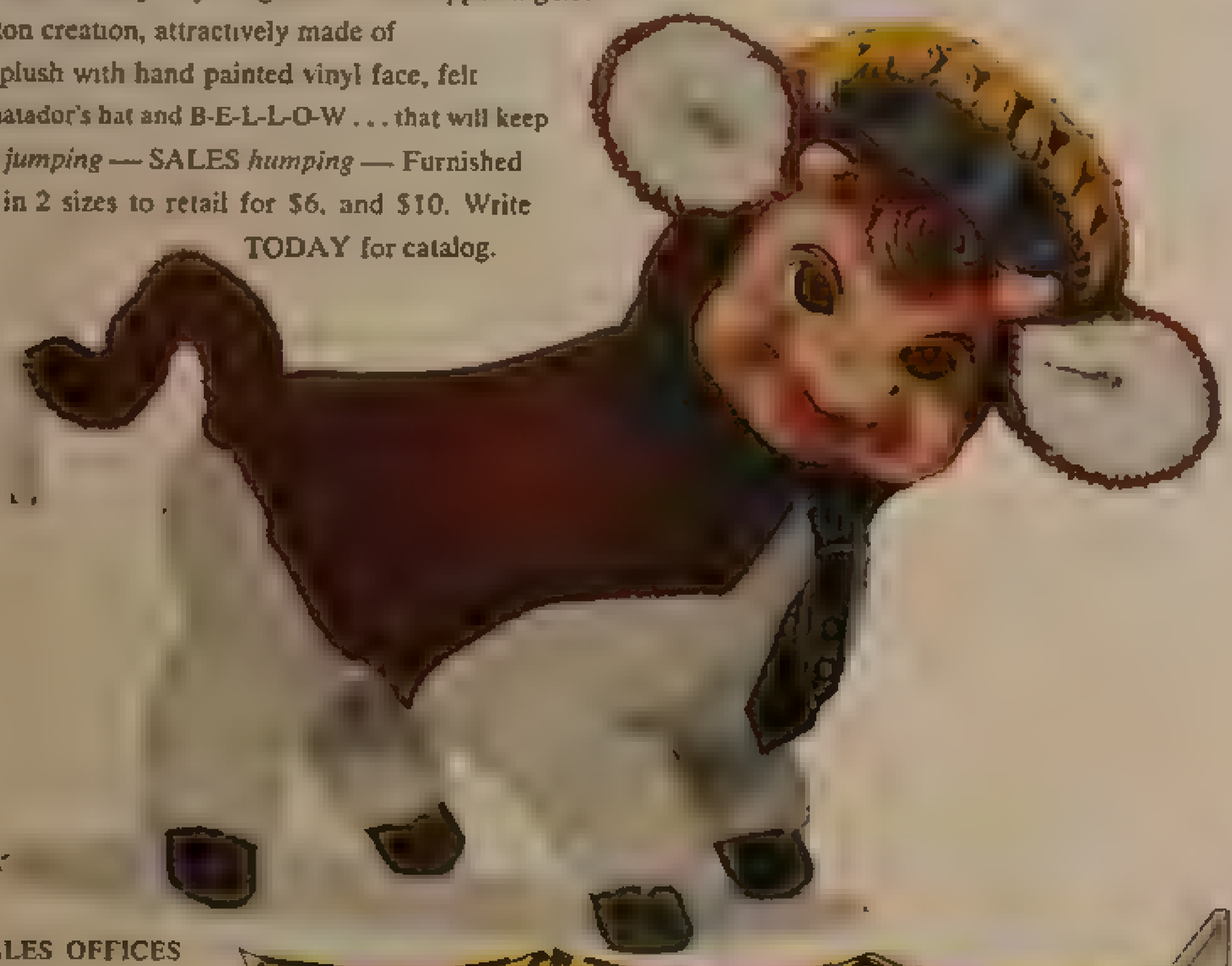
* Licensee of Popeye Push and Pull Toys

353

The
Fastest
Draw
You Ever Saw!
The ALL NEW...
EXCITING
Roy Rogers
Flash-Draw
GENUINE COWHIDE GUN and HOLSTER OUTFIT
PATENT PENDING
© 1958 ROY ROGERS
DON'T MAKE A MOVE UNTIL
YOU SEE OUR
COMPLETE NEW LINE
AT THE TOY FAIR
HOTEL NEW YORKER
ROOMS 1268-9
Glassy
PRODUCTS CORPORATION
38-25 54TH STREET, WOODSIDE 77, N. Y. • 3527 SOUTH GREENWOOD ST., LOS ANGELES 22, CALIFORNIA
SHOWROOM: 200 FIFTH AVENUE, NEW YORK CITY, RM. 1114
56

RUSHTON *Presents-*
The MATADOR'S MASTER

Little El Toro (the bull) stands alone in his great moment of triumph — the WINNER . . . KING of the entire Cuddly Toy Kingdom. A most appealing new Rushton creation, attractively made of plush with hand painted vinyl face, felt matador's hat and B-E-L-L-O-W . . . that will keep kids *jumping* — SALES *humping* — Furnished in 2 sizes to retail for $6. and $10. Write TODAY for catalog.



SALES OFFICES
- NEW YORK
- CHICAGO
- LOS ANGELES

The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
1275 Ellsworth Drive, N.W. Atlanta 18, Ga.

This colorful picture will keynote Doepke's big Christmas ad in Parents' magazine...

... [illegible] ...

Put them on your shelves at counters now and you'll see Christmas [illegible] Doepke toys—a big-selling [illegible] at a good price.

For Doepke [illegible] pages [illegible] Christmas issue of Parents' magazine [illegible] city . . . will lead pre-school youngsters' parents straight for your toy [illegible] department.

And the Doepke [illegible] PLUS [illegible] more impressive [illegible] the pictures [illegible] quality standards [illegible] doing business, [illegible] and loyalty.

Want [illegible] Here [illegible] Doepke [illegible] [illegible] for [illegible] and [illegible] counter cards [illegible] Parents Magazine [illegible]

JOSEPH BARNETT [illegible]
ROBERT WAGMAN [illegible]
CLAUDE BRETEL [illegible]
EVERLY ASSOCIATES [illegible]
KEN ROBERTS [illegible]

PARENTS

THE CHARLES WM. DOEPKE MANUFACTURING COMPANY • NORWOOD, CINCINNATI 42, OHIO

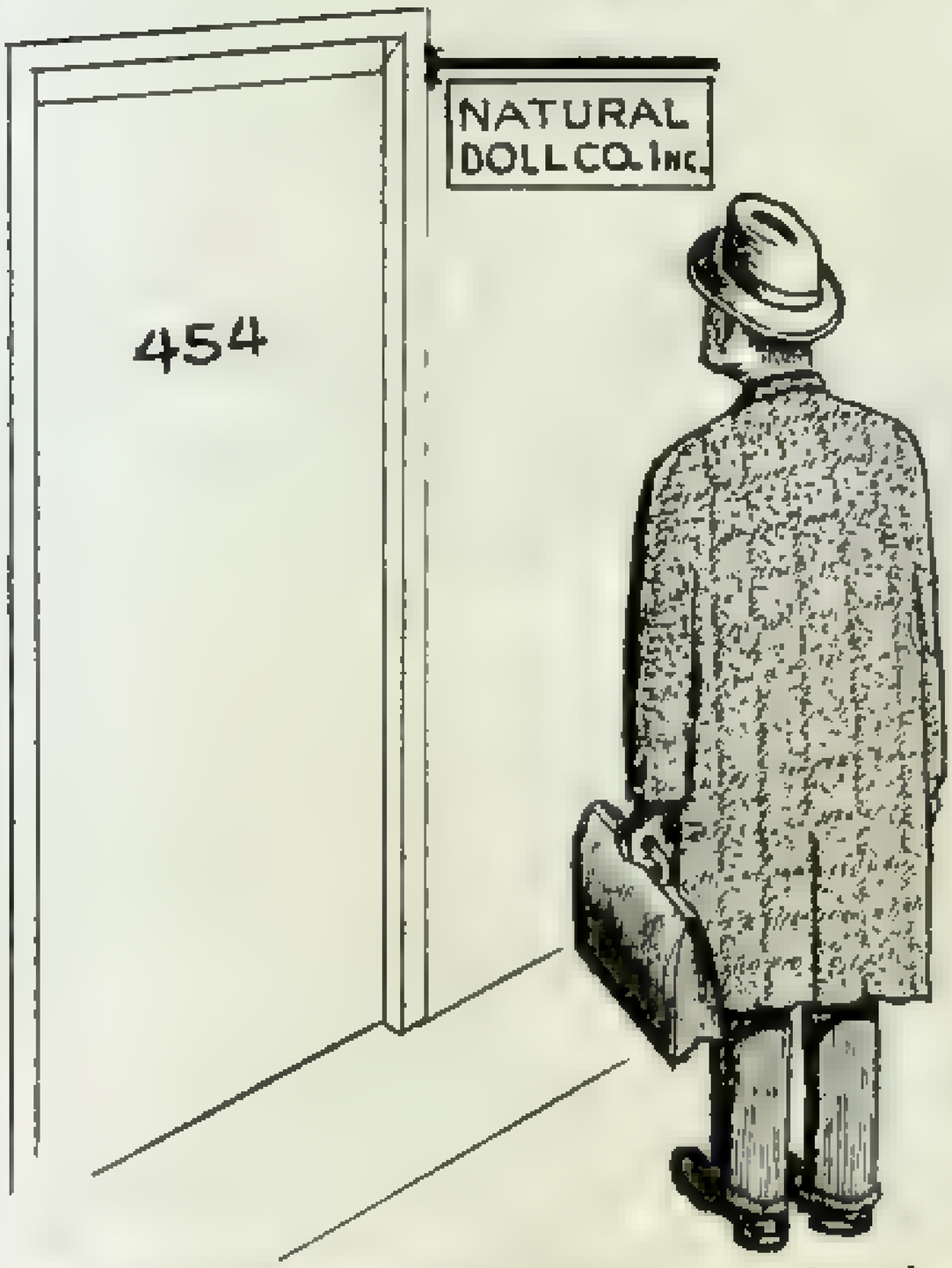
A TAKE APART TOY TRAY
B TAKE APART TRACTOR TRUCK
C PEG APART CLOCK
D P. DOT GUN
E [illegible]
F TAKE APART MAIL TRUCK
G PEGGY PIN [illegible]
H [illegible]
I [illegible]
J [illegible]
K [illegible]
L [illegible]
M [illegible]
N [illegible]
O [illegible]
P [illegible]
Q [illegible]
R [illegible]

* [illegible]

1st AWARD WINNER 1958
Folding Box Competition
For general merchandise
& novelty [illegible] toy packaging

Doepke

This is it!



During Toy Fair
ROOM 454
Sheraton-McAlpin
Hotel

•

You'll see the
NATURAL LINE
bigger and better than ever

•

In addition,
the entirely new
"Miss Anniversary
'58" *and*
"Miss Ritzi"
the Sweetheart of all

•

Of special interest: Our regular line of dolls has been augmented with a wide selection of

"TEEN-AGERS" and "BABIES"

JOHN COLOMBO
CHARLES COLOMBO & EMIL HOENIG TO GREET YOU

•

Also on display in our permanent showroom
SUITE 319, FIFTH AVENUE BUILDING
SAM & HERBERT DRELICH, MILDRED LEVY AND JACK PLOTSKY IN ATTENDANCE

NATURAL DOLL CO., INC.

134-136 SPRING STREET NEW YORK 12, N. Y.

"It's a Natural"

[redacted]

197

SLINKY

ALL NEW and TIMELY!

SLINKY SATELLITE BEANIE

FOR BOYS AND GIRLS!

UNBREAKABLE POLYETHYLENE PLASTIC

Kids will demand them. Satellite bobs back and forth as hand moves Slinky spring. Each [illegible] complete with [illegible] and [illegible] hand decoration.

$1.29 CATALOG NO. 325

1 doz. per carton. Weight 7 lbs

SLINKY POPUP

Push down on [illegible] and watch [illegible] pop for hours of fun. Fun for kids and children. Packed [illegible] per container or rack.

69c Catalog No. 450

2 doz. per carton
Weight 4 lbs

SLINKY SPINNER

Makes its own wind! A different action. Tops girls and boys around. Packed [illegible] per container or rack.

79c Catalog No. 175

2 doz. per carton. Weight 5 lbs

SLINKY SENSATIONS THAT SELL THEMSELVES ON SIGHT!

SLINKY HANDCAR

Rock along to more sales with Pat and Mike Comical characters bob up and down on springs

$2.00 CATALOG NO. 400

1 doz. per carton 9 lbs

SLINKY DOG

11 Fun packed inches high and a half long. Watch the rear stretch out and then catch up

$2.00 CATALOG NO. 225

1 doz. per carton 15 lbs

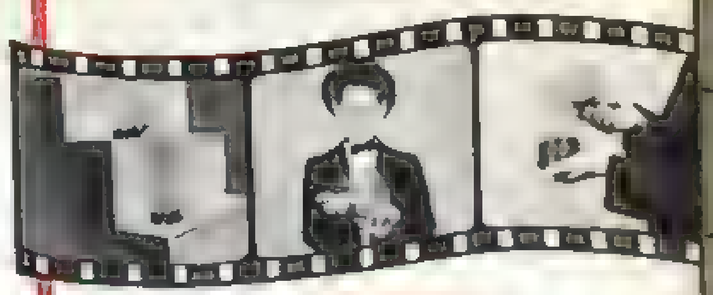
ALSO AVAILABLE (not illustrated)

SLINKY TRAIN **$2.00** CATALOG NO. 200
1 doz. per carton 11 lbs

SLINKY SOLDIERS **$2.00** CATALOG NO. 375
1 doz. per carton 13 lbs.

SLINKY®

THE ONE AND ONLY ORIGINAL WALKING SPRING



SLINKY

[illegible] shows in [illegible] colors of [illegible] and [illegible] Metal [illegible] in [illegible]

$1.00 CATALOG NO. 100

4 doz. per carton 20 lbs

NEW LOCATION AT TOY FAIR - ROOM 1150 [illegible]

JAMES INDUSTRIES, PAOLI, PA.

[illegible]

NEW PACKAGING AND DISPLAYS FOR THESE WINNERS!

NOW AVAILABLE IN BAGS

SLINKY SEAL

$1.00 CATALOG NO 475

SLINKY WORM

$1.00 CATALOG NO 250

SLINKY EYES

69¢ CATALOG NO 275

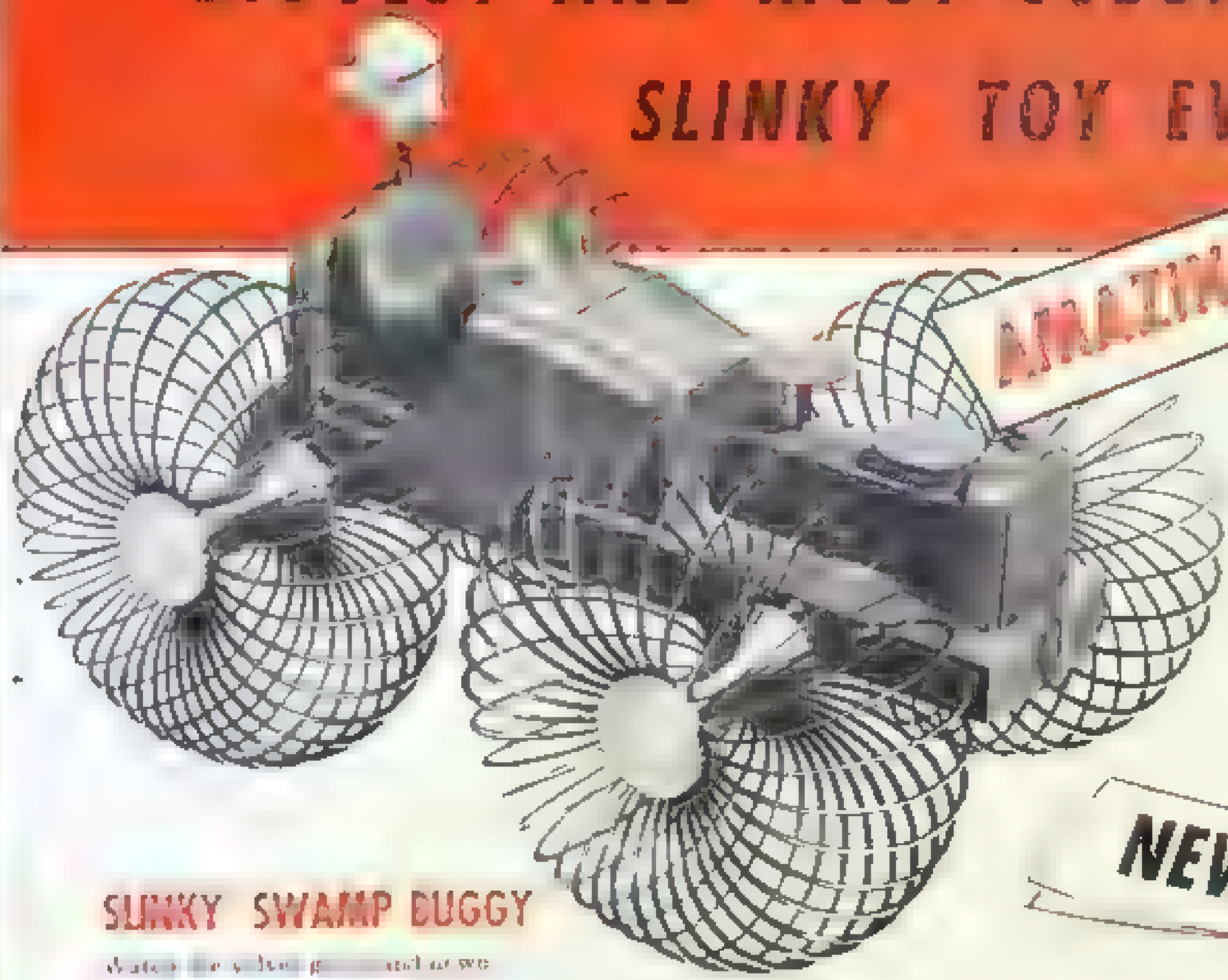
SLINKY JUNIOR

39¢ CATALOG NO 125

BOOST YOUR SALES WITH THIS COMPACT RACK

JAMES INDUSTRIES, PAOLI, PA.

BIGGEST AND MOST COLORFUL SLINKY TOY EVER!



NEW!

SLINKY SWAMP BUGGY

Watch the wheels go round as we
[illegible] CRACK
[illegible]

$2.98 CATALOG NO 500 [illegible] doz per carton Weight 13 lbs

SLINKY PLAYMOLDER

NEW!

MOLDING MADE EASY

MAKE TOYS YOURSELF!

[illegible]

$2.00
CATALOG
NO 550

NEW LOCATION AT TOY FAIR - ROOM 1150 HOTEL NEW YORKER - JAMES INDUSTRIES, PAOLI, PA

SPACE TRAFFIC GETS UP THERE WITH ARANT SPACE HELMETS!

Space men! Here's durable, comfortable equipment for realistic space travel.

It's very [illegible] weighs but nine ounces. It straps onto your shoulders and is put in action. An almost invisible vapor-vent at your mouth prevents fogging even when running at escape speed

The solar generator at the base of your coil-spring antenna spins rapidly when in flight

Every spaceman who sees the Arant helmet will tell you: *He must have it to survive!*

[illegible] INDIVIDUAL CORRUGATED CARTONS [illegible]

[illegible] GATE 5, SAUSALITO, CALIFORNIA • TELEPHONE EDGEWATER 2-3061

[illegible] ROOM 1100 HOTEL NEW YORKER [illegible]

1908

BAR ZIM

1958

OUR

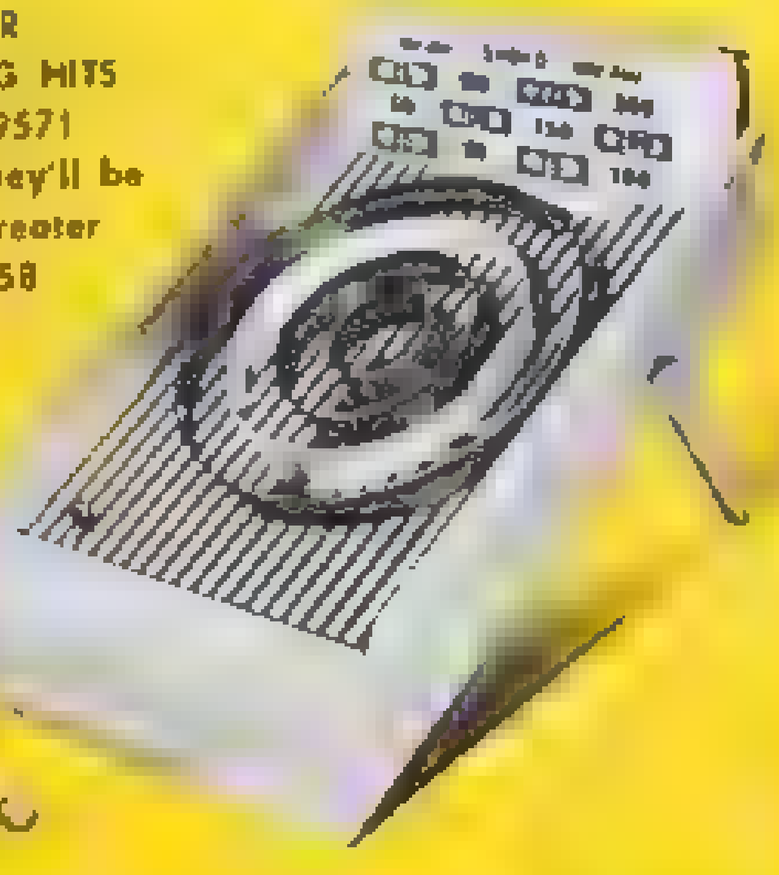
50th

YEAR

For [illegible] Bar Zim organization has [illegible] the replacement [illegible] and [illegible] improved [illegible] and [illegible] new [illegible] and [illegible] toys. These have [illegible] children [illegible] we've helped in the [illegible] of [illegible] American [illegible] We [illegible] to [illegible] and a greater [illegible] and now [illegible] even more [illegible] years we [illegible] to [illegible] of our [illegible] to

Bar Zim Manufacturing Co

OUR
TWO BIG HITS
OF 1957!
and . . . they'll be
even greater
in '58



BAR ZIM . . . the leader in Chess Sets
Xylophones, Educational Toys
and Games Galore!

ALSO AT THE
HOTEL NEW YORKER
BOOTH NOS. 511-512

BAR ZIM TOY MFG. CO., INC.
930 NEWARK AVE., JERSEY CITY 6, N. J.

"take-off" with TOT

in 1958

TOT GUIDANCE

steps ahead with

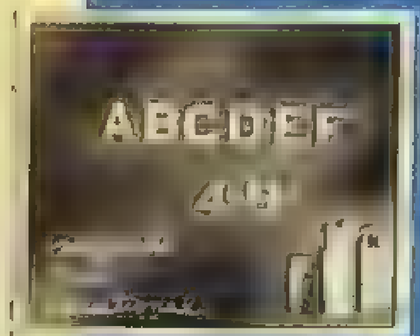
"NEW AS TOMORROW" TOYS

Thrilling! Exciting!

MISSILES and ROCKETS

Seeing this is a must! Plenty of "space" action yet safe and harmless.

• Unbreakable Polyethylene • Cap shooting feature



BLACKBOARDS and BULLETIN BOARDS

SENTRY and GUARDHOUSE BOX

Keep-a-spot sentry mans or cute plastic shapes for extra hours of play value.

THE HENRY KATZ ORGANIZATION Suite 540

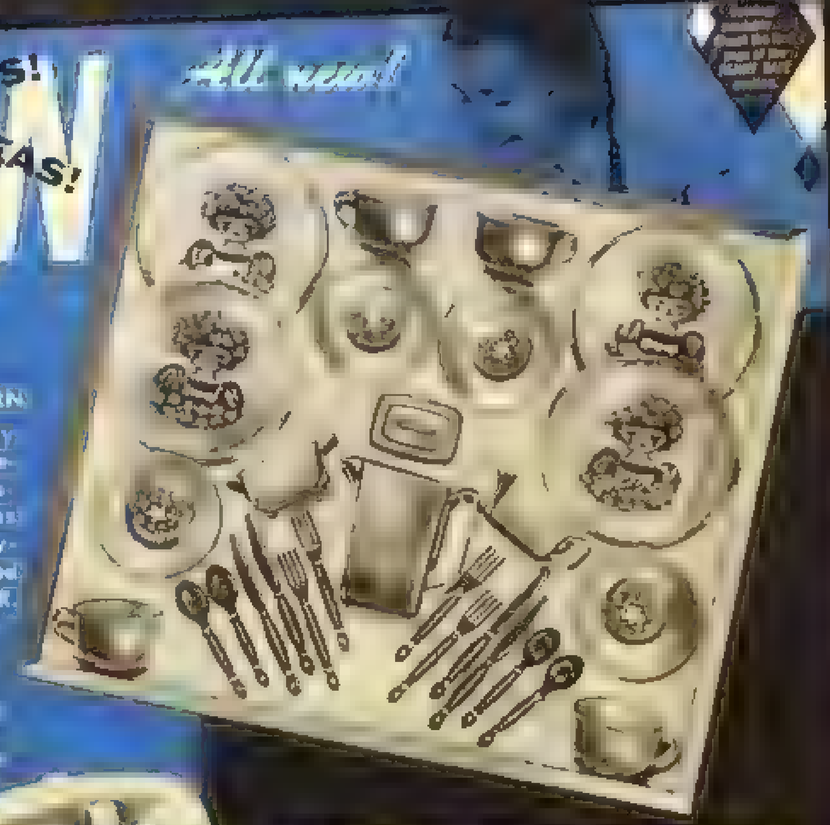
Tot Guidance, Inc.

64 IMLAY STREET, BROOKLYN 31, N.Y.

TG

NEW DESIGNS! IDEAS! PATTERNS!

All new!



"ANGEL" PATTERN

One of the many all new 1958 designs and revolutionary ideas in plastic serving sets developed by WORCESTER.

UNBREAKABLE POLYETHYLENE

All new

PUSH BUTTON TELEPHONE

One of WORCESTER'S great 1958 Toy Telephones... the newest and most complete line in the toy field.

WORCESTER *Playtime* PLASTICS

- New CARAFE SETS
- TOY TELEPHONES
- New TOY PROJECTOR GUN
- and other new items!

WORCESTER TOY CO. WORCESTER, MASS

THE HENRY KATZ ORGANIZATION Suite 540

11 10 9 8 7 6 5 4 3 2 1 0

17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

INCOMPARABLE
THE OUTSTANDING GLOVE BUY OF THE YEAR
Superb imported Federal Glove made of the Finest Top Grained Cowhide Extra Large Size Expertly Constructed in Style Workmanship and Quality
Also a full Line of
THE HENRY KATZ ORGANIZATION
GLOBE SPORTING GOODS CORP.
176 MERRIMAC ST BOSTON MASS

More NEW Dolly Toy Pin-Ups for 1958

Once again . . . America's most popular and beloved nursery wall decorations bring you new, exciting subjects to stimulate sales . . . to keep the line fresh and up to the minute —

— There's a new WESTERN — the cutest stagecoach scene you can imagine —

— There's a new *Rocket Ranger* Pin-Up that's truly "out of this world" —

— There's a new Mother Goose Pin-Up — "Wynken, Blynken and Nod."

— And a new DISNEY Pin-Up — "*Sleeping Beauty*," to tie into the new Walt Disney movie

. . Dolly Toy Pin-Ups — largest selling Pin-Ups in the world — are 3-dimensional cut-outs, made of heavy, 3/8" thick laminated board . . . illustrated in 8 gorgeous colors. Full color catalog of entire line on request!

NATIONALLY PROMOTED!

Dolly Toy Pin-Ups are advertised month-in and month-out all year 'round in all the BABY PUBLICATIONS; in PARENTS' Magazine, in LIVING for YOUNG HOMEMAKERS, in EBONY, etc., etc. They are widely publicized on TV and radio!

NEW COUNTER DISPLAY AVAILABLE!

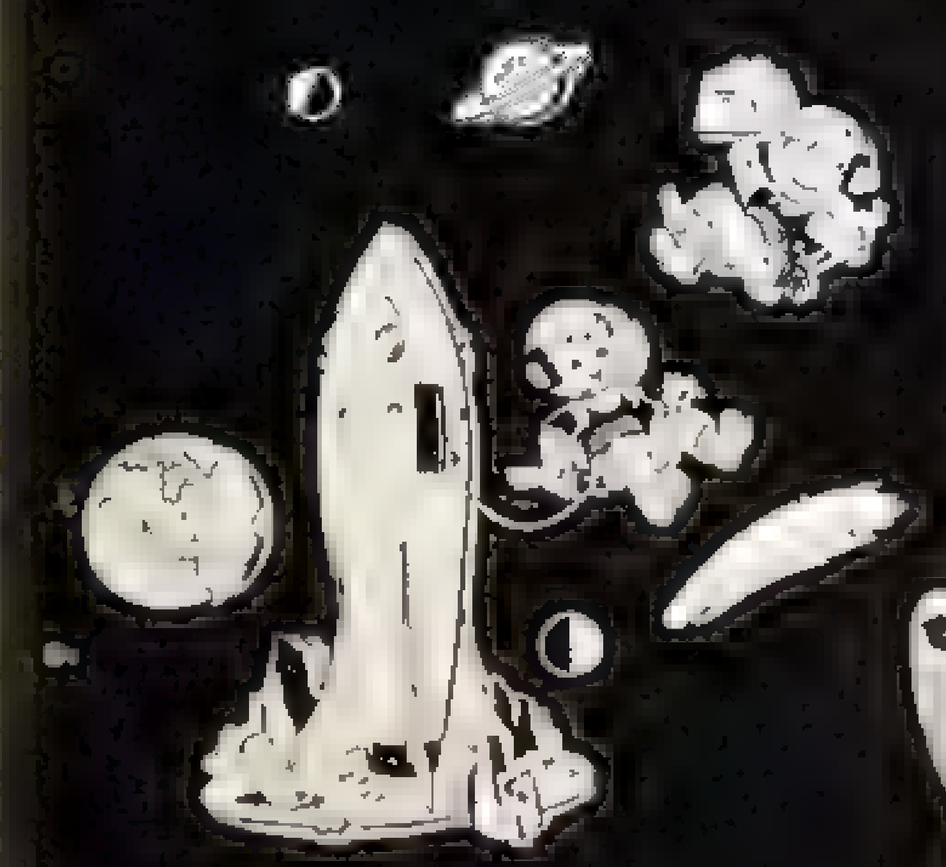
Ask about the exciting *new* Sell-on-Sight Dolly Toy Counter Display.

SEND FOR NEW FULL COLOR CATALOG

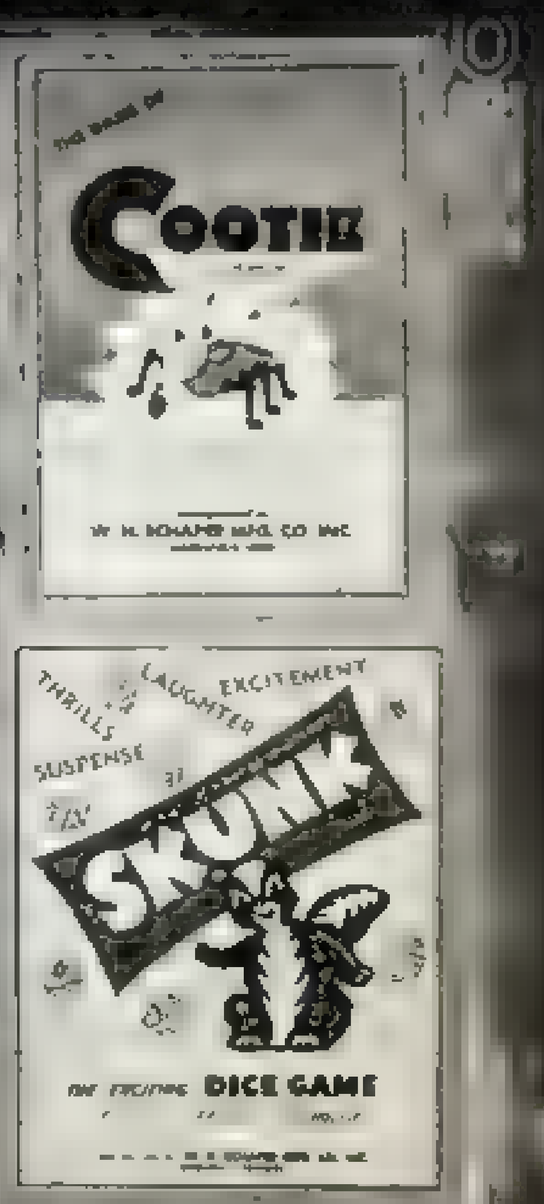
$2.49 and $2.98 Retail

COMMENDED PARENTS MAGAZINE

THE DOLLY TOY CO.
TIPP CITY, OHIO



COMING TO NEW YORK



SEE THE ALL-STAR LINE-UP AT THE TOY FAIR MARCH 10-19 SUITE 814, HOTEL NEW YORKER ROOM 510, 200 FIFTH AVE. BLDG.

HIGHLANDER SALES COMPANY

650 OTTAWA AVE. N. • MINNEAPOLIS

this kind of POWER

Let Revell's dynamic displays boost sales for you

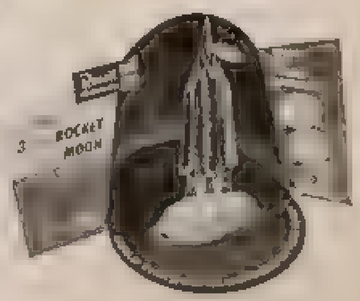
Revell's hard-selling displays

- make the most of today's spectacular headlines
- cover the most detailed line of missile models left on the market
- promote 1958's most fabulous space ship kit
- keep customers pointing around your counters

Outer Space Motion Display

Panoramic Revell Missile Display

Diorama Counter Display



See your jobber or write Revell, Inc. 4223 Glencoe Avenue, Venice, California

Eastern Division: 100 Matsonford Rd., Radnor, Pa. [illegible]

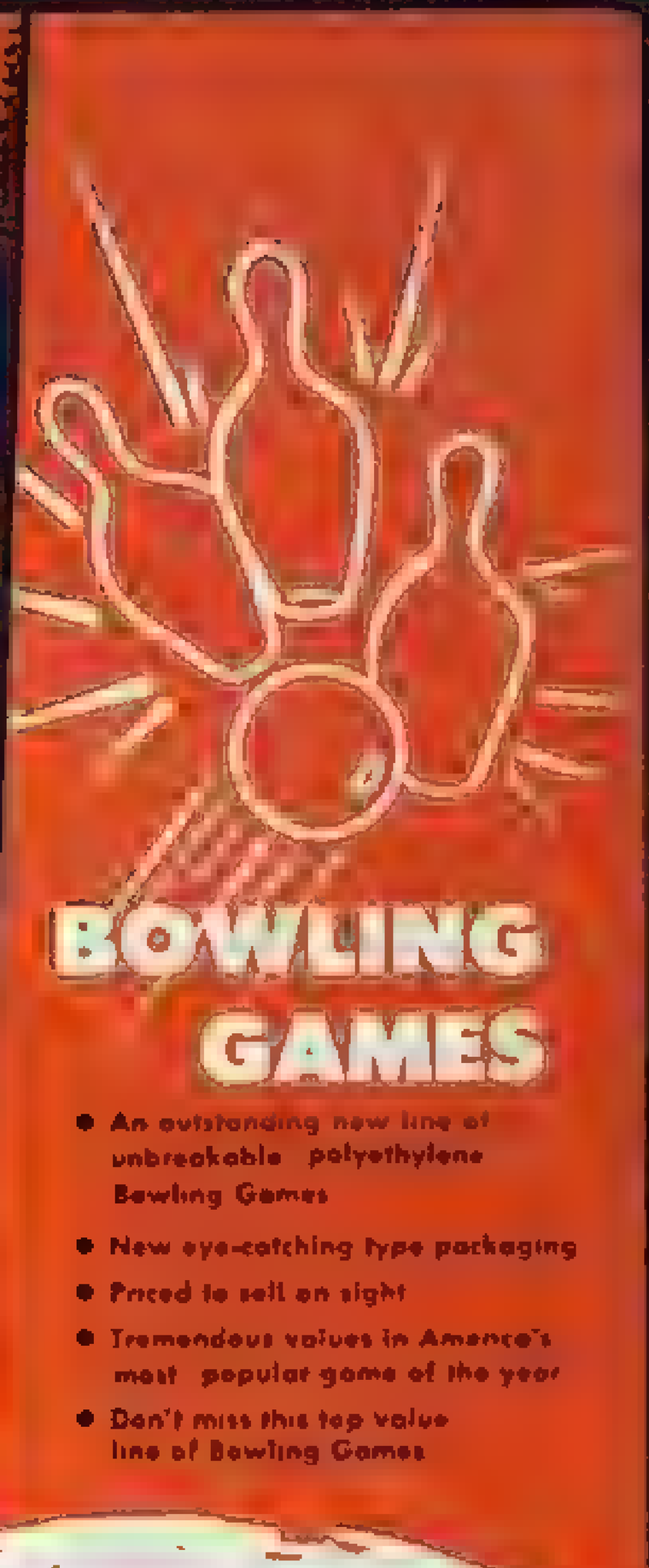
Watch IRWIN in '58!

TEA SETS

- $100,000.00 has been spent to design complete new lines of Children's Tea Sets
- Highly styled with new innovations and extremely colorful. New style eye-appealing packaging
- This is a *must* for you to see during the Toy Fair

OTHER TOP IRWIN LINES

- Polyethylene Unbreakable Beach and Sand Toys
- Polyethylene Unbreakable Boat Line
- Polyethylene Unbreakable Flying Toys
- [illegible]
- New Vinyl Squeeze and Bath Toys
- Plastic Clicker and Cap Rifles and Guns
- Automatic Pitching Baseball Game
- Many other New Startling Innovations in Toys



BOWLING GAMES

- An outstanding new line of unbreakable polyethylene Bowling Games
- New eye-catching type packaging
- Priced to sell on sight
- Tremendous values in America's most popular game of the year
- Don't miss this top value line of Bowling Games

A WORD ABOUT IRWIN FACILITIES

Irwin Corporation manufactures from the raw material to the finished product

We maintain our own engineering department and make our own tools and dies. This reflects a saving to our customers due to complete integrated manufacturing

$500,000.00 has been invested in new tools and dies for 1958 to make this year's toys the best ever

IRWIN
CORPORATION
SHOWROOM: 200 FIFTH AVE., N.Y. 10, N.Y.
85 FACTORY STREET • NASHUA, N. H.

ECONOLITE *Basics*

SQUEEZE TOYS and VINYL BALLS

with fresh appeal for fresh new sales

GLAMOUR DUCK

HUMPHREY DUMPTY

NEW "GLAMOUR" TOYS

...tubable...lovable...squeezable...
in new "poly-ethyl" bags

Sug. Ret. 79c ea.

WINNIE THE WHALE

CAP'N TUG

FIFI THE FISH

FLIPPER THE SEAL

"GLAMOUR TOYS"

SOFT DURABLE NON TOXIC VINYL PLASTIC, VARIEGATED COLORS PERMANENTLY FUSED IN

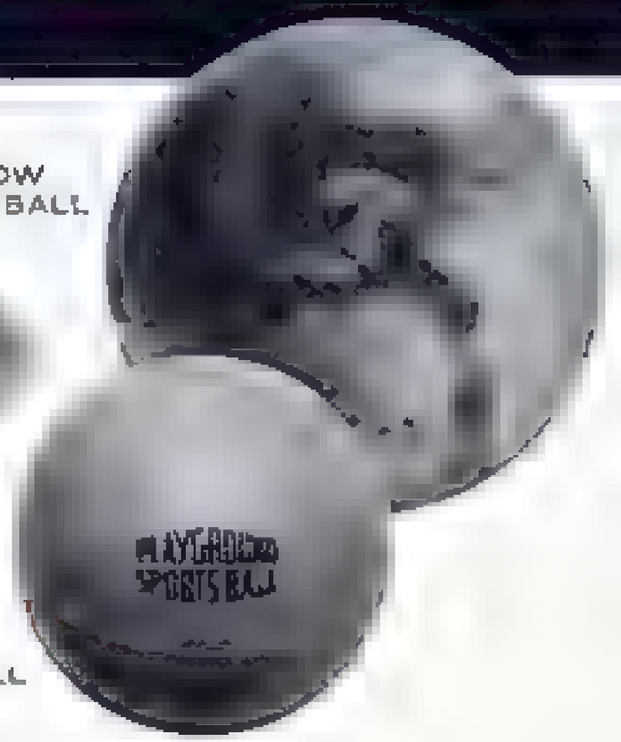
ROOM 815

HOTEL NEW YORKER

NEW BALLS

beachballs, sportballs, playground balls, footballs, softballs, solid and variegated colors with rainstable valves. Quality produced by one of the world's leading ball manufacturers.

9" FOOTBALL



10½" RAINBOW BEACHBALL

7½" SPORTSBALL

Econolite **CORPORATION**

GENERAL OFFICES: 8900 Bellanca Avenue, Los Angeles 45 California
CANADIAN OFFICES

Three for *Your* Profits!

Important New Games that mean more Profit for You!

- ***See them at the***
  TOY FAIR DISPLAY
  Room 407
  FIFTH AVE. BUILDING

HOC·KEY

Fast and exciting!
Offense and defense
in continuous play.

Suggested Retail **$5.00**

ALL AMERICAN FOOTBALL

Up-to-the-minute strategy! Amazing simulation of real football

Suggested Retail **$2.50**

AIRLINES LOTTO

Modern as today. A brand new approach.

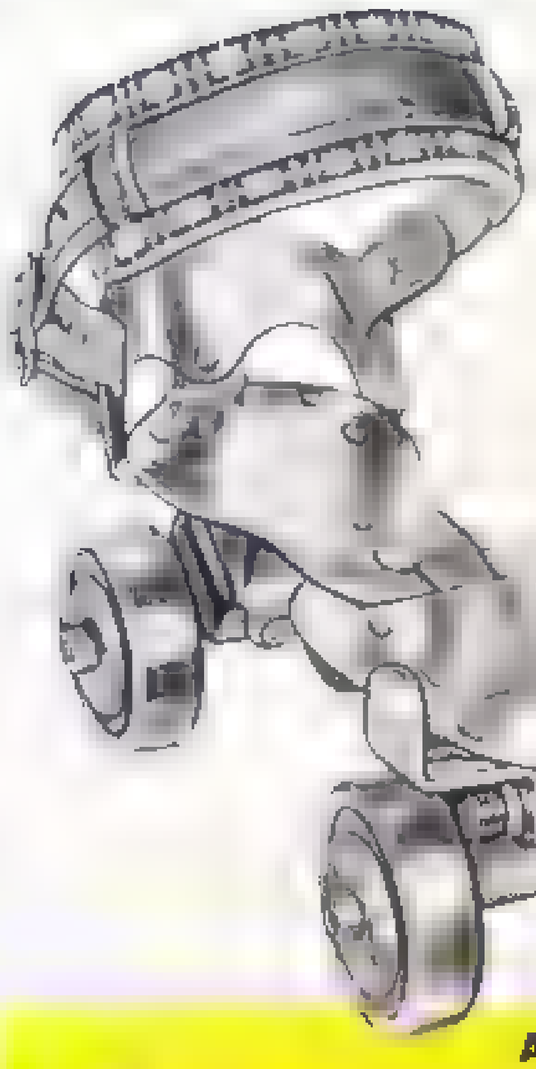
Suggested Retail **$2.00**

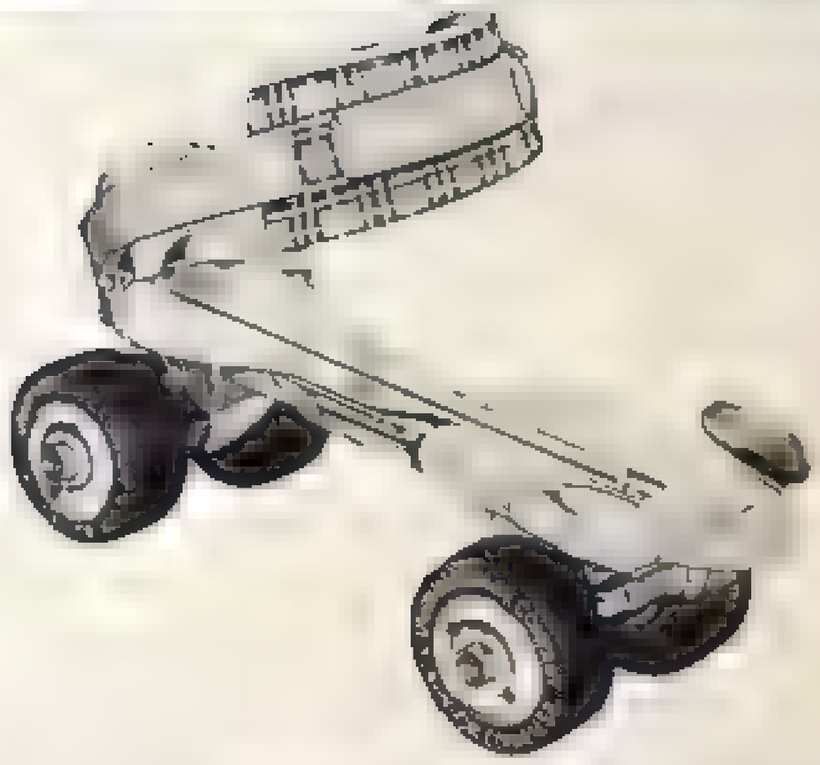
CADACO-ELLIS, INC.
1446 MERCHANDISE MART *Originators of Games* CHICAGO 54, ILLINOIS
NEW YORK SALESROOM 200 FIFTH AVENUE

SELL THE SKATES MOST PEOPLE BUY

UNION HARDWARE COMPANY

largest-selling roller skates in the world





FAVORITE #5—the most popular roller skate ever made!

- Youngsters go for its speed and maneuverability
- Parents go for its safety and durability
- You'll go for the profits it brings!

FANTOM FLYER #6—a new popular favorite, with new non-mar rubber wheels!

- Quiet as a phantom, indoors or out
- Won't mark, won't mar the finest of floors
- Special Unionite wheels are longest-wearing wheels tested

A SKATE FOR EVERY SKATER

LILLIPUTIAN #1
Low slow and inexpensive the perfect skate for beginners

DE LUXE #3
9 full size ball bearings per wheel for speed low bumper for balance rugged for long wear

JUNIOR #9
Rubber wheels for Junior, too! Just like #3 except for tough quiet non-mar Unionite wheels

See the complete new line of the world's best-selling roller skates at Rooms 577-579 at the Toy Fair

UNION HARDWARE

Since 1826

TORRINGTON CONNECTICUT

[redacted]

257

★ May 3, 1958

THE NEW YORKER

Price 25 cents

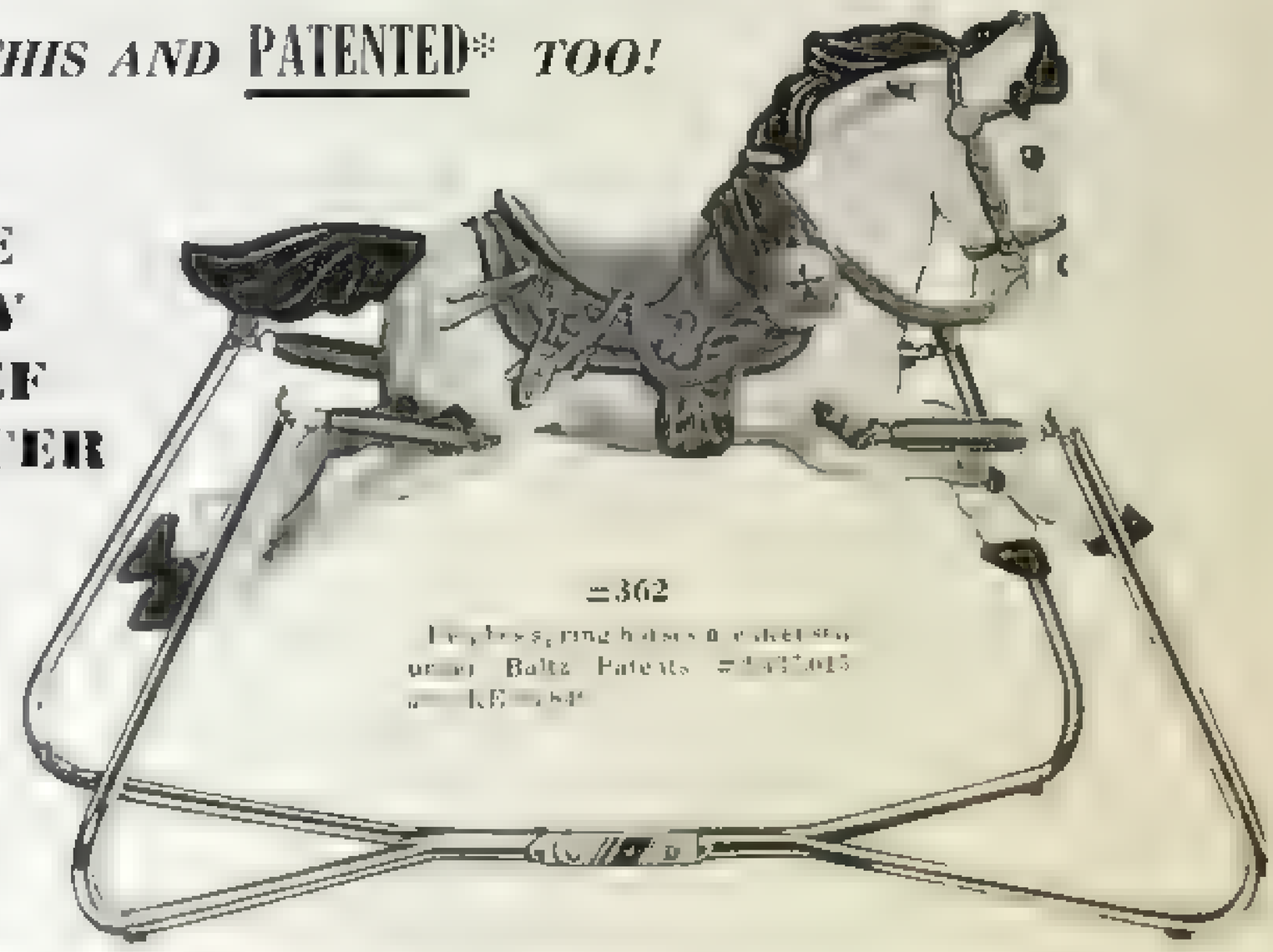
For **TROUBLE FREE** *Spring Horse Sales*

DELPHOS *has:*

PROVEN: MATERIAL **PROVEN: CONSTRUCTION**
PROVEN: SALEABILITY **PROVEN: QUALITY**
PROVEN: DELIVERY

—ALL THIS AND PATENTED* TOO!

THE NEW CHIEF PRANCER



=362
Daybed, spring base & casters
under Baltz Patents =[illegible]
=KE=[illegible]

=
NEW PRANCER

=[illegible] TEETER-T

=[illegible] III PRANCER

=[illegible]" TABLE SET

=[illegible] III
PRANCER COLT

***REMEMBER: "DELPHOS** quality doesn't just happen — we plan it that way."*

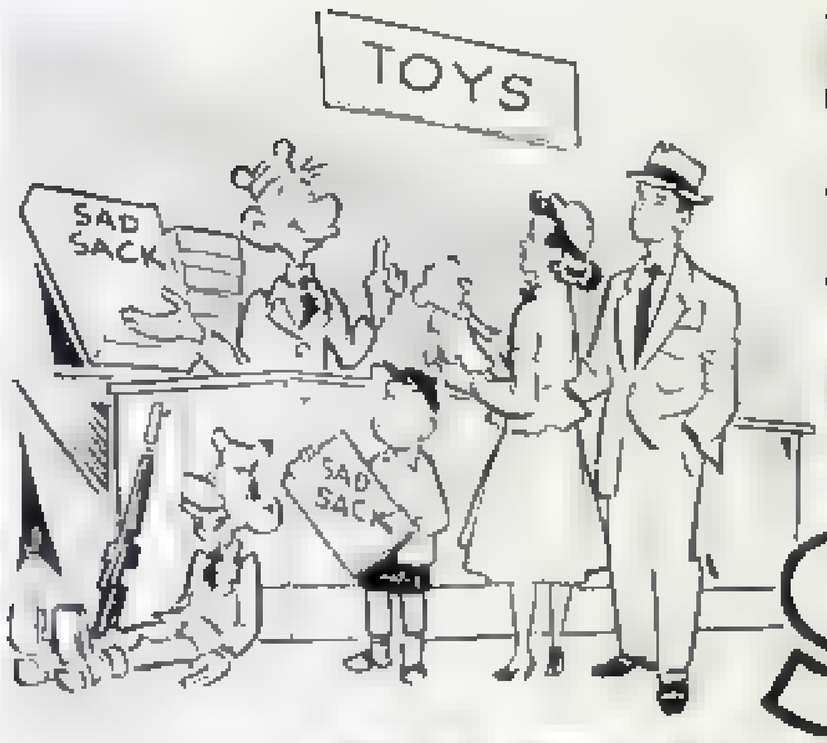
Write for individual catalogs on the entire DELPHOS line of quality table and chair sets, Pedestal Strollers, Desk sets, Toy chests, Merry-Go-Rounds and Molded Spring Horses

The DELPHOS BENDING CO., DELPHOS, OHIO *(Established 1900*

National Sales Representatives

BLAKE and CONROY — 1107 Broadway, New York City 10 — WA 9-4142

[redacted]



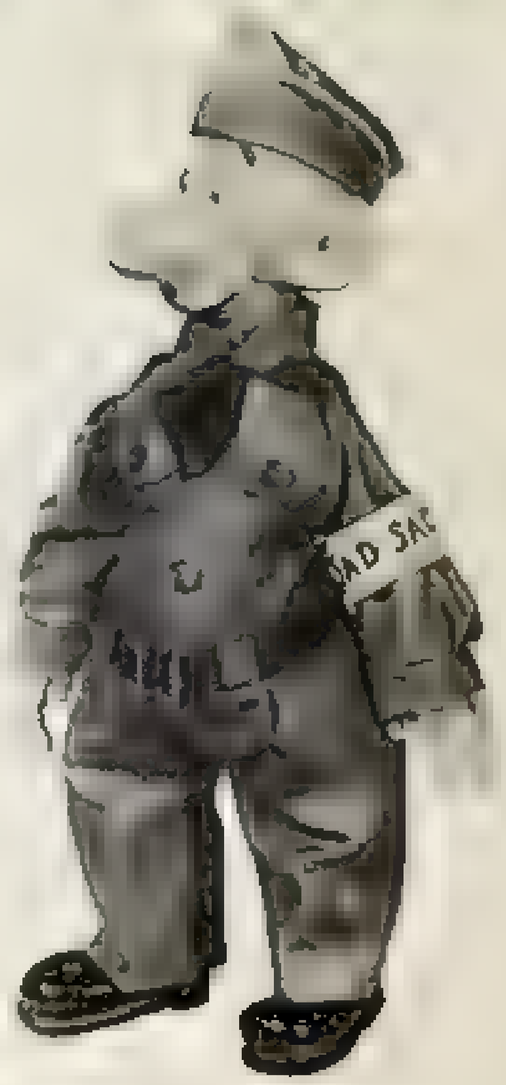
MILLIONS OF KIDS WILL LOOK FOR AND BUY STERLING'S SAD SACK® NOVELTY DOLLS

© GEORGE BAKER

★ HE'S REFRESHING!
★ HE'S OFFBEAT!
★ HE'S A NATURAL!

The SAD SACK Novelty Doll captures all the humor and offbeat personality that has made SAD SACK a world famous comic star. He is featured in newspaper comic strips; Harvey comic magazines and in Paramount's motion picture starring Jerry Lewis.

This novelty doll is made of pure vinyl and outfitted in an authentic army uniform, with SAD SACK insignia and overseas cap.



1958 PROMOTION SCHEDULE

★ *A SECOND SAD SACK PARAMOUNT PICTURE FOR XMAS RELEASE.*
★ *A NATION-WIDE TELEVISION SHOW FOR FALL RELEASE.*

On display in Room 1122
at the Hotel McAlpin.

902 BROADWAY • NEW YORK 10, N. Y.

STERLING
DOLL COMPANY, INC.

246

MOULDED PLASTIC TRAYS

SPARK SALES OF

PRINTING TOYS

There's something magnetic about the slick, white plastic trays with built-in type case for distributing rubber type

SEE

THE SUPERIOR

LINE IN

ROOM 154

200 FIFTH AVE.

TOP — CUB PRINT SHOP with alphabet printing press 2 colors of ink type case Plastic tray with overlay pallette over cover

LEFT — SIGN & TICKET SHOP with type and alphabet stamps Ink pads in 2 colors Plastic tray with 2 sets of alphabetical keys

LOWER LEFT — PRINTER type set 6 piece tray with 200 pieces of type and type case

LOWER RIGHT — PRINTING OUTFIT in plastic tray with 96 pieces of type and type case

NEW: NO. 4700 PRINTER

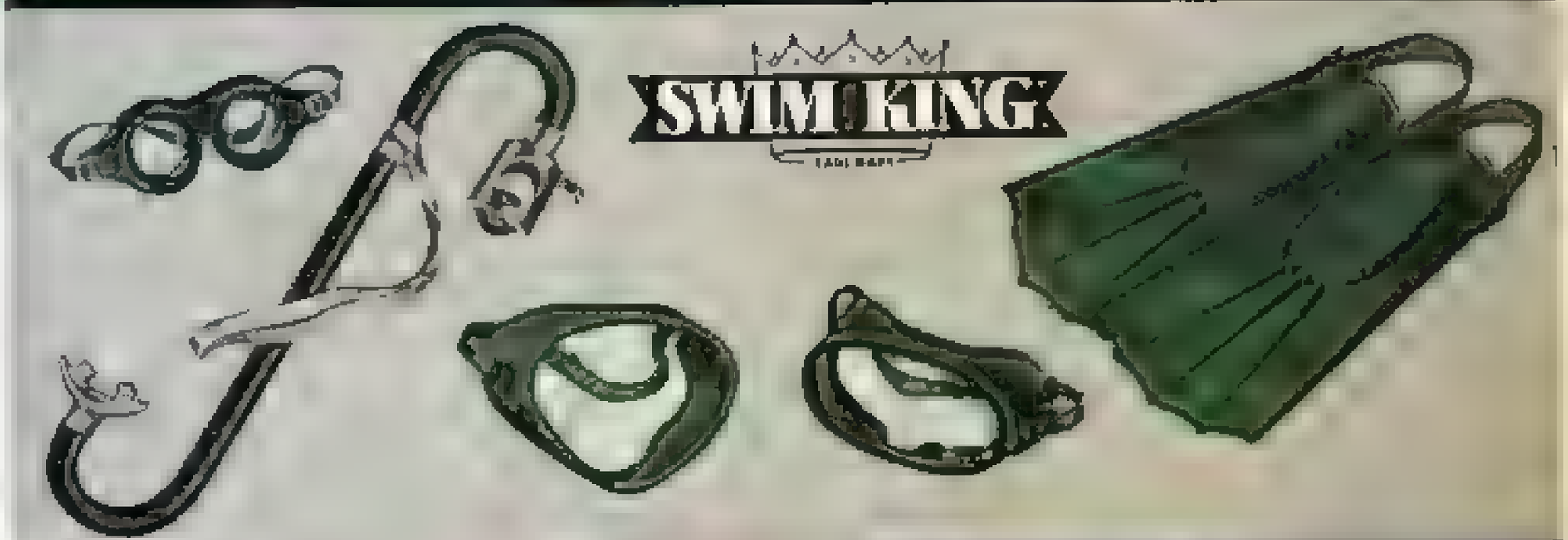
Write for Catalog showing four sizes of PRINTING PRESSES and sixteen different RUBBER STAMP PRINTING SETS

NEW: NO. 4705 PRINTING OUTFIT

SUPERIOR MARKING EQUIPMENT CO.

200 FIFTH AVE., NEW YORK, N. Y. — 1800 W. LARCHMONT, CHICAGO, ILL.

184



SWIM KING
TRADE MARK

SWIM ACCESSORIES

FINS • MASKS • SNORKELS • SNORKEL MASKS
GOGGLES • SWIM SETS • QUOIT & HORSESHOE SETS

Endorsed by B. Benito

GLOBE RUBBER PRODUCTS CORP.

PHILADELPHIA 33, PA

World's Largest Manufacturer of Rubber Swim Equipment

[redacted]

19.

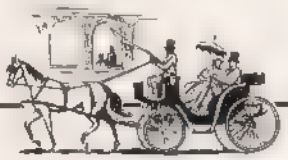
NEXT TIME, RIDE "*The Crescent*"

between
NEW YORK and **NEW ORLEANS**
via Washington, Atlanta, Montgomery

The Crescent is *the* luxurious streamliner between New York and New Orleans. Privacy, when you want it. Plenty of room to stroll and be sociable, when you're in the mood. No traffic headaches. Convenient, heart-of-city terminals.

Modern, all-room sleeping cars between New York and New Orleans offer a choice of comfortable, restful accommodations: Drawing Rooms, Bedroom Suites, Bedrooms, Roomettes — even a Master Room with radio and shower! Individually controlled reclining seats in coaches between Washington and Charlotte; Atlanta and New Orleans. Fine dining and lounge facilities for all passengers.

Take it easy! Take *The Crescent* that travels the "Scenic Southern Route" between New York and New Orleans.



NEW ORLEANS STOPOVER FOR THROUGH TRAVELERS

Spend a romantic evening "between trains" in New Orleans on your way to or from the Southwest or West. *The Crescent* makes connections here with Southern Pacific's streamliner, *Sunset Limited*. Ask your agent!

SOUTHERN RAILWAY SYSTEM
WASHINGTON, D. C.

the best becomes better!

ONLY ARLINGTON MAKES

EXCLUSIVE PROCESS

TEX-FELT*

100% ALL NEW FELT WESTERN HATS TO RETAIL AT $1

EXCLUSIVE LICENSEE

WYATT EARP

MAVERICK

GUNSMOKE

– RUSTY & RIN-TIN-TIN

CIRCUS BOY

TEX SAYS:
"SEE ME AT THE TOY FAIR
HOTEL NEW YORKER
ROOM 1011"

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

In a new high standard of quality that has earned the Parents' Magazine Seal!

TEX-FELT* to retail at $1
TEX-STRAW* to retail at 79¢
ARLIN-TEX* to retail at $1.98

You've come to expect only the best from ARLINGTON . . . now America's most popular, fastest-selling line of children's hats gives you even greater selling advantages.
Our present line of hats absolutely defies comparison!
ARLINGTON HATS are "right" hats — made right — priced right
NATIONALLY ADVERTISED and featured in all leading department, chain and variety stores throughout the country . . . ARLINGTON'S spectacular line of topnotch quality hats represents the most outstanding value and the best buy in the business . . backed by the CONFIDENCE-PACKED PARENTS' MAGAZINE SEAL.
This is it — the most exciting line of western hats on the market today — continuous year 'round sellers that mean lively sales and steady profits for you!
"Remember — if it's ARLINGTON, it's got to be good!"

ARLINGTON HAT CO., INC. 900 BROADWAY NEW YORK 3, N. Y.

TINKERTOY

EDUCATIONAL
ENTERTAINING
ENDURING

A PROVEN SALES BUILDER ITS FIRST YEAR

"BIG BOY"

Largest of the original TINKERTOY Construction Sets.

"Big Boy" parts include longer rods, more pulleys and wheels to build bigger models with more action

$5.00 Retail

Big 16-Page Full-Color DIRECTION BOOK

Designed especially for this set shows examples of large models that illustrate real engineering principles

COLORSAFE PARTS

No 155 5⅜"x16⅜" Tube
½ Doz Pack—23½ Lbs

TINKERTOYS ARE THE ORIGINAL AND THE SALES LEADER IN WOODEN CONSTRUCTION SETS

NEW! with EXCITING PLAY VALUE

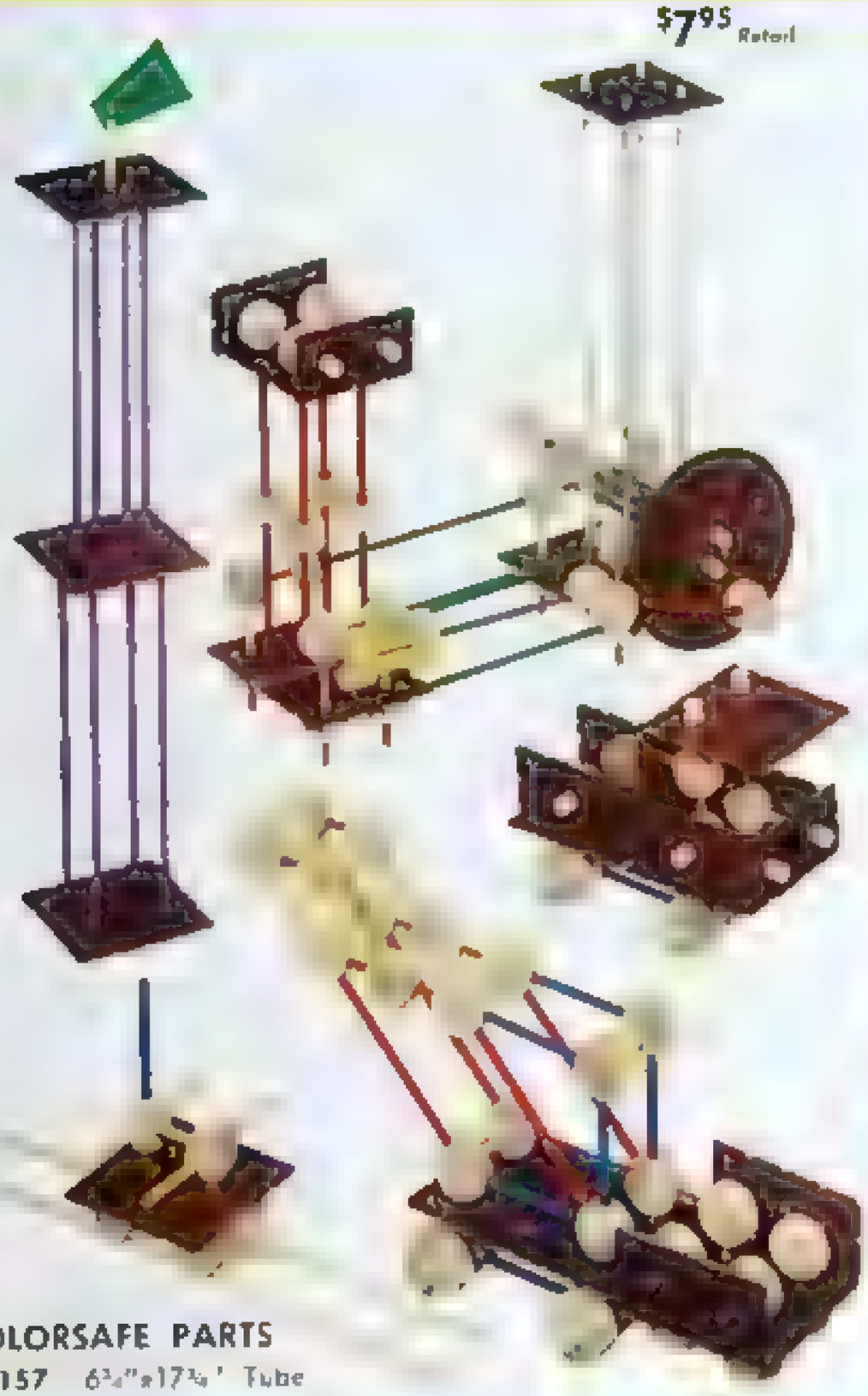
Here is the ultimate in Construction Sets.

New wood parts combined with original "TINKERTOY" connectors and rods working together with sturdy "Duron" panels to produce a new dimension in engineering models. Examples are shown in a full color direction book.

Every child who has worked with TINKERTOYS will want one—every parent will recognize its broader possibilities

New action, new shape, new features that mean new sales in the construction set field

$7.95 Retail

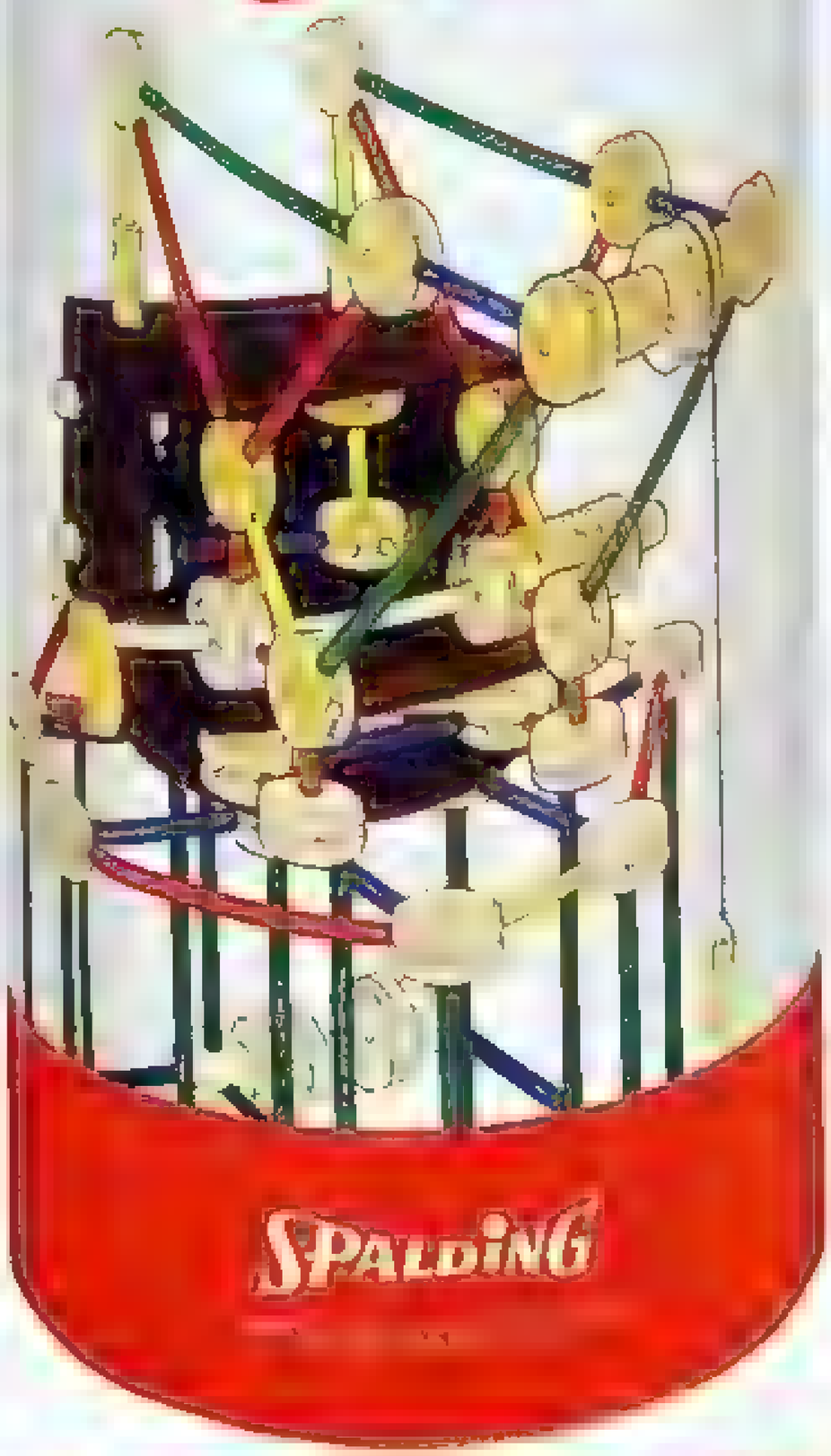


COLORSAFE PARTS

No 157 6¾"x17¾" Tube

½ Doz Pack—28 lbs

Panel Builder



TINKERTOY OFFERS 29 SELECTIONS IN ITS COMPLETE LINE FOR 1951

JUVENILE ROCKERS

Manufactured by

NATIONAL REED FURN. CO.

Gardner Mass.

—SINCE 1925—

Order Early

★ All Hardwood Frames!

★ Smooth Sanded and Finished!

★ Eye Catching Fabrics!

★ New Styles!

★ Priced to Sell!

National Sales Representative:

RIEMANN, SEABREY CO., Inc. 1107 BROADWAY NEW YORK 10, N. Y.

Congratulations to Riemann, Seabrey Co., on their 50th Anniversary

---

From the LITTLE LEAGUES to the MAJOR LEAGUES!

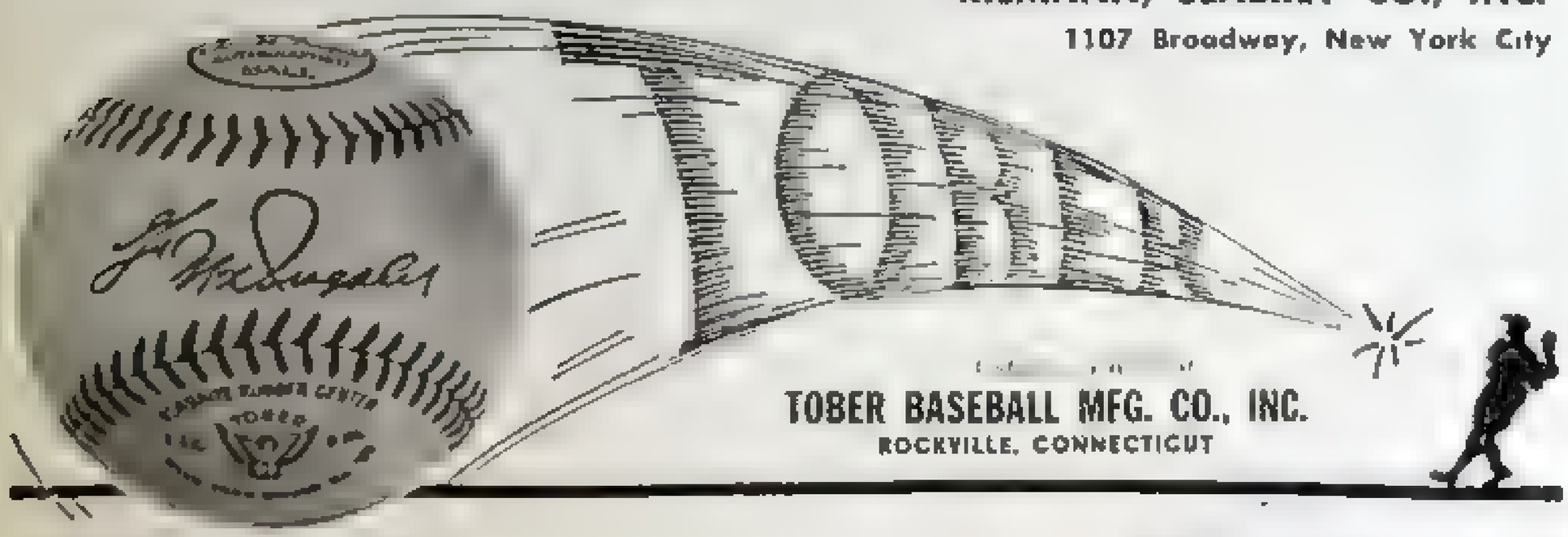
TOBER BASEBALL MFG. CO., INC.

Manufacturers of Top-Quality

BASEBALLS, SOFTBALLS and PLAYGROUND BALLS

Our Congratulations and Best Wishes to the Riemann. Seabrey Co., Inc. on your fiftieth Anniversary.

Sales Representatives. **RIEMANN, SEABREY CO., INC.**
1107 Broadway, New York City



Official Gil McDougald Baseball

ENGINE POWERED TOYS

WEN-MAC

engine powered airplanes that sell themselves

HIGH VOLUME SALES

THE NEW WEN-MAC

written all over it!

Buy...stock...sell

VISTA-DOME

PACKAGING

flown exclusively at DISNEYLAND 365 days a year!

ready-to-fly
fully automatic starters
complete with flight controls
rugged and durable.

WEN-MAC CORPORATION • LOS ANGELES 64 • CALIFORNIA

Gunderful

Stuffed Creations

designed for

LOVING

Copyright Walt Disney Productions

CUDDLE MICKEY MOUSE

There's love — and life — and laughter in Gund reproductions of world-renowned Walt Disney Favorites . . . Typical of all stuffed creations in the Famous Family of Gunds — childhood friends, lifetime recollections

Many factors contribute to the perfection of a Gund stuffed creation — imaginative design, long experience, painstaking craftsmanship and the coordination of many different skills. Result: the ultimate in quality and beauty—truly a product designed for loving . . . Each item in the wide variety of Gund selections is created to support the creed that "happiness is our most important product" . . . And the saleability of this Gunderful line assures increased profits and prestige for Gund dealers — all through the year.

Visit the Gund Showrooms NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

Gund
Manufacturing Co.
J. Swedlin, Inc.
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- STUFFED ANIMALS
- SOFT DOLLS
- MUSICAL TOYS
- GIANT DISNEY FAVORITES
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NO. 1 AMERICAN SPORT

BASEBALL

NO. 1 BASEBALL GAME

tudor

SUGGESTED
RETAIL
$7.00

It's TRU-ACTION®
It's Electric

Tudor knows

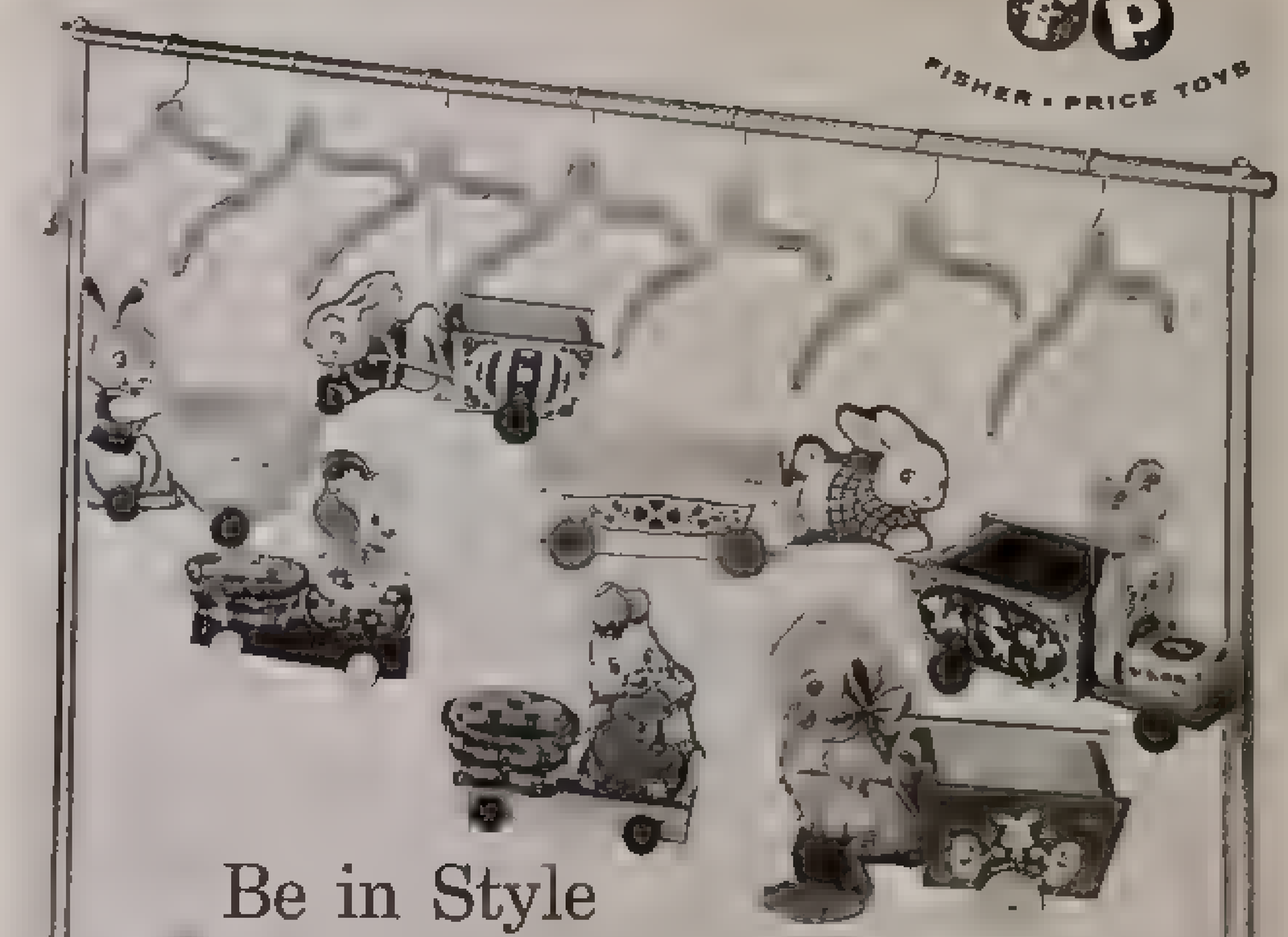
Every sale you make multiplies

Write today

TUDOR METAL PRODUCTS CORPORATION

SHOWROOM: FACTORY:

FISHER • PRICE TOYS

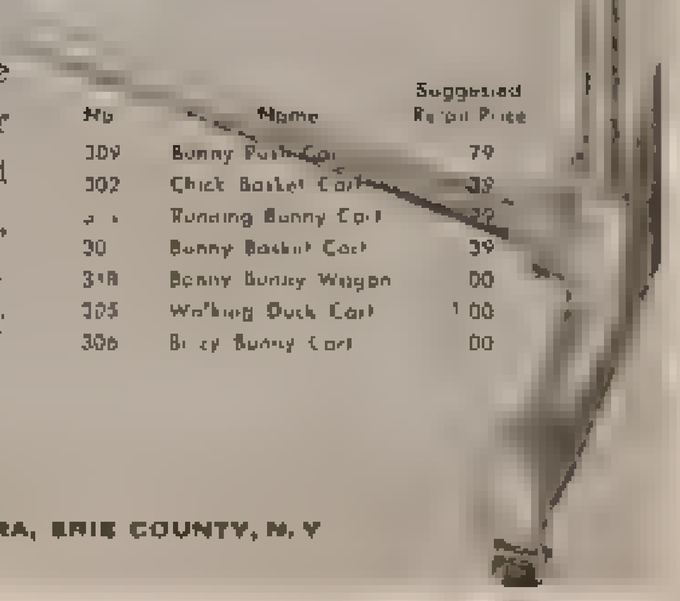


Be in Style
this Easter with

FISHER • PRICE
Easter Toys

You can tell by their "cut" that these best-dressed Easter Toys are tailor made for fast toy counter sales. And there's extra appeal, and profit, too, when pre-packed with Easter treats. Write for catalog sheet today. Easter is March 29th

No.	Name	Suggested Retail Price
309	Bunny Push Cart	79
302	Chick Basket Cart	39
[illegible]	Running Bunny Cart	22
30	Bunny Basket Cart	39
318	Bunny Bunjey Wagon	00
305	Walking Duck Cart	1 00
306	Busy Bunny Cart	00

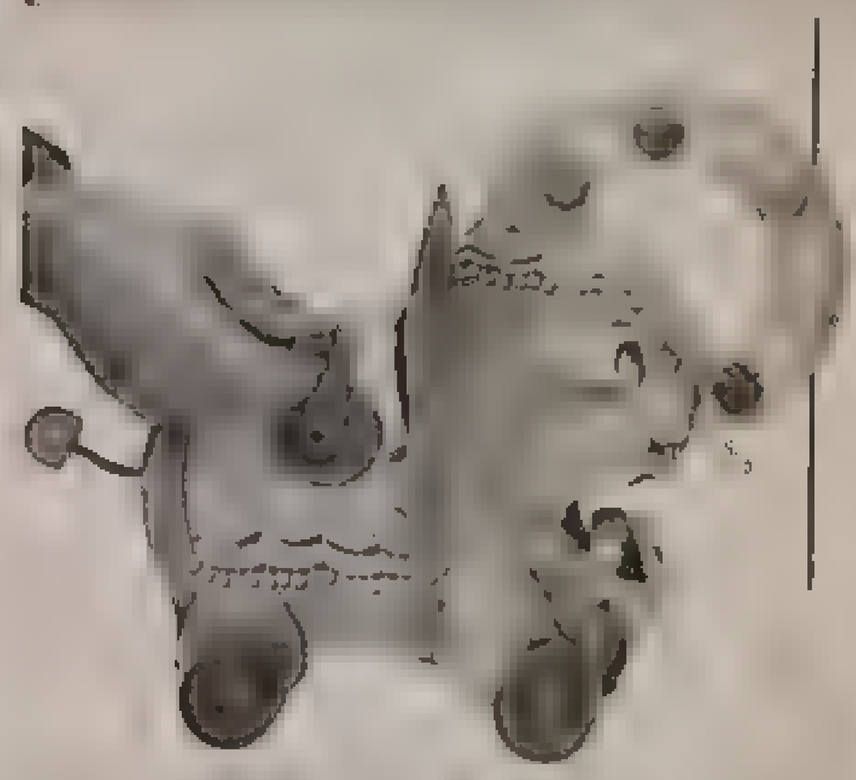


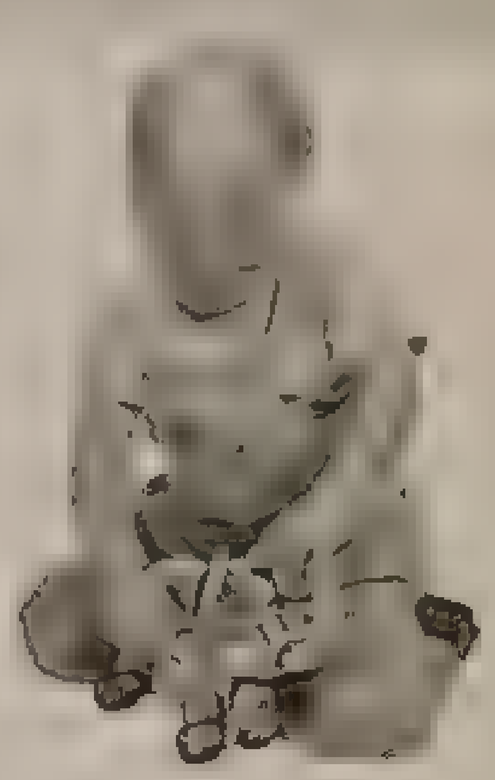
FISHER • PRICE TOYS, INC. EAST AURORA, ERIE COUNTY, N. Y.

[redacted]

FISHER • PRICE TOYS

AHEAD AGAIN . . . in quality, in ideas, in value!





turn crank to [illegible] hear music

Juggling Jumbo

– develops eye – hand co-ordination –

[illegible]

FISHER • PRICE TOYS

[illegible]

[illegible] Avenue

[illegible] NEW YORK

3

FISHER · PRICE

Ahead Again!

HIT OF THE TOY FAIR. Pumps out a squeak-squeak sound as head bounces up and down and arms rotate. 9" high. $1.98 slightly higher west

FISHER · PRICE TOYS

EAST AURORA, ERIE COUNTY, N. Y.
NEW YORK 200 FIFTH AVE. BLDG

FAMOUS Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD

Off to a flying start! ✈✈✈ BIRD WATCHER

the brand new, grand new Parker game!

If your customers live in exurbia, suburbia town or city . . . If they're bird watchers from way back or can't tell a Robin from a Meadow Lark . . . If they're between the ages of eight and eighty, male or female . . .

Your sales potential for Parker Brothers delightful new Bird Watcher is terrific!

Here, for all the family, is a fascinating game in which the play is simple, but unusual, providing ample opportunity for the exercise of skill and judgment, and the satisfaction of achievement.

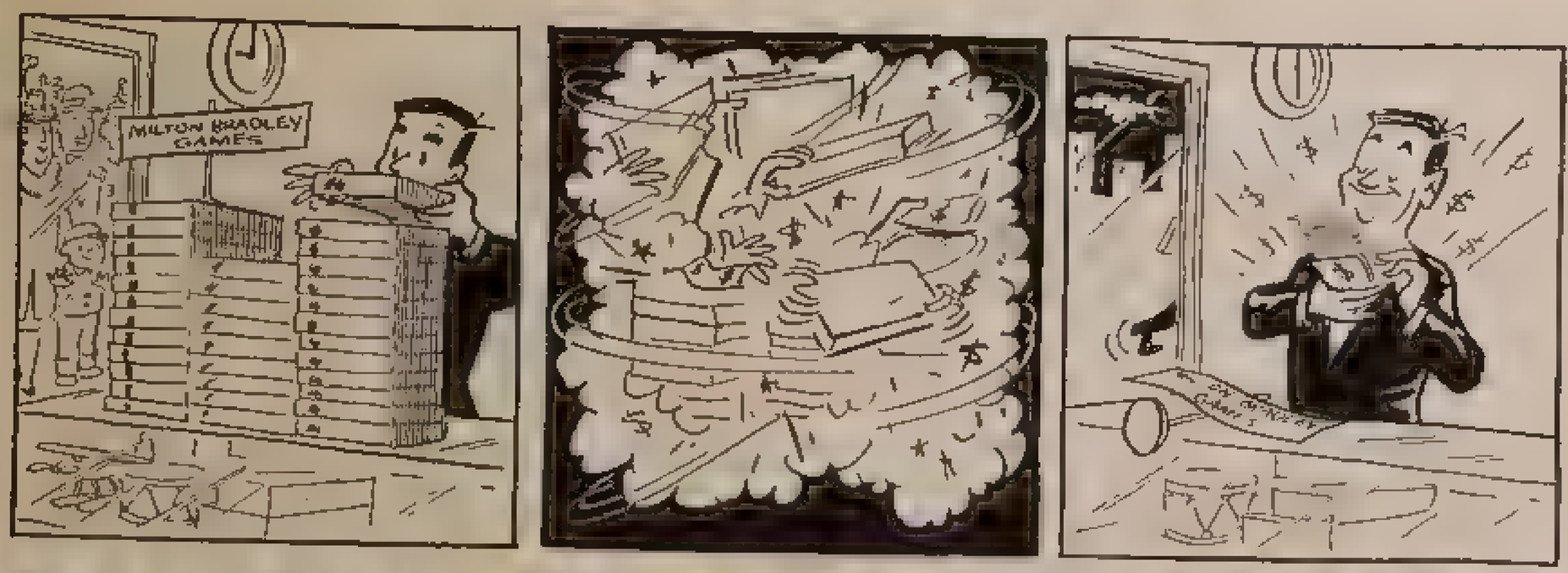
With the added appeal of its charming country scene playing board and colorful bird cards, Bird Watcher assures you of a flock of profitable year round sales! For lively summer selling get set *right now*. Order for at-once delivery. **$2.00**

Parker Brothers, Inc. SALEM, MASSACHUSETTS

200 FIFTH AVE., NEW YORK 10 • MERCHANDISE MARTS, CHICAGO AND SAN FRANCISCO • FULTON BANK BLDG., ATLANTA

Canadian Agent: Collett-Sproule Sales, Limited, Toronto

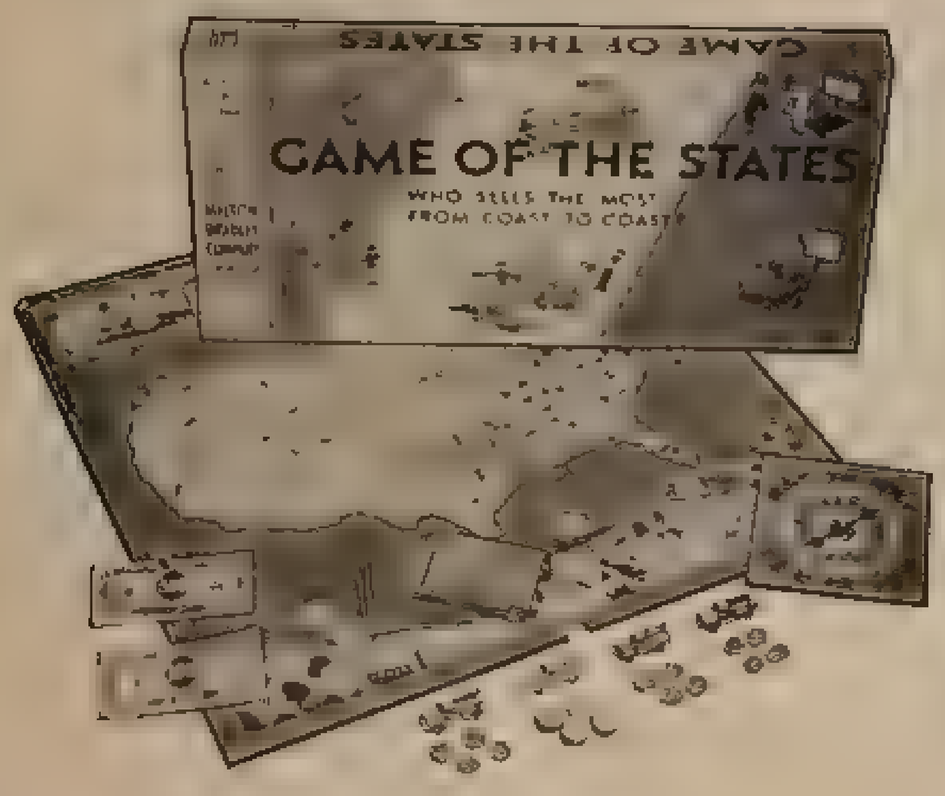
Published monthly, except June, when published twice at 34 Merchandise Mart Plaza by Hare Publishing Co. Second class mail privileges authorized at Philadelphia, Pa.



MILTON BRADLEY GAMES

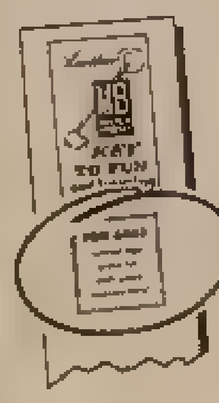
sell themselves

because . . . . .



GAME OF THE STATES

FOR AGE 7 TO 14—Because this game is educational as well as fun, it has a special appeal for parents. Children thrill to making sales and delivering goods from coast to coast.
No. 4920. . . . . $2.50



SCIENTIFIC AGE IDENTIFICATION makes them easier to buy. The correct age group for each game is prominently displayed on the cover, saving time for your sales clerks and inspiring consumer confidence.

Guaranteed by Good Housekeeping

DRAMATIC ADVERTISING pre-sells them in Good Housekeeping and Parents' Magazine . . . giving Milton Bradley games two coveted seals of endorsement which speed shelf movement. And, saturation radio campaigns in leading markets across the country guarantee high volume Christmas sales.

COMMENDED PARENTS' MAGAZINE

EASY MONEY

A FAMILY GAME—The risks and thrills of buying and selling real estate hold teen-agers and adults spellbound in this game of business.
No. 4605—Deluxe Edition. $3.00
No. 4039—Standard Edition. $2.00

CANDY LAND

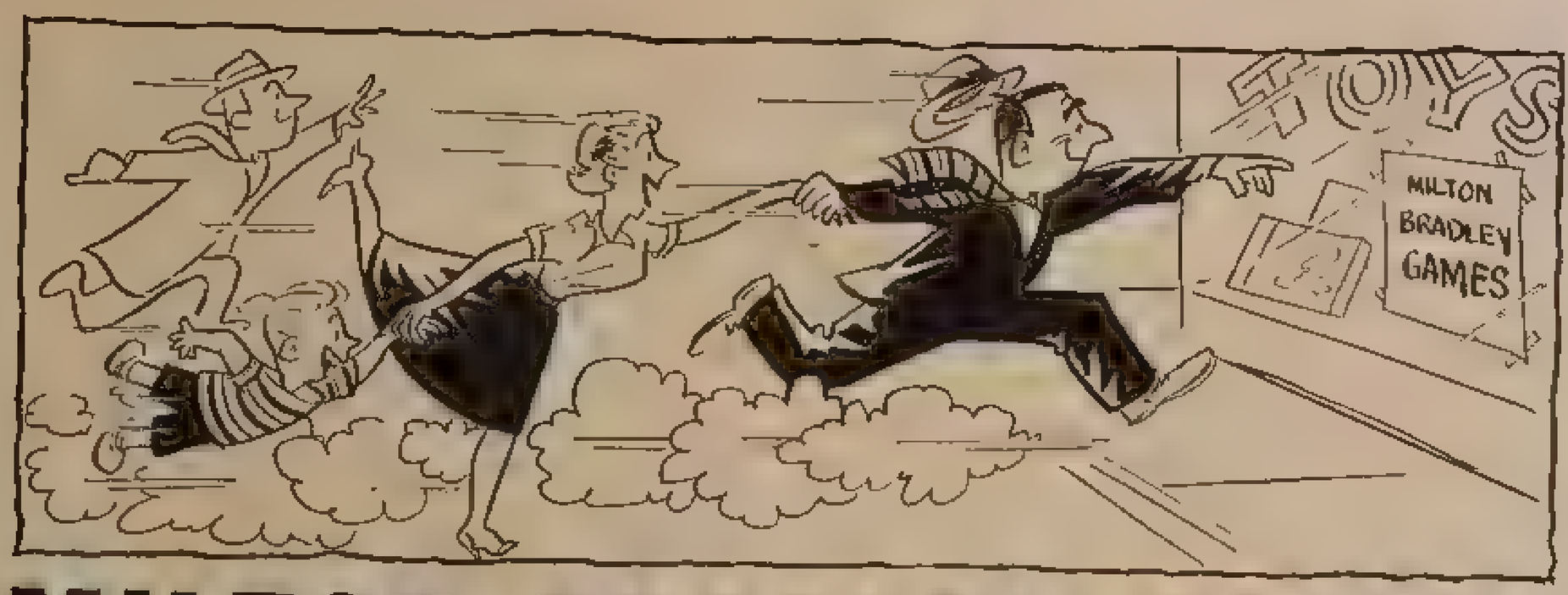
FOR AGE 4 TO 8—You'll get many calls for it for the little tots because this fascinating game requires no reading.
No. 4403—Deluxe Edition. $2.50
No. 4921—Standard Edition. $1.00

Write for complete 1958 catalog of

GAMES
PUZZLES
AND COLORING SETS

MILTON BRADLEY CO.

Springfield 2, Massachusetts



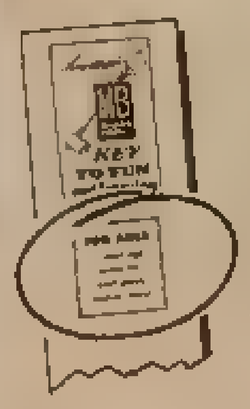
MILTON BRADLEY GAMES

sell on sight because . . .

RACK-O

FOR AGE 10 TO ADULT—More fun than Gin Rummy, this new competitive game is sweeping the country. Heavily advertised and already high on the list of best sellers, this game rates special display in your game department.

No. 4615.....$2.00



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Guaranteed by Good Housekeeping

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COMMENDED PARENTS' MAGAZINE

Write for complete 1958 catalog of

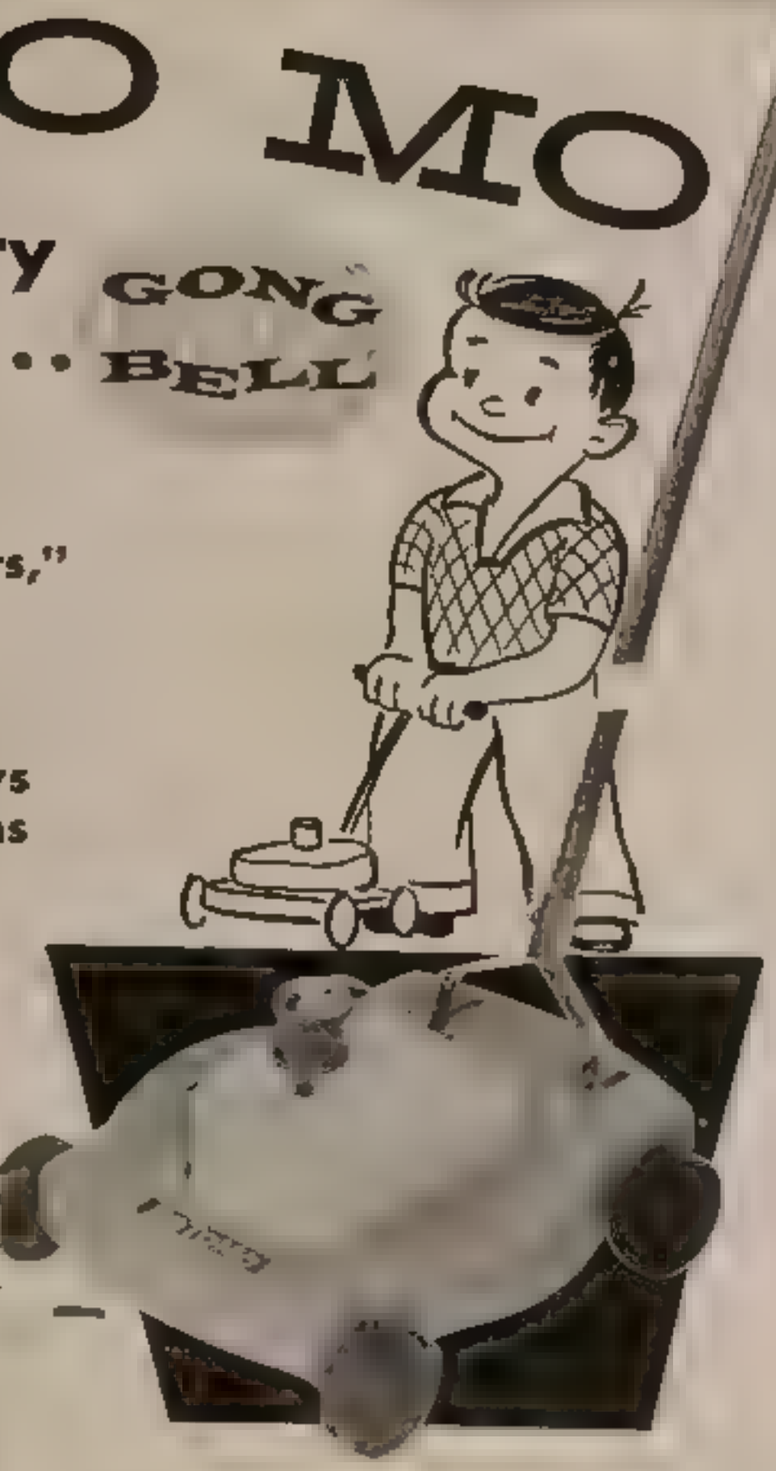
GAMES
PUZZLES
AND COLORING SETS

MILTON BRADLEY COMPANY • Springfield 2, Mass.

[redacted]

RO TO MO

Three *new* toy rotary lawn mowers from... GONG BELL



- **Bright and gay—each in fresh, smart colors**
- **Realistic—with "putt-putt motors," revolving starter knobs**
- **Sturdy—built for years of mowing fun**
- **Popular—for all 2's to 6's (boys and girls) whose dads cut lawns**

No. 405 RO TO MO JR.

Popularly priced ($.98), built for use or abuse; 9" long steel base, 21" lacquered hardwood handle.

NO. 501 RO TO MO

Rubber wheels; looks like Dad's, sounds like Dad's; 10" long base, 24" handle. Suggested retail price $1.98 each.

NO. 505 RO TO MO

Large wheels for easier "mowing," polyethylene starter spinner; 10¾" long base, 24" handle Suggested retail price $2.98 each.

Two larger, all-steel models, with harmless revolving "blades" and starter cords to pull for realistic sounds and effects. New, strong tubular steel handles have plastic grips.

Two redesigned, reel-type lawn mowers.

No. 410 Lawn Mower. All steel, "hand"-type. Realistic noise when pushed. Rubber tires, safety bumper bar, harmless "blades." Suggested retail price $1.98 each.

No. 425 Power Mower. Has molded "putt-putt motor," starter cord, whirling "blades." Steel base and tubular steel handle with plastic grips. Suggested retail price $2.98 each.

Get bigger profits with the complete Gong Bell line!

THE GONG BELL MFG. CO. East Hampton, Connecticut

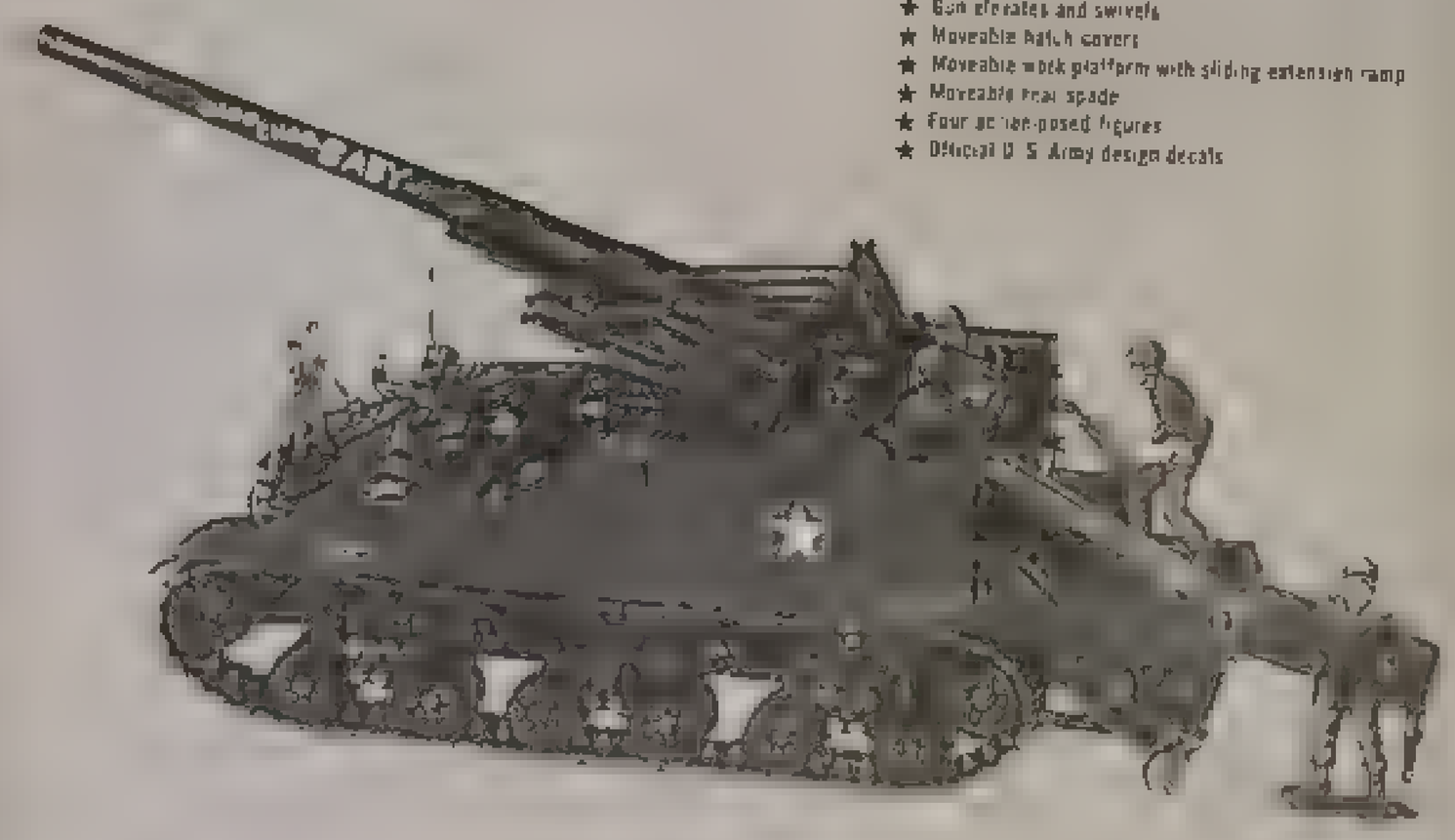
New York Sales Office: Suite 316-318, 200 Fifth Avenue
New York 10, New York

M-40 155 MM. SELF-PROPELLED GUN

AND 4-MAN CREW — $1.69

CHECK THESE FEATURES-

- ★ Moveable flexible track and bogie wheels
- ★ Gun elevates and swivels
- ★ Moveable hatch covers
- ★ Moveable work platform with sliding extension ramp
- ★ Moveable rear spade
- ★ Four action-posed figures
- ★ Official U. S. Army design decals



FULLY-OPERATING parts for added realism!

[redacted] ADAMS ACTION MODELS! [redacted]

D-151 INTRODUCTORY DEAL. $15.17
12 kits and 1 Model with
stocking counter display

K-151 K TS [redacted] packages $12.17 DOZ.
Packed 12 to case

ADAMS ACTION MODELS
12519 CERISE HAWTHORNE CAL'F

SALES REPRESENTATIVES MILT GREY ASSOCIATES
9538 Brighton Way Beverly Hills Calif

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CHICAGO 1433 Merchandise Mart

[redacted]

ADAMS

22,000,000 OF US

ARE YOUR YEAR AROUND MARKET FOR

Thimble-Drome Powered Models

the plane that broke the sound barrier . . . now breaking all sales records!

6.95

Equipped with fabulous TD PEE WEE .020 engine . . most amazingly powerful tiny engine in the power model field

Thimble-Drome

Super Sabre

An Air Force SUPER SABRE F-100 cracked the *sound barrier* . . . now Thimble-Drome's realistic replica in ready-to-fly form has cracked the *price barrier!* Its new standard of *value* is making millions of new power modelers . . . for *new profits* to you!

If your local distributor is unable to supply you . . . contact the factory

L. M. COX MANUFACTURING CO., INC. • *P. O. Box 476 Santa Ana Calif*
National Sales: Milt Grey Sales, 8693 Wilshire, Beverly Hills, Calif

A FASCINATING SPORT! AN EXCITING HOBBY!

Statistics show that the age group that has been most active and *enthusiastic* about power models encompasses a 22 million segment of the American public! What does this mean in terms of potential sales—potential profits?

Here is a multi-million dollar market that is moving right up alongside electric trains and plastic hobby kits as STAPLES! And right along with it is the additional continuing sales potential of fuel and accessories . . . another million dollar market!

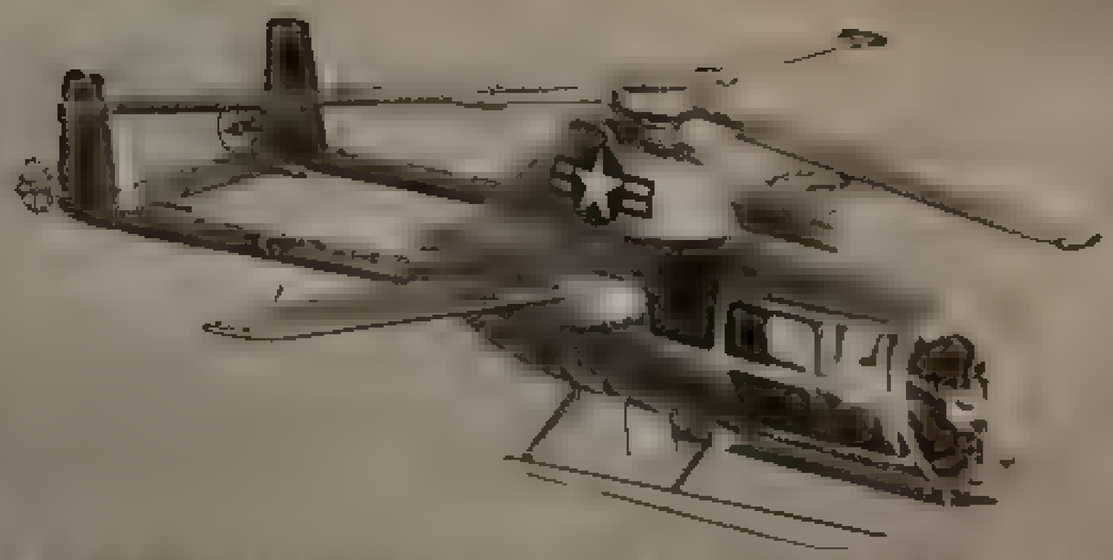
Getting your share of this great profit potential with THIMBLE-DROME requires *no* specialized training of sales personnel *-no* service headaches

Easy starting, dependable performing THIMBLE DROME power models and engines—largest selling power model line—are your "open sesame" to year around big ticket sales and profits! Grow with this growing market by calling your Jobber today!

ONLY

ITC MODEL CRAFT

MANY HISTORICAL PLANE KITS



These entirely new historical plane kits open up on exciting new market for you! They've never been made before . . . They do not duplicate any kits on the market.

SELL FAST WITH ITC TWIN DISPLAY

Nationally Advertised

This full color, 3-D display can be used either as one unit (illustrated) or separated into 2 self contained displays for limited space. It is the most attractive and lowest priced display of its kind

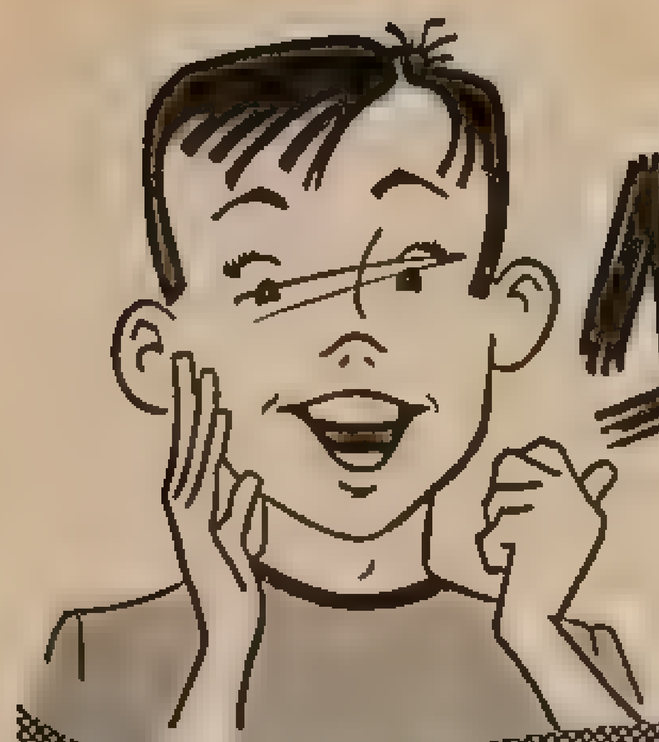
DEAL A No. 3591 — contains display, plus 12 pieces No. 3729 McDonnell XV-1 — 12 pieces No. 3728 Savoia Marchetti...and assembled model of each.

DEAL B No. 3592 — contains display, plus 12 pieces No. 3725 Martin Bombers — 12 pieces No. 3727 Grumman Ducks, and assembled model of each.

For Quick delivery, see your nearest jobber

Send TODAY for complete catalog

ITC MODELCRAFT 200 FIFTH AVE., NEW YORK 10, N.Y

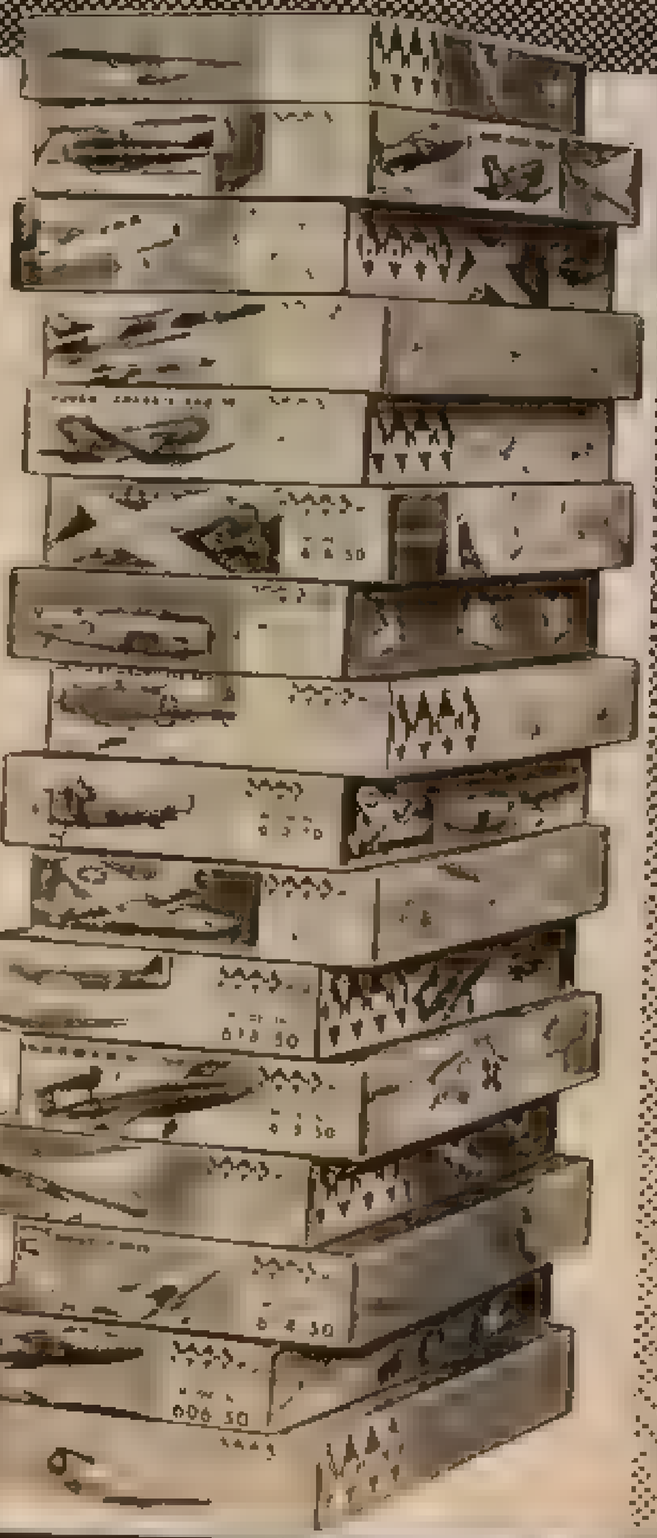


NOW 16 Complete Kits for 50¢ each

An Exciting Assortment of HAWK Kits for FAST SALES!

PACKAGED in this multi-colored eye-appealing display carton which will stop kids of all ages . . .

ACTUALLY SELL FOR YOU



DISPLAY CARTON CASE

No. 36-50
(50c assortment)

Each display carton contains 36 assorted cellophane wrapped 50c airplane kits. There are at least 6 different numbers in each case.

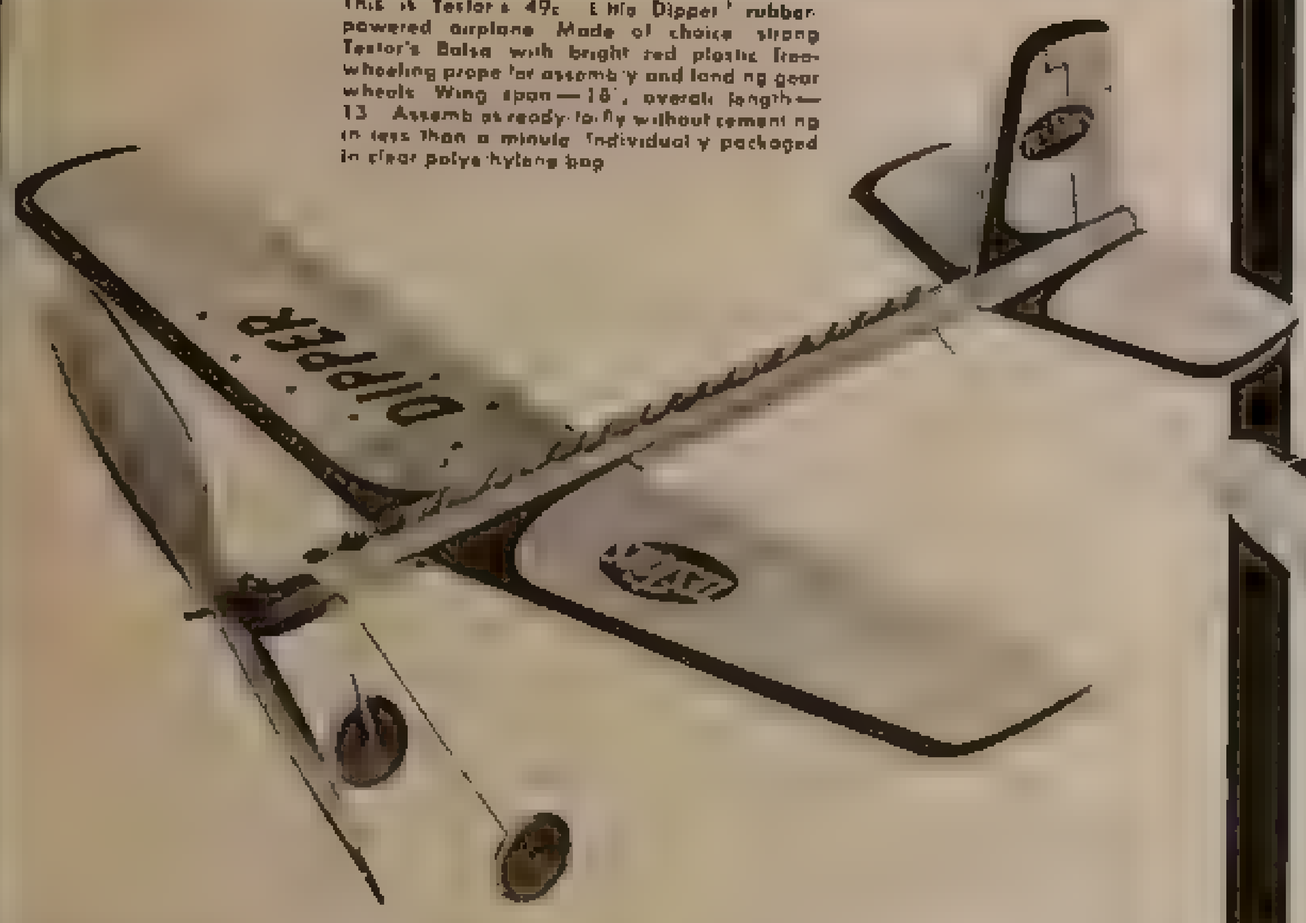
All Packaged as a Unit . . . Ready to SELL for you!

★

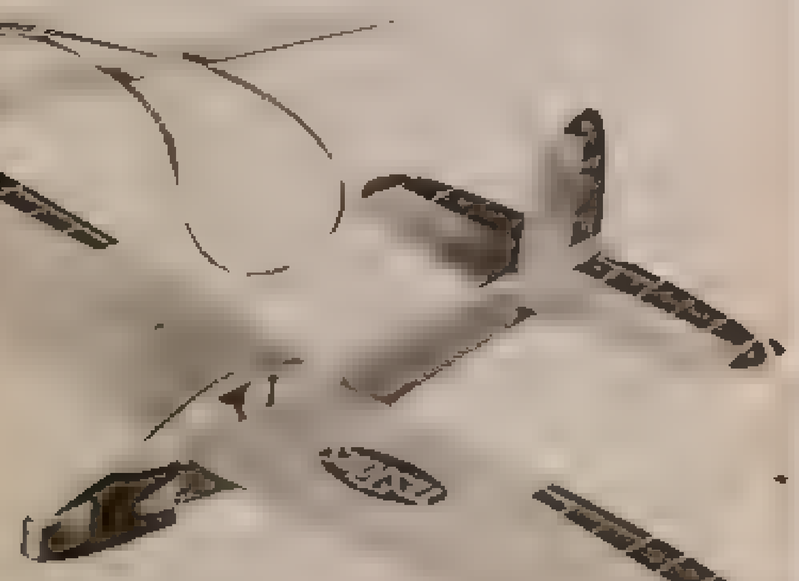
ONLY HAWK HAS X-99!

hawk Model Company
"First with the Finest" since 1928
Send for Catalog
All Hawk Models packaged in fast selling Multi-Color Display Cartons

This is Testor's 49c "Lil' Dipper" rubber-powered airplane. Made of choice strong Testor's Balsa with bright red plastic free-wheeling prope'ler assembly and landing gear wheels. Wing span — 18", overall length — 13". Assembles ready-to-fly without cementing in less than a minute. Individually packaged in clear polyethylene bag.



This is Testor's 29c "Dart" catapult glider. Made of choice, strong Testor's Balsa with strong rubber sling shot launching device. Wing span — 18". overall length — 12". Assembles ready-to-fly in 30 seconds without cementing. Individually packaged in clear polyethylene bag.

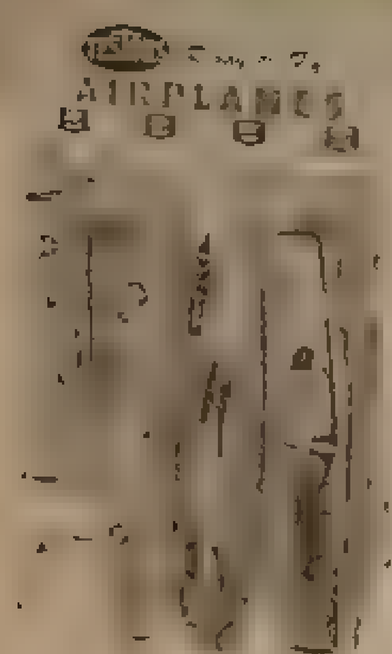


You Sell More When You Feature

TESTORS

READY-TO-FLY

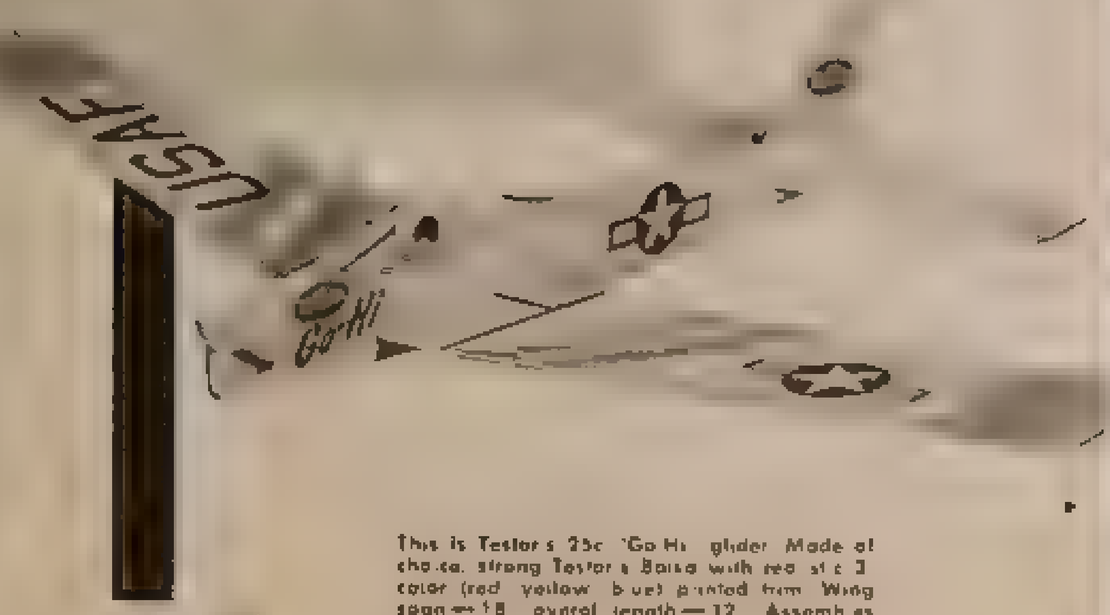
AIRPLANES



57X AIRPLANE DISPENSER

DEAL WITH FREE DISPLAY

Includes 4-dozen 10c "Go-Hi" gliders, 1-dozen 25c "Go-Hi" gliders, 1-dozen 29c "Dart" catapult gliders, 1½-dozen 49c rubber-powered "Lil' Dippers" plus FREE all-metal display stand with colorful lithographed metal header sign for clear-pricing identity to individual numbers. Each model of Testor's ready-to-fly airplanes is also available on separate order from open stock. Check with your jobber now.



This is Testor's 25c "Go-Hi" glider. Made of choice, strong Testor's Balsa with red stic 3 color (red, yellow, blue) printed trim. Wing span — 18". overall length — 12". Assembles ready-to-fly in 30 seconds without cementing. Individually packaged in clear polyethylene bag.

This is Testor's 10c "Go-Hi" glider. Made of choice strong Testor's Balsa with red stic 2-color (red, blue) printed trim. Wing span — 12". overall length — 9". Assembles ready to fly in 30 seconds without cementing. Individually packaged in clear polyethylene bag.

TESTORS

THE TESTOR CORPORATION

ROCKFORD, ILLINOIS

The Smile That Won't Come Off!

Big Scale Working Model ... by Monogram

PLASTIKIT PA31

$1.49

Monogram Models, Inc., Chicago 32, Ill.

U. S. NAVY **Avenger** Deadly World War II Torpedo Bomber

With Operating Features that Make Profitable Sales and Happy Customers!

It's the extras your customers get in Monogram kits that bring big smiles of extra pleasure. And the new Avenger model is packed with extras and pleasure galore. First—it's a model the fans all want. Second—it's a big scale model—13½ inch wing span. Third—it has more working and operating features than have ever been put into an all plastic aircraft model before.

Wings fold like the big carrier based planes—bay doors open and drop torpedo—landing wheels, tail wheel and arresting hook are fully retractable—machine gun moves up and down and swivels—clear ball turret revolves.

Four airman figures, torpedo and decals included with plane in every kit.

Beautiful built up model on display available at one third actual cost. Full color poster free.

Make happy customers and extra sales with the Avenger kit right now.

Time for a Kitty Hawk Model Contest

National Promotion Makes Extra Kit Sales

A Kitty Hawk Model Contest at your store will make extra sales, bring in new customers and build store prestige for you. Beautiful awards for your customers. Savings Bonds and Airplane trip grades too. If you haven't tested your contest know is the time. Basic Contest Package of awards and all needed materials only $2.95—less than half actual cost. Contest closes July 15th.

Monogram

Hobby Kits FOR FAMILY FUN

WORLD WAR I
Flying Models

TRIUMPHS OF MODEL ENGINEERING AND DESIGN

18 inch wing span
Fully detailed scale rubber models

KIT WW 3 FRENCH SPAD

KIT WW 1 GERMAN ALBATROS DSA

KIT WW-6 BRITISH SOPWITH CAMEL

KIT WW-2 FRENCH NIEUPORT 28

KIT WW 4 GERMAN FOKKER D7

KIT WW 5 BRITISH SE-5

$1.29 each

World War I fighters flown by such air heroes as Rickenbacker Richthofen, Bishop and Guynemer. Fully detailed scale rubber powered flyers — simplified keel construction — light tissue covering. All rib, formers etc. die-cut to shape — no tedious cutting involved. Kits contain Scale plastic wheels • Plastic propeller • Light plastic nose cowl • DIE-cut balsa parts • Colored tissue • Rubber motor • Authentic scale plan • Large 3" x 12" decal

24 inch wing span
Accurate replicas — rubber powered models

KIT 202 BRITISH SE-5A
Best of British fighters

KIT 203 NIEUPORT
First flown by Lafayette Escadrille

KIT 201 THOMAS MORSE SCOUT
American trainer of the World War I era

$2.95 each

THE MODERN WAY TO BUILD AND FLY SCALE MODEL AIRPLANES

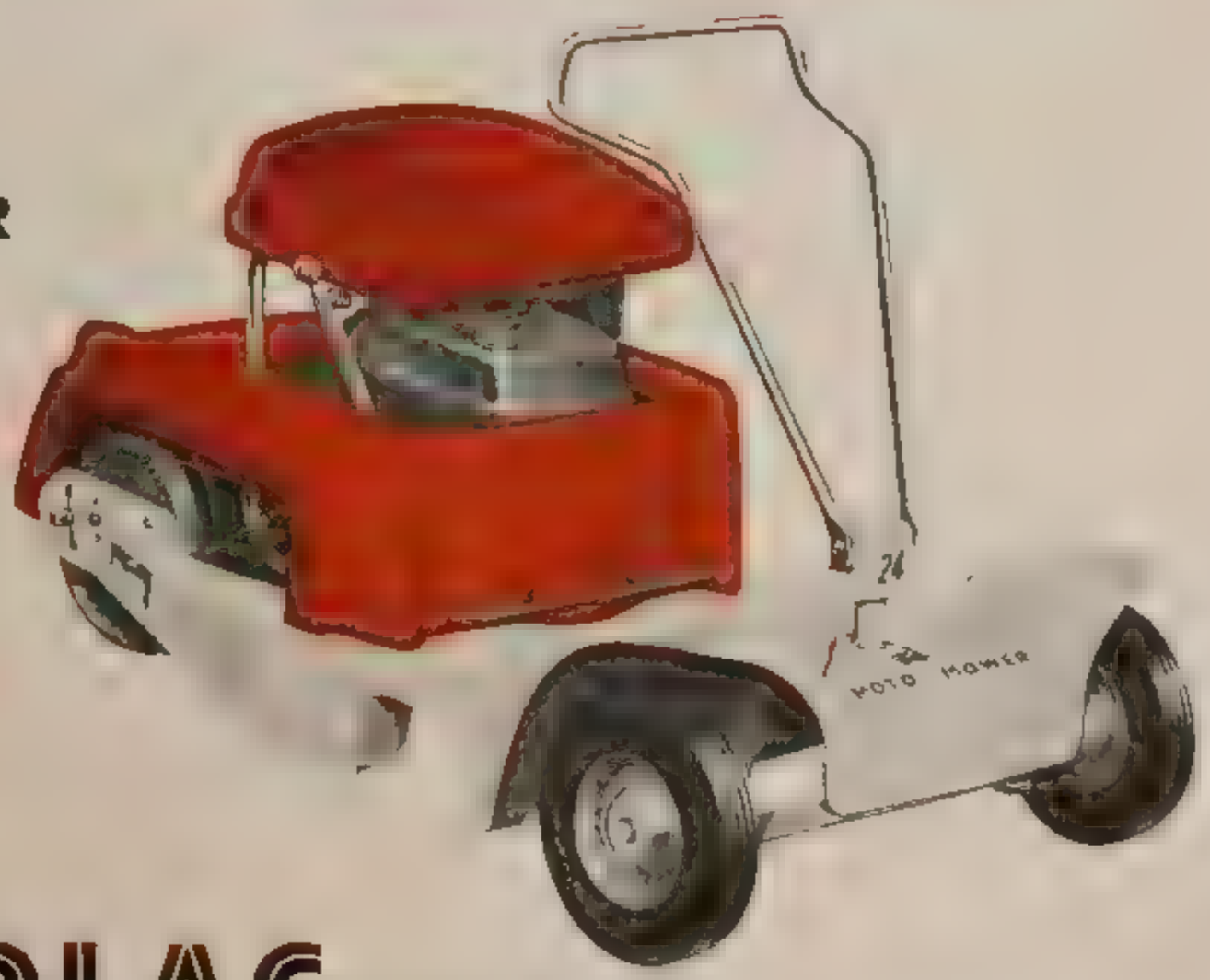
The secret? A combination of rugged construction, light weight materials and superior design. Plastic cowls, guns, pilots, wheels, props and radial engines (where required) plus the largest and most complete set of full color decals you ever laid eyes on!

PAUL K. GUILLOW, INC., WAKEFIELD, MASS. WRITE FOR CATALOG

For greater selling impact

MOTO-MOWER

FORMS SEAT and SHROUD



from

CYCOLAC SHEET

HIGH IMPACT THERMOPLASTIC RESIN

HERE'S WHAT CYCOLAC SHEET MEANS TO MOTO-MOWER

The Moto-Mower Division of Detroit Harvester Co designed a colorful, comfort-molded seat and a light-weight, long lasting shroud for its Moto-Mower Power Lawn Mower. Replacing costly, heavier metal in these particular applications, Cycylac was greatly responsible for the development of a lighter-in-weight power lawn mower . . . a more economical-to-manufacture, easier-to-sell unit, designed to take severe use and abuse in dependable stride

Cycolac Sheet Extruded and Formed by. Panelyte Division, St. Regis Paper Company, Richmond, Indiana

THIS IS CYCOLAC... AND WHAT IT CAN DO FOR YOU!

This family of single uniform resins is extremely tough and versatile; extrudes readily, in profiles and sheets; easily injection molded and post formed

- Wide range of process properties
- Fast extrusion to accurate dimensions
- Nerve-free calendering to exact gauge
- Adjustable to all methods of sheet forming
- Readily injection molded in fast cycles

Write for technical literature today!

PACESETTER IN

Marbon CHEMICAL

SYNTHETIC RESINS

Division of BORG WARNER • Gary, Indiana

also represented by:

WEST COAST Harwick Standard Chemical Co., Los Angeles, Cal
CANADA Dillons Chemical Co. Ltd , Montreal & Toronto
EXPORT British Anchor Chemical Corp., New York

PLASTIC BLOCK CITY

[redacted]

The modeling dough that set sales records in the famous four-pak . . .

now brings you another

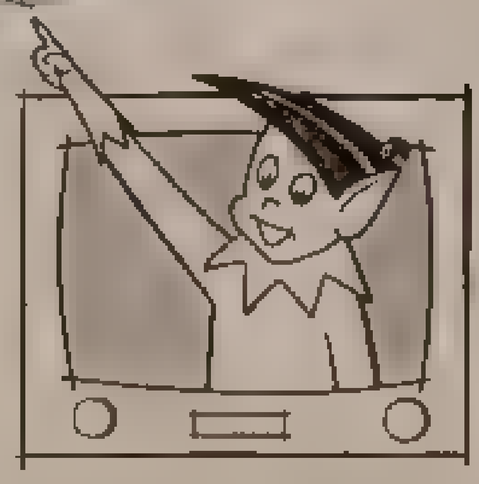
HIGH MARGIN PROFIT opportunity.

PIXIE-PAK

(PD-300, Suggested Retail $2.00)

In the exciting new Pixie P k Play Do , brings you the first full value $2.00 price . . . and the only ideal gift package being offered in a modeling dough set. Contents include molds, roller, trimmer, pipe cleaners, picture planner and 16 page instruction book. Watch your profits grow when you display and sell the new Play-Doh Pixie-Pak. Only Play Doh is widely advertised by coast to-coast TV . . . national advertising . . . and a full complement of point-of-sale display pieces. Order your stock now!

(packed 6 to shipper: weight 28 lbs.)



Pixie Pak will be featured on
TV in 40 cities
September to Christmas.

RAINBOW CRAFTS, INC.
Cincinnati 12, Ohio

Play-Doh sells year-round because it's promoted year-round.

The Sales Victory's YOURS when Remco Tele-Sells its U.S. Navy Pom Pom Gun to 20,000,000 Tykes!

On 'Popeye' on 'Lassie' 'Tycoon' on 'Rags Ramsey' [illegible] 'The Tykes' [illegible] the newest member of Remco's [illegible] U.S. Navy POM POM GUN will [illegible] a delightful personal engaging [illegible] [illegible]

Your Fall Remco TV campaign [illegible] [illegible] DAYS A WEEK DURING PEAK MARKET WEEKS IN EVERY MAJOR [illegible] IN THE NATION!

Remco's U.S. Navy POM POM GUN retails at $2.98
The U.S. Navy Hawk Remco MACHINE GUN retails at $4.98
Let's want GI [illegible]
[illegible]

REMCO INDUSTRIES, INC.
113 N. 13th Street, Newark, New Jersey

7

tootsietoy

more fun! stronger! lasts longer!

New boxed tootsietoys turn over fast!

No. 3925 tootsietoy Rocket Launcher
Olive drab die-cast Rocket Launcher fires 3 color polyethylene rocket from 3 position adjustable ramp. Each in striking gift box; 3 dozen to shipper, 27 lbs. **$1.00**

No. 2925 Same as above except skin-packed on attractive 3 color display card **$1.00**

No. 3720—tootsietoy Car & U-Haul Trailer
Exact model in die-cast metal of sedan and famous U-HAUL trailer. Durable lustre-less baked enamel finish. Size 9". Each in 4 color box; 3 dozen to shipper, 16 lbs. ..... **$.79**

No. 3930—tootsietoy Car & Boat Trailer
3 authentic replicas. Die-cast metal sedan and nationally known Tee-Nee boat trailer carrying polyethylene Chris Craft speed boat. Length overall 11½". Sparkling baked enamel finishes. Each in eye-catching box; 3 dozen to shipper 14 lbs. **$1.00**

Get the complete story on the new tootsietoy line!..

New displays . . . New models and sets . . . New packaging . . . New play values . . New impact and appeal. For jobbers and dealers it adds up to new year 'round profit opportunities. That's why if you haven't seen the new line do it now! Write for the tootsietoy catalog. Keep it handy . . . it will help your sales in '58. Cash in on the popularity of Tootsietoys—An American toy favorite for over 80 years.

the original all metal die cast toy line!..

DOWST MANUFACTURING COMPANY — CHICAGO 34

TAKE AIM AT REAL SALES ACTION!

introducing the all-new

98¢ RETAIL

includes 1 oz. jar of Bubble Liquid

TRIGGER-ACTION

amazing **BUBBLE GUN** patented

AUTOMATIC! REPEATING!

to be promoted on TELEVISION on the

SANDY BECKER SHOW in New York

COMMANDER 5 SHOW in Chicago

UNKL HUGO SHOW in Milwaukee

- Doesn't drip!
- Shoots 20 to 50 bubbles!
- For Boys *and* girls!
- High-impact plastic!
- Practically unbreakable!
- Not harmful!

ORDER NOW FOR NEW-HIGH SUMMER & FALL PROFITS!

ATOMIC INDUSTRIES

7113 W. Greenfield Ave. • Milwaukee, Wis.

Winners All!

Pagco Race Cars are "winners" in beauty, design detail, and performance. Made of the finest materials and inspected for quality during every detail of construction, they are sturdy and durable toys . . . guaranteed to provide hours of fun for both children and adults.

AMERICA'S FINEST TOY RACE CARS!

PAGCO JET RACE CAR
Model 2502

Here's the leader of fine toy race cars. Modeled after International Competition and Indianapolis Speedway cars, it is authentic in design, with life-like driver, custom rubber tires, and realistic engine sound. Its powerful spring motor provides runs of 200 feet at speeds up to 15 miles per hour! Constructed of shatter proof, hi-impact styrene

$2.98 *suggested retail*

PAGCO JET "DRAG STRIP" PACKAGE
Model 2504

Here's a complete home or neighborhood "Drag Strip" that's designed to double your Pagco Jet sales! Kit consists of 2 #2502 Pagco Jet Racers, 2 50-foot Racing Strips, 2 Racing Tethers, 4 Case-Hardened Sp kes, and complete instructions.

Attractively packaged for carry-away sales!

$6.95 *suggested retail*

PAGCO "POWER-JET" RACER
Model 2506

It's a champion in performance and so as! Here's Pagco's "DYNO-POWER DRIVE" in a ready-to-run 40 MPH racer completely packaged:

- Dyna-Power Drive
- Powerful .06 Gas Engine
- Disc Clutch
- Vibration-Free Engine Mount
- Realistic Rubber Tires
- Turbo-Flo Air Scoop
- Floating Wheel Suspension
- Durable Hi-Impact Styrene Body

Package includes Pagco "POWER JET" Racer, Pagco "POWER JET" Racing Fuel, Tether, and Starting Accessories.

$12.95 *suggested retail*

See Us At The Western Toy Show • Los Angeles • April 27-May 1

The Pagco Race Car is manufactured by the makers of the original famous Rex Mays toy racer

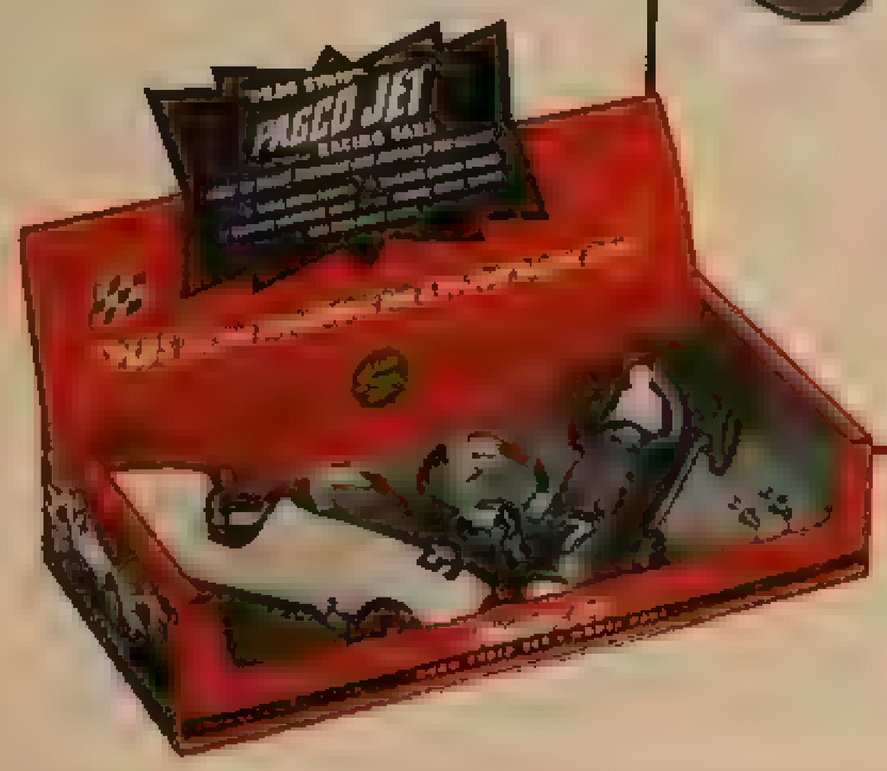
PAGLIUSO ENGINEERING COMPANY

113 West Harvard Street • Glendale 4, California, USA

FIRST... in Sales Appeal!

PAGCO RACE CARS

THE FAVORITE TO SET NEW SALES RECORDS FOR YOU!



PAGCO "POWER-JET" RACER
Model 2506

Here's the leader in the glow fuel powered field! Authentically designed and handsomely packaged, it's guaranteed to outdistance all others in performance and sales. Pagco's "Dyno-Power Drive" with powerful .09 gas engine provides thrilling 70 MPH runs. Other outstanding features include disc clutch, vibration free engine mount, realistic rubber tires, turbo-flo air scoop, floating wheel suspension, and durable hi-impact styrene body.

Package includes Pagco "Power-Jet" Racer, Pagco "Power-Jet" Racing Fuel, Tether, and Starting Accessories.

suggested retail **$12.95**

PAGCO JET "DRAG STRIP" PACKAGE
Model 2504

This will make a hit with kids and Dads alike! It's a complete 50-foot "Drag Strip" with all the necessary accessories. Kit consists of 2 #2502 Pagco Jet Racers, 2 50-foot Racing Strips, 2 Racing Tethers, 4 Case-Hardened Spikes, and complete instructions. Attractively packaged to double your Pagco Jet sales

suggested retail **$6.95**

PAGCO JET RACE CAR
Model 2502

Here's the "winner" in beauty, design detail, and performance. Authentic in design, with life-like driver, custom rubber tires, and realistic engine sound, it features a powerful spring motor that provides runs of 200 feet at speeds up to 15 miles per hour! Constructed of shatter proof, hi-impact styrene

suggested retail **$2.98**

WRITE TODAY
for more detailed information and the name of your nearest Pagco Jet Sales Representative

The Pagco Race Cars are manufactured by the makers of the original famous Red Mosquito racers

PAGLIUSO ENGINEERING COMPANY
113 West Harvard Street, Glendale 4, California, USA

ZORRO
HAT & MASK
BENAY-ALBEE
WALT DISNEY

COPYRIGHT WALT DISNEY

WE'RE HAPPY TO SAY . . . "WE TOLD YOU SO"! When we first ran this ad we told you the ZORRO HAT would soon be hot, and hot it is! In fact it's well on its way to becoming the biggest selling hat of all time. Now's the time to check your stock. Every day more and more children say "We want the ZORRO HAT and MASK". ORDER TODAY!

benay-albee

BENAY-ALBEE NOVELTY CO. • 52-01 FLUSHING AVE., MASPETH, N. Y. • STagg 2-1600

ZORRO
& MASK
BENAY-ALBEE

COPYRIGHT WALT DISNEY

ZORRO!! . . . BIGGER THAN EVER THIS FALL! GET THOSE ORDERS IN NOW! THE TV SHOW WILL BE ONE OF THE TOP 10 ON THE AIR . . . AND MILLIONS OF NEW AND OLD FANS WILL BE ASK[illegible] ZORRO HAT AND MASK. DON'T WAIT . . . THE RUSH WILL BEGIN EARLY AND LAST [illegible] THROUGH [illegible]

ZORRO IS BIGGER THAN EVER! ORDER TODAY!

benay-albee

BENAY-ALBEE NOVELTY CO. • 52-01 FLUSHING AVE., MASPETH, N. Y. • STagg 2-1600

[redacted]

ZORRO
&
BENAY-ALBEE

COPYRIGHT WALT DISNEY

WE'RE HAPPY TO SAY . . . "WE TOLD YOU SO"! When we first ran this ad we told you the ZORRO HAT would soon be hot, and hot it is! In fact it's well on its way to becoming the biggest selling hat of all time. Now's the time to check your stock. Every day more and more children say "We want the ZORRO HAT and MASK". ORDER TODAY!

BENAY-ALBEE NOVELTY CO. • 52-01 FLUSHING AVE., MASPETH, N. Y. • STagg 2-1600

benay-albee

COPYRIGHT 1957
WALT DISNEY PROD.

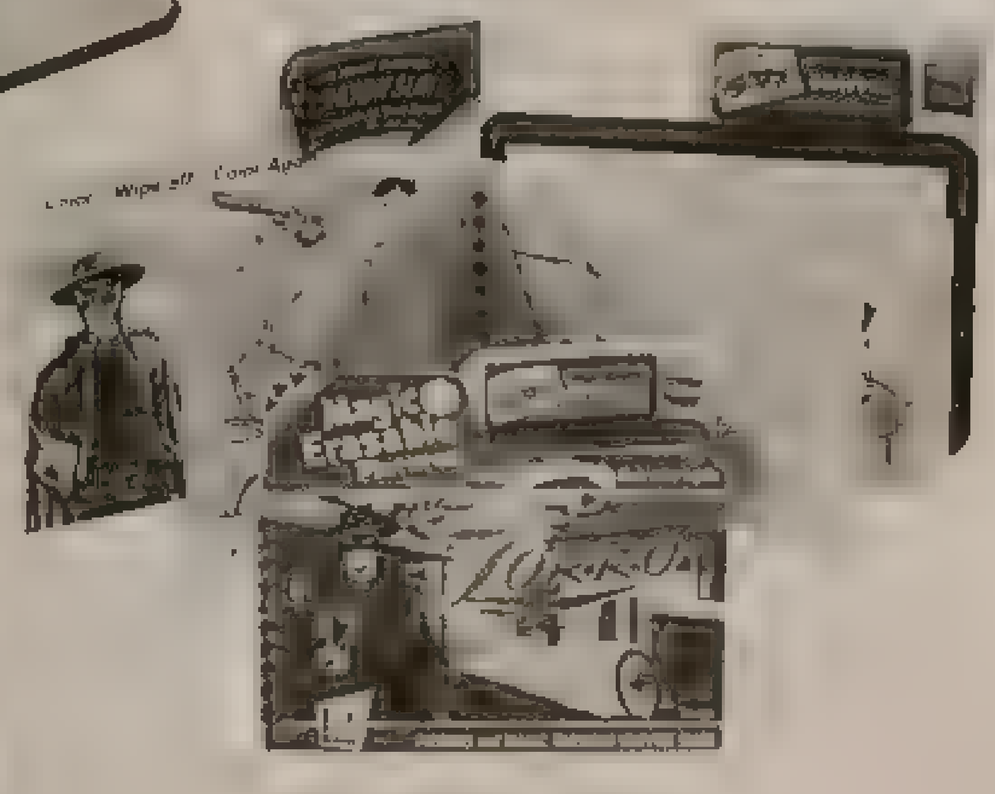
sizzling sellers from

TRANSOGRAM

No. 1402 Zorro Recolor Cards —
[illegible] hundred full color pictures
[illegible] Book of Mats, [illegible] pads of yellow
[illegible] sharpened pencil [illegible]
[illegible] Activity of color
[illegible] and a coloring value!
$1.00 retail.

No. 1403 Zorro Peek-A-By Number Set
[illegible]
$1.00 retail.

No. 1413 [illegible]
[illegible]
$1.98 retail



No. 1334 Zorro Magic Erasable Crayon Slate [illegible]
[illegible]
$1.00 retail.

TRANSOGRAM COMPANY, INC

[illegible] Fifth Avenue New York 10, N.Y.

TRANSOGRAM
GOOD WORD
Toys and Games
SINCE [illegible]

- outstanding quality and value
- [illegible] packages
- [illegible] advertised
- [illegible]

[illegible] Boston, Mass. Mich. Scranton, Mass.

A winning SALES combination year 'round...
LIDO TOY and WALT DISNEY'S ZORRO

Year after year Lido Toy has made a habit of coming up with winners. Added to the Lido line of steady sellers there's a wealth of new exciting toys that were designed for the first time at the Toy Fair to stimulate more sales for you. PLUS a parade of pre-sold Walt Disney character items including ZORRO MICKEY MOUSE and other children's favorites. Order today to meet your growing demands.

No. 127—ZORRO COLOR TV SET

Complete with 5 color film strips. Mounted on a color fun card and enclosed in a transparent poly bag.

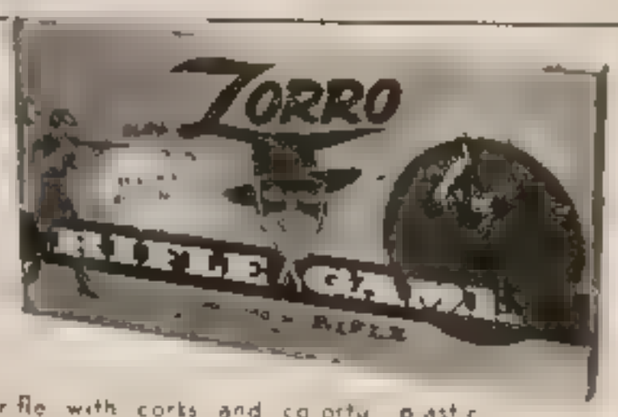
Retail 59¢

No. 444
ZORRO TARGET SET

Consists of 2 dart guns, 4 darts and metal target imprinted with Zorro. Mounted on card and enclosed in poly bag with topper. Also included is a cut-out mask.

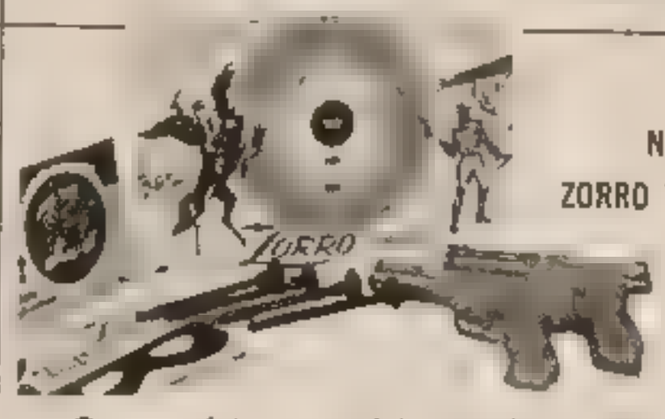
Retail 59¢

No. 447
ZORRO RIFLE POP GUN SET



Durable plastic rifle with corks and colorful plastic Zorro figures. Multi-colored two piece box.

Retail $1.29



No. 445
ZORRO TARGET SET

Consists of large metal lithographed target, 2 Luger type dart guns and 4 darts. Enclosed in poly bag with colorful topper. Included is a cut-out mask. **Retail $1.00**

No. 745
ZORRO POP GUN SET

Consists of spinner plastic figure, luger style pop gun and 4 corks. All enclosed in two piece attractive cellophane window box.

Retail $1.00

No. 443—LARGE ZORRO RIDER & HORSE

Unbreakable plastic. Horse has removable reins and saddle. Poly bagged with colorful topper.

Retail 59¢

No. 442—Medium size Zorro rider and horse. Poly bagged with topper. Retail 29¢

No. 44 —Small size Zorro rider and horse. Cellophane bagged. Retail 10¢

Lido TOY COMPANY

200 FIFTH AVE., NEW YORK • LUdlow 5-9400

Write for your catalog today!

America's Largest and Finest Line

A tremendous "Western" sales combination!

6151 Double Holster Set. Genuine leather with basket weave tooling. Double cartridge belt. Adjustable to any waistline. Buckle. Two .45 COLT Frontier Model

3081 Single Holster Set. Genuine leather with basket weave tooling. Double cartridge belt. Adjustable to any waistline. Buckle. Two .45 COLT Frontier Model

6061 Double Holster Set. Genuine leather with basket weave tooling. Double cartridge belt. Adjustable to any waistline. Buckle. Two .45 Western Frontier Model pearl handled six shooters

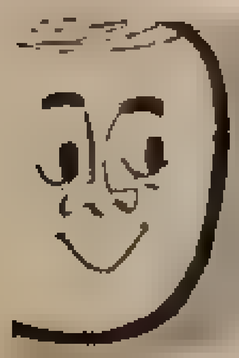
6055 Double Holster Set. Black deep grain leather. Double cartridge belt. Genuine pearl handles. Adjustable to any waistline. Two .45 Western Frontier Model six shooters

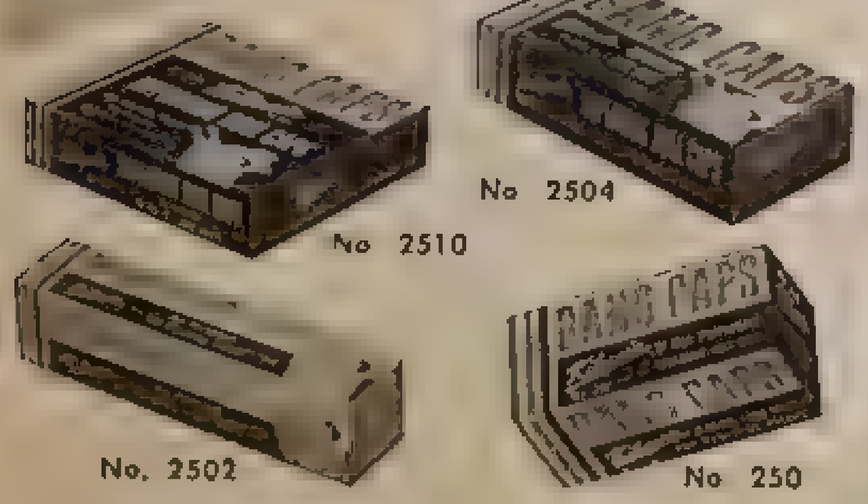
MANUFACTURERS OF HUBLEY GUNS, HOLSTER SETS, TOYS.

Hubley

[redacted]

It's *Kilgore* Cap Time!





No. 2510 Bang repeating multi-pack caps, 50 rolls (2500 shots) per multi-pack box. 6 dozen boxes to the shipper, weight 10 lbs

No. 2504 Bang repeating multi-pack caps, 20 rolls (1000 shots) per multi-pack box. 15 dozen boxes to the shipper, weight 12 lbs.

No. 2502 Bang repeating multi-pack caps, 10 rolls (500 shots) per standard multi-pack box. 60 dozen boxes to the shipper, weight 28 lbs. Inner pack, 5 dozen.

No. 250 Bang repeating caps, 5 rolls (250 shots) per standard box. 5 gross boxes to the shipper, weight 14 lbs. Inner pack, 5 dozen.

No. 75 Single shot caps, 72 shots per standard box. 5 gross boxes to the shipper, weight 13 lbs. Inner pack, 5 dozen.

No. 108 Disc mammoth caps, 18 discs (108 shots) per standard box. 5 gross boxes to the shipper, weight 13 lbs. Inner pack, 5 dozen

• Toy paper cap time is here—insure yourself a successful cap season with Kilgore. Now Kilgore caps are packaged in completely new design boxes in colorful red, blue and silver—same high quality caps that have always been the standard of the industry! Kilgore has the only COMPLETE LINE — one source for all of your cap needs! Only Kilgore has the new and exclusive No. 514 spill-proof, full count, round caps, for all bullet cap guns.

No. 1505 Perforated repeating multi-pack caps, 25 rolls (1250 shots) per multi-pack box. 6 dozen boxes to the shipper, weight 6 lbs. Inner pack 2 dozen

No. 150 Perforated repeating caps, 5 rolls (250 shots) per standard box. 5 gross boxes to the shipper, weight 14 lbs. Inner pack, 5 dozen

No. 514 Round caps, 104 shots per standard box. Caps are die cut on sheet for easy removal. Full count is assured and spilling is prevented. 5 gross boxes to the shipper, weight 15 lbs. Inner pack, 5 dozen

order today!

"Quality toy manufacturers for over 40 years"

Kilgore INC. WESTERVILLE 21, OHIO

Sell the Big Quality line with the Big Pre-Sold name...Sell

WINCHESTER

TRADEMARK

—the Most Exciting name in Skates!

THREE EXCITING TOT TAILORED MODELS

#10 TRAINER

Bright red straps. First learners skate with quick-off rubber wheels. Safe

#20 ADVANCED TRAINER

Toed-in Durapon Chrome

#30 JUNIOR

First detachable all purpose toe clamps made Cross-wise slots fit [illegible] for thin or thick soled shoes

THREE EXCITING SUPER SPEED MODELS

#40 RACER

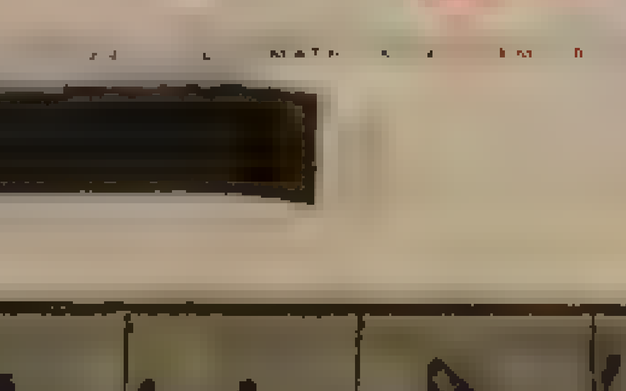
High speed Junior Racer. Double ball bearings all [illegible] Durapon straps

#50 STANDARD

Double ball bearing [illegible] straps, rubber cushions Heavy Dull nickel straps with [illegible] buckle pads

#60 RACER

First sidewalk skate equipped with rubber wheels plus [illegible] ball bearings Extra heavy leather straps [illegible] pads



For lightning fast profits and quick turnover, sell the exciting skate line made by the makers of famous Winchester Firearms. And these skates deserve to carry the name—they're rugged, handsome, and can really take it! Best of all, they carry a quality name that parents respect and children recognize.

Sell Winchester and count on your share of these sure and growing roller skate profits

Exciting is the word for Winchester — the complete 4-to-teen skate line. Exciting is the word

for the [illegible] finish for new rubber wheels [illegible] ball [illegible]

for longer wearing, easy steel [illegible] construction

for the [illegible] light or [illegible] Genuine [illegible] foot grooved leather straps

for [illegible] foam rubber lined red vinyl ankle [illegible]

for the electronically welded, [illegible] riveted [illegible] and heel plates with strong [illegible] [illegible]

for the [illegible] full [illegible] sweetheart [illegible]

Winchester backs you with heavy [illegible] advertising in the National Comic Books, Parents Magazine and [illegible] point of sale material. Immediate delivery on all models [illegible] warehouses in Atlanta, New Haven, Chicago and San Francisco. Call Western Union collect [illegible] our [illegible] selling plan

WINCHESTER [illegible] DEALERSHIPS [illegible] REMAIN [illegible]

Patented

TOPS IN PLAY VALUE
TOPS IN HEALTH VALUE

Insist upon The Wonder Horse the original spring suspended hobby horse. Often imitated but never equalled!

WONDER PRODUCTS CO. • Collierville, Tenn

Sales Dept. Wonder Horse, Inc., 200 Fifth Ave. Bldg.–New York

[redacted]

WRIGHT BROTHERS

KITTY HAWK

First Powered Man-Carrying Airplane to Fly!

New Historically Important Hobby Kit

Extra Sales Assured Through Wide Appeal to Young and Old, Model Fans, Hobbyists and Collectors

The world's first successful airplane. The beginning of flight by man. This new Monogram model is an authentic and timely scale model of the actual "flying machine" built and flown by Orville and Wilbur Wright, and now in the Smithsonian Institute, Washington, D. C. It's a big value kit and a big model with a 12½ inch wingspan and complete with all the minute detail of the original machine.

Kit includes figures of the Wright Brothers, monorail launching track, carrier dolly, display stand, rigging material, and 5 authentic accessories. Feature this kit in every possible way. It will reward you with many extra sales.

Order Plastikit PA30 • Retail 98 Cents

Built-up model display included in Contest Package and Retailer

Monogram

Hobby Kits FOR FAMILY FUN

Three-Way Kitty Hawk Model Contest for Your Store

$500 • $250 • $100 U. S. Saving Bonds • 8 Best Model Awards • Air Trip and 4 Day Holiday for Two

Complete one-Package Contest—Kits, Awards, Entry Blanks, Built-Up Model and Promotion Materials

Thousands of retailers in the model-hobby and toy fields have learned that Monogram Model Contests pay big returns. This three-in-one Kitty Hawk Contest should top them all. Conduct a contest in your store. It will promote your business, bring in new customers and increase your kit sales.

LOCAL CONTEST

Your own contest for your customers only. Two elaborate Kitty Hawk Award Plaques, three Medallion Awards and three Hono-Award Ribbons, to be awarded by you for best Kitty Hawk made made from a Monogram kit purchased in your store.

NATIONAL CONTEST

U. S. Saving Bond Prizes—$500—$250—$100—for three best letters about the Monogram model of this famous airplane. Open to all who enter a model in yours and other local contests. To be awarded by Monogram judges.

SPECIAL CONTEST

A four day holiday trip by air for two, with all expenses paid to Kitty Hawk, North Carolina and Washington, D. C. will be given to writer of best contest letter and winner of $500 bond, if writer is also winner of prize in any local contest.

SPECIAL DEALER AWARDS

Nationally advertised television set, value $300 and two clock radios, value each $49.50, will be awarded to retail dealers who conduct contests on which Kitty Hawk models of three letter writing prize winners are [redacted]

SEE YOUR DISTRIBUTOR SALESMAN

One order, one package gives you the entire contest, including merchandise promotional materials—everything you need for conducting contest and judging entries. Basic Contest Package kits and built-up model display also available separately. See your jobber salesman. Monogram Models, Inc., Chicago 32, Ill.

[redacted]

don't compromise with quality...buy **TRANSOGRAM**

Charles S. Ruzen, Pres.
Sales and Executive Offices
799 Fifth Avenue, New York 10
Factories
Easton, Pa. Sturgis, Michigan.
Scranton, Pa.

[redacted]

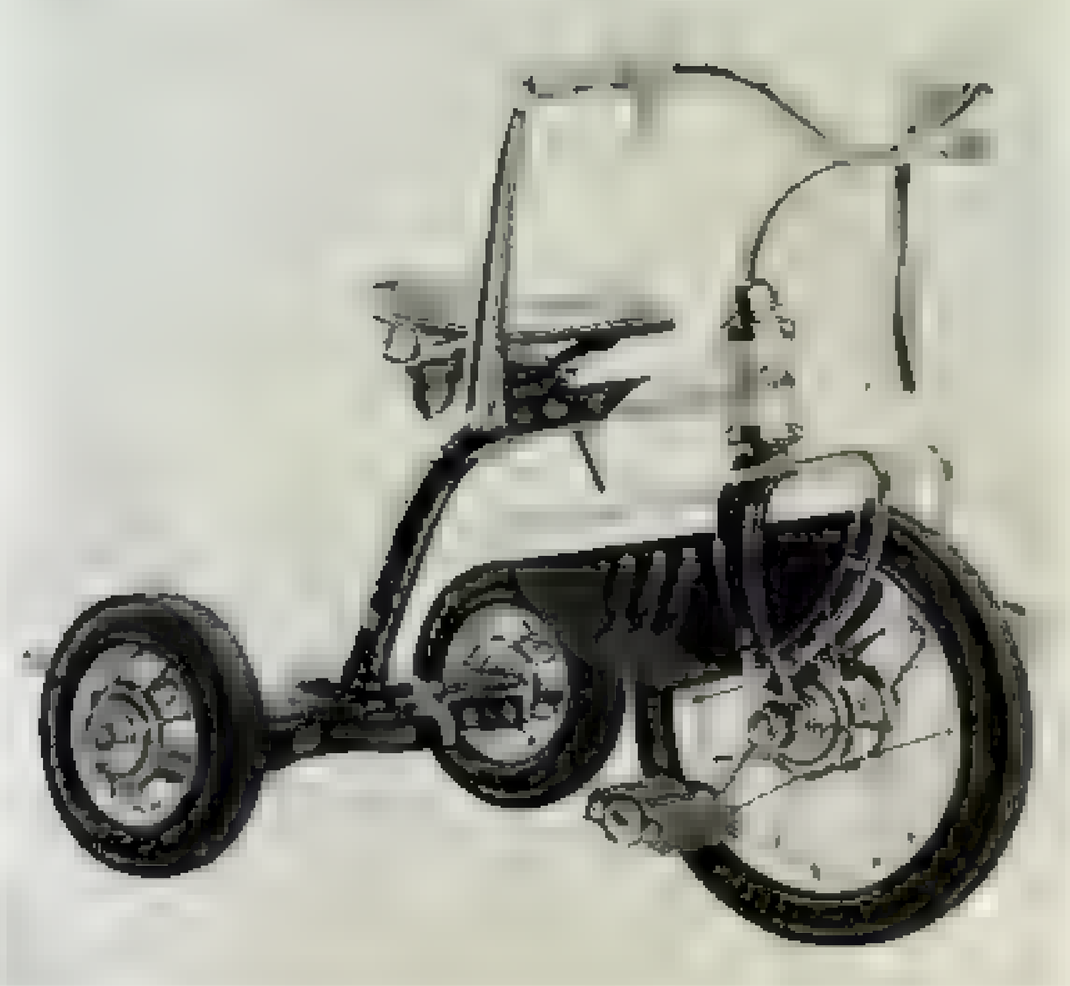
TAYLOR-TRIKES ...*with the* thunderbird look

(Patent Applied For)

P-700 TAYLOR-TRIKE
Three Sizes in One

Special frame permits three different locations for saddle which means that this one tricycle will serve the child from toddler to bicycle age. New flight-sweep fender and truss rods give that appearance of forward surge so greatly desired in this day of supersonic speeds. Other construction features include:

- Easymount frame of 1¼-inch, heavy gauge steel tubing with 2-inch head and streamlined mounting platform.
- Chrome plated handle bar, collar, head caps and truss rods.
- Heavy gauge riveted spoke wheels. Front wheel 12 inches, rear wheels 8 inches
- Semi-pneumatic, 1¾-inch tires. Puncture proof
- Full ball bearing front wheel
- Bicycle type saddle with padded top and double coil springs.
- Twin-block, bicycle type pedals.
- Vinyl handlebar grips, knuckle guards and streamers.
- Brilliant baked enamel finish in either Cherry Red and White, or Black and White.
- Packed one to a carton.



(Patent Applied For)

P-800 TAYLOR-TRIKE
Three Sizes in One

Acclaimed everywhere as America's Finest, this outstanding tricycle is super deluxe in every line and feature. Special frame gives three sizes in one. New flight-sweep fender gives that years-ahead appearance. Other construction features include:

- Easymount frame of 1¼-inch, heavy gauge steel tubing with 2-inch head and streamlined mounting platform
- Chrome plated handle bar, collar, head caps and truss rods
- Bicycle type, tangent spoke wheels with chrome plated, deluxe hubs and hub caps. Front wheel 12 inches, rear wheels 8 inches.
- Semi-pneumatic, 1¾-inch tires. Puncture proof
- Full ball bearing wheels, front and rear.
- Bicycle type saddle with padded top and chrome plated double coil springs and scuff rail.
- Ball-bearing, bicycle type pedals.
- Vinyl handlebar grips, knuckle guards and streamers.
- Brilliant baked enamel finish in either Cherry Red and White, or Black and White.
- Packed one to a carton.

Send your opening order to

THE FRANK F. TAYLOR COMPANY, Norwood, Cincinnati 12, Ohio

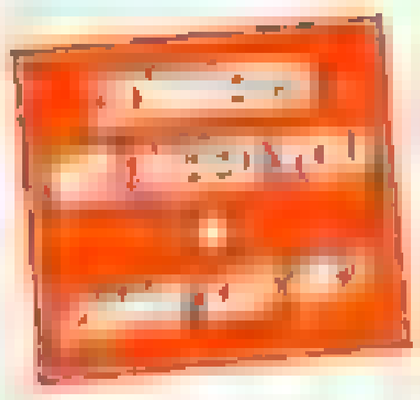
Also makers of famous genuine **TAYLOR-TOTS**

FROM TRU-VUE

Tru-Vue breaks the dollar barrier with New 98¢ 3-dimension viewer

JUNIOR VIEWER

NEW $1.95 JUNIOR GIFT SET



NEW pre-packed shipper display

AT THE TOY FAIR
HOTEL NEW YORKER

TRU-VUE COMPANY

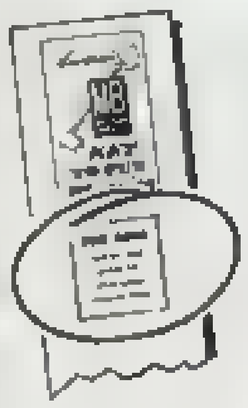
MILTON BRADLEY GAMES

have faster turnover because . .

UNCLE WIGGILY

FOR AGE 4 TO 8—Year after year the suspense of this Happy Rabbit" game keeps it high among the best sellers.

No. 4829—Deluxe Edition $2.50
No. 4817—Standard Edition $1.00



SCIENTIFIC AGE IDENTIFICATION makes them easier to buy. The correct age group for each game is prominently displayed on the cover, saving time for your sales clerks and inspiring consumer confidence

Guaranteed by Good Housekeeping

COMMENDED BY PARENTS MAGAZINE

DRAMATIC ADVERTISING pre-sells them in Good Housekeeping and Parents' Magazine . . . giving Milton Bradley games two coveted seals of endorsement which speed shelf movement. And, saturation radio campaigns in leading markets across the country guarantee high volume Christmas sales.

PIRATE AND TRAVELER

FOR AGE 7 TO 14—Captures the imagination and sells on sight. This fast moving game of bold adventure around the world is a must for your game department

No. 4383 ..... $2.00

BACK-O

FOR AGE 10 TO ADULT—More fun than Gin Rummy, this new competitive game is sweeping the country. Easy to sell—it rates special display.

No. 4653 ..... $2.00

Write for complete 1958 catalog of

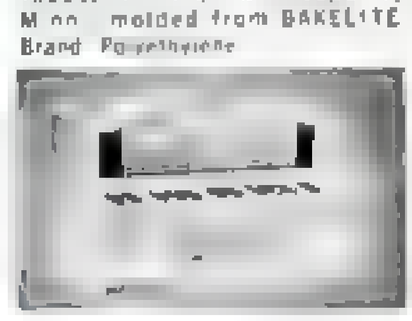
GAMES
PUZZLES
AND COLORING SETS

MILTON BRADLEY CO.

Springfield 2, Massachusetts

[redacted]

New 5-ball Bagatelle Game by Cosam Industries, Inc., Minneapolis, Minn., molded from BAKELITE Brand Polyethylene.



"Electric Golden" Pipe Organ, by Empress Industries, Inc., New York, N. Y., molded from BAKELITE Brand High Impact Styrene.

Miniature Space Ship and Model molded from BAKELITE Brand High Impact Styrene by L. M. Cox Manufacturing Co., Santa Ana, Calif.

"BAKELITE" PLASTICS
BRAND

for toys that take rough treatment!

Crash-landed at better than 35 miles an hour, this "Navy Cutlass" gas model shows no damage to wing, fuselage or prop—goes back up to fly, *time and time again!*

Contrast this with all-too-familiar toy breakage involving plastics not right for the job—and you have the answer to why BAKELITE Brand Impact STYRENES are, more than ever before, the choice of value-wise manufacturers.

The sturdiness and finish of BAKELITE Brand Plastics for toys produce this happy 3-point landing every time:

1. **satisfied accounts — fewer returns and rejects—no "distress" items—a profit for everybody.**
2. **increasing volumes of repeat orders and new items at the retail level**
3. **longer-lasting enjoyment of the toy or novelty by the purchaser**

Insist on BAKELITE Brand Styrenes and other plastics that *are right* for your next toy and novelty. For technical assistance your Bakelite representative is at your service. Call him or write Dept. P-43 today.

BAKELITE
BRAND
PLASTICS

Products of UNION CARBIDE *Corporation*

BAKELITE COMPANY, *Division of Union Carbide Corporation*, 30 East 42nd Street, New York 17, N. Y.

B-1149

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381

HOP ON

UNITED'S WAGON TRAIN

for greater sales . . .

PROFITS!

- All-Steel Coaster wagons
- Rainbow line Coaster Wagons
- Stake-Body wagons
- Scooters

Three of above models also available in the **PREMIUM RAINBOW LINE**

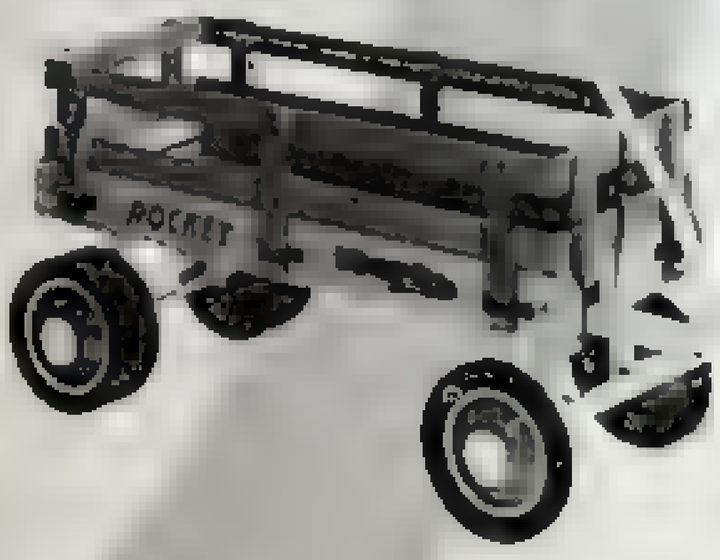
LITTLE GIANT—
15 x8"x2"
Packed 12

UNITED JUNIOR—

UNITED JET RACER—

UNITED CLIPPER—

ROCKET SIX-WHEELER



ROOM 1167
HOTEL
McALPIN

UNITED SPECIALTY & TOY CO., INC.

NEW YORK OFFICE

MID-WEST REPRESENTATIVES
William T. Medcalf and Associate

SOUTHERN REPRESENTATIVES

594

MURRY FELDS NATIONAL SALES MANAGER FOR BLOCK DOLL CORP.

Murry Felds, known by hi

Murry Felds

SMILE NOVELTY MAKING "RUFF AND REDDY" TOYS

SYDNEY F. BLAND SHOWING E. SIMON'S SONS COSTUMES

[redacted]

Fun-Filled Vacations in the UNION PACIFIC WEST

The western states served by our railroad offer you a wide variety of wonderful vacationlands.

The Union Pacific fleet includes the Domeliners "CITY OF LOS ANGELES" . . . "CITY OF PORTLAND" . . . "CITY OF DENVER" . . . "CITY OF ST. LOUIS" . . . *also the Streamliners* "The CHALLENGER" *and* "CITY OF SAN FRANCISCO."

The "City of Los Angeles" and "City of Portland" feature three Astra Domes; a Diner, a Lounge, and a Coach.

If you have never traveled through the West by Union Pacific, there's a real thrill in store for you. It's an exciting experience to ride in an Astra Dome. Through picture windows you get a marvelous view of the passing scenic panorama.

You'll be delighted, too, with the smart, colorful interiors of club, lounge and dining cars . . . with the freshly prepared foods, graciously served. Your train journey will be much more pleasant than a long, tiresome drive.

Be sure to ask your ticket or travel agent about our money-saving Family Plan Fares.

UNION PACIFIC *Railroad*

MAIL COUPON TODAY !

UNION PACIFIC RAILROAD
Room 792, Omaha 2, Nebraska

I am interested in a rail trip to the region named below. Please send free booklet.

REGION _____

Name _____

Address _____

City _____ Zone _____ State _____

Phone _____

☐ Also send information about All Expense Vacation Tours

for 1958 *we present*

4 JIMMY

5 JAN

6 JEFF

the VOGUE DOLL FAMILY

Vogue Dolls, Inc Representatives:

...It's SMART "LOOK AHEAD" Design

Speeds up Sales on your STRUCTO Line!

Styling moves merchandise — no question about it. Father and son. Mother and daughter — I want the latest, the smartest in automotive appearance and action TOYS. That's where Brooks Stevens, nationally famous industrial designer, has scored again in a BIG way. He has created for our *Structo* 50th Anniversary Line the new "Look Ahead" contour, sweetest, sweetest style lines you've ever seen. I bet they will move the Line FAST.

You know as well as we do that styling is only *part* of the story. In addition, Structo live-action toys are as nearly safe, long-lasting and merchandise-able because of these proved fundamentals:

1. Realism: Live Action Delight Girls and Boys
2. Nationally Promoted Throughout the Year
3. Styled by World Famous Industrial Designer Brooks Stevens.
4. Rugged Construction Appeals to Parents
5. Oakite Chrysolite Treatment Prevents Finishes
6. 2 Coat Non-chip Baked Enamel Finish
7. Safe Rolled Edges, Shielded Moving Parts
8. Backed by Structo's 50 Year Reputation for Quality

Display One complete line of *Structo* Live-Action Toys in your store — you'll be surprised and delighted by the steady flow of good profits all year 'round!

STRUCTO TOYS

precision-manufactured in the world's largest toy factory under one roof, now observing 50 years of quality and reliability

STRUCTO MANUFACTURING COMPANY

General Offices and Factories: Freeport, Illinois

AURORA...FOR ALL YOUR HOBBY NEEDS

Only Aurora gives you all these selling feat...

-
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-

AURORA GIVES YOU MORE TO SELL GIVES YOUR CUSTOMERS MORE TO BUILD AND DISPLAY GIVES YOU
REPEAT BUSINESS ALL YEAR LONG! SEE THE BIG LINE AT THE TOY SHOW. . 200 5TH AVE.. ROOM 317

YOU'LL GET ACTION A-PLENTY WITH THESE

ALL★STAR FAVORITES

Col. John E Mosby

GRAY GHOST

AND HIS CONFEDERATE RAIDERS

#403

Created with all the Realism
Detail ... in Navigable Accessories
and Weapons and the Daring of
Single or Two Fisted
Hollywood Cowboy Heroes
Does Not Exist
Retails for Fifty

#529

Comes in Action Figures
Horses ... Authentic Trappings of Troops of
Gold or Silver ... Use of Right or
the Right or Left Hand
Does Not Exist
Retails for Fifty

Bret Maverick

MAVERICK

#521

Complete with Hat, Vest, Holster,
Boots, Shirt, Gambler Outfit or
Range or Town Clothes, Ethical Gambler, Range, etc.
Authentic Trappings
Does Not Exist
Retails for Fifty

Marshal Matt Dillon

GUNSMOKE

#439

Does Not Exist
Retails for Fifty

#537

All Metal Construction
Authentic Trappings
Does Not Exist
Retails for Fifty

DURING SHOW WEEK
SUITE 1136-1137,
HOTEL NEW YORKER

and readily interchangeable

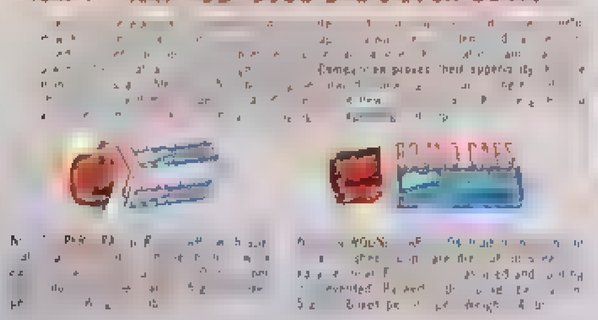
MULTIPLE TOYS

for the imagination . .

MULTIPLE PRODUCTS CORP., *New Showrooms* 200 FIFTH AVE. *Room 409*, NEW YORK 11, N Y

4 new KILGORE toy cap pistols to BOOST YOUR SALES!

KILGORE caps are the FINEST --
Now in NEW RED, BLUE and SILVER boxes!



SEE US at the
TOY FAIR!
ROOM 523
Hotel New Yorker
or ROOM 751
Fifth Ave. Bldg.

NOW you can see them at KILGORE'S 3 NEW and UNIQUE ACTION TOYS!

The FASTEST GUN

At last Kilgore has the answer — who is the fastest gun? — for youngsters and adults. ELECTRONIC JUDGE of who draws the fastest — a sensational and completely different Western ACTION game.

New FASTEST GUN packed [illegible] in carton.

$12.98 retail

The JUNIOR DYNAMITE Blaster

This amazing new toy BLOWS UP EVERYTHING BARN[illegible] LESS! Simulates an actual explosion in sound and action — remote control — [illegible] Has realistic detonator and blasting unit.

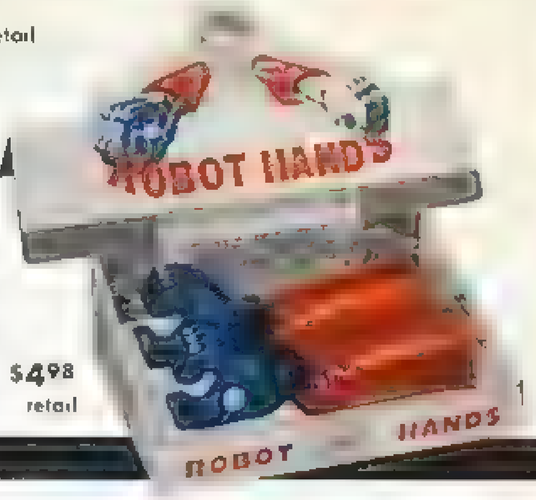
New 6½" JUNIOR DYNAMITE BLASTER packed [illegible] carton.

$7.98 retail

The Robot Hands

[illegible]

$4.98 retail

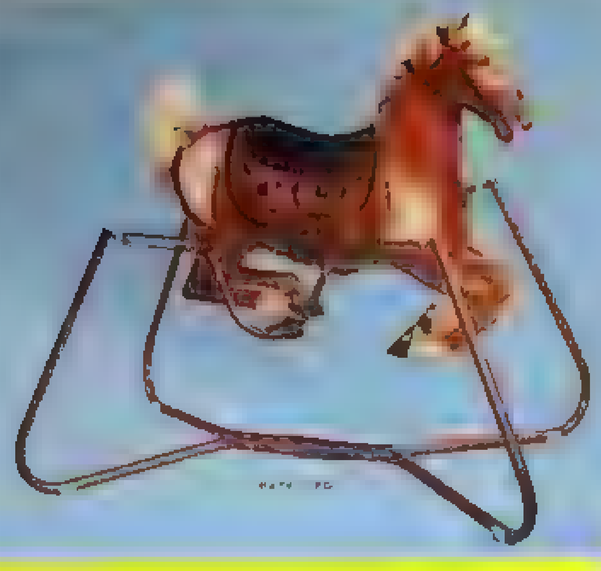


"Quality toy manufacturers for over 40 years"

Kilgore INC.

Westerville 20 Ohio

WONDER NURSE

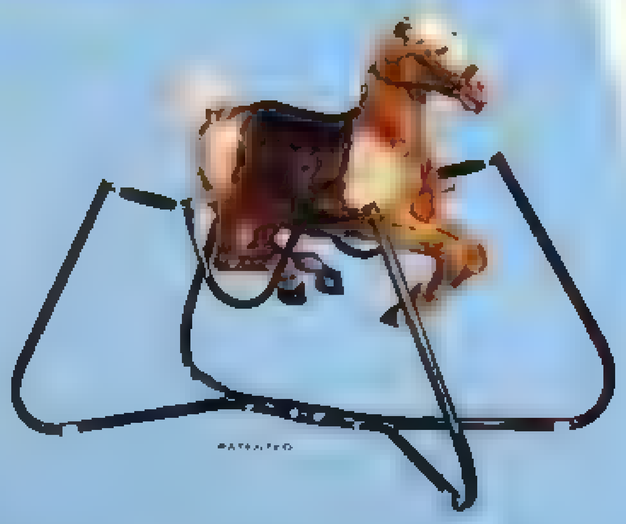


BLUE RIBBON WONDER STALLION

Big in size—big in chrome appeal. Molded of durable Vinyl in [illegible] Copper Metal Mane Saddle Action [illegible] Model No. [illegible] (Copper Base) [illegible] Length [illegible] Knocked down cartons, Ind. packed. Length [illegible] Weight [illegible] Model No. [illegible] (Chrome Base) [illegible] Dimensions and packing same as above

BLUE RIBBON WONDER HORSE LINE

Big, Bouncing Pinto Beauties



BLUE RIBBON WONDER MARE

Sensational addition to the champion Big Wonder Horse family. Deluxe Palomino body and tail and Pinto head and mane. Molded of tough Vinyl, sports a removable [illegible] Pinto Mane Spring Action [illegible]

Model No. [illegible] (Metal Base) [illegible] Saddle Height [illegible] Length 30" Width [illegible] Ages [illegible] Knocked down cartons, Ind. packed. Length [illegible] Width 11¾" Height 24¼" Weight 26 lbs.

Model No. [illegible] (Chrome Base) [illegible] extra price. Dimensions and packing same as above

WONDER PALOMINO FAMILY LINE

Golden Blonde Sales Stars

the WONDER HORSE DELUXE

A child's dream come true! Beautifully molded of rugged plastic in the rich color of the Golden Palomino. Patented Magic Spring Action

MODEL NO. 22

(Copper Base) [illegible] Retail

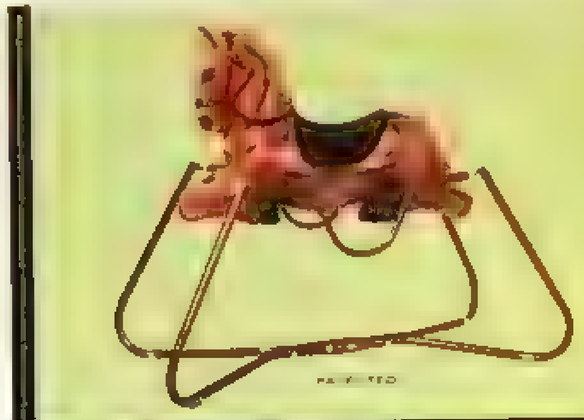
Saddle Height 25", Length 41" Width [illegible] Ages [illegible]

Knocked down cartons, Ind. packed. Length [illegible], Width 8¾" Height 24¼" Weight 20 lbs.

Model No. [illegible]

(Chrome Base) $29.95 Retail

Dimensions and packing same as above



the WONDER MARE

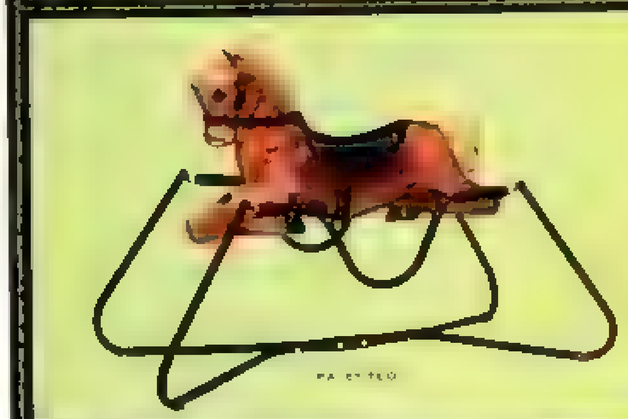
[illegible] Golden Palomino body and tail and Pinto head and mane. Patented Magic Spring Action

MODEL NO. 19

(Metal Base) [illegible] Retail

Saddle Height [illegible] Length [illegible] Width [illegible] Ages [illegible]

Knocked down cartons, Ind. packed. Length 33¾" Width 8" Height 20¾", Weight 17 lbs.



the WONDER PONY

[illegible] Golden Palomino body and tail and Pinto head and mane. Patented Magic Spring Action [illegible]

Model No. [illegible]

(Metal Base) [illegible] Retail

Saddle Height [illegible] Length 30" Width [illegible] Ages [illegible]

Knocked down cartons, Ind. packed. Length [illegible] Width [illegible] Height 14¼" Weight [illegible]

Model No. [illegible]

(Chrome Base) $1 Extra Retail

Saddle Height [illegible] Length [illegible] Ages [illegible]

[illegible] Dimensions and packing same as above

[illegible] for the Wonder Horse [illegible] tion unrivaled but never equaled

PRODUCTS COMPANY

THE REGULAR

WONDER HORSE

LINE

Sure-Fire Favorites

In Bright

Red Wood

the WONDER HORSE REGULAR

[illegible] seller in the toy field. Sturdily constructed of select hardwood with durable red and black finish. Patented [illegible] Spring Action.

MODEL NO. 10 (Wood Base) Saddle Height 21¼". Length [illegible] Width [illegible]

SALES REPRESENTATIVES

Stanton Dennis
1069 Briarcliff Rd., N.E.
Atlanta, Georgia

[illegible]

Wonder House Inc.
Room 251, 200 Fifth Avenue Bldg.
[illegible]

Ward Francis Company
[illegible]

[illegible]

Ward Francis Co.
Terminal Sales Bldg., Room 222
Seattle, Washington

Mountain States Sales Company
[illegible] Exchange Building
Denver, Colorado

C. Lee Walker
[illegible]

Mr. Chester Wickwire
[illegible]
P. O. Box [illegible]
Orange, Conn.

Rafael E. Pachecsa & Co., Inc.
1815 F. Juncos Ave.
[illegible]

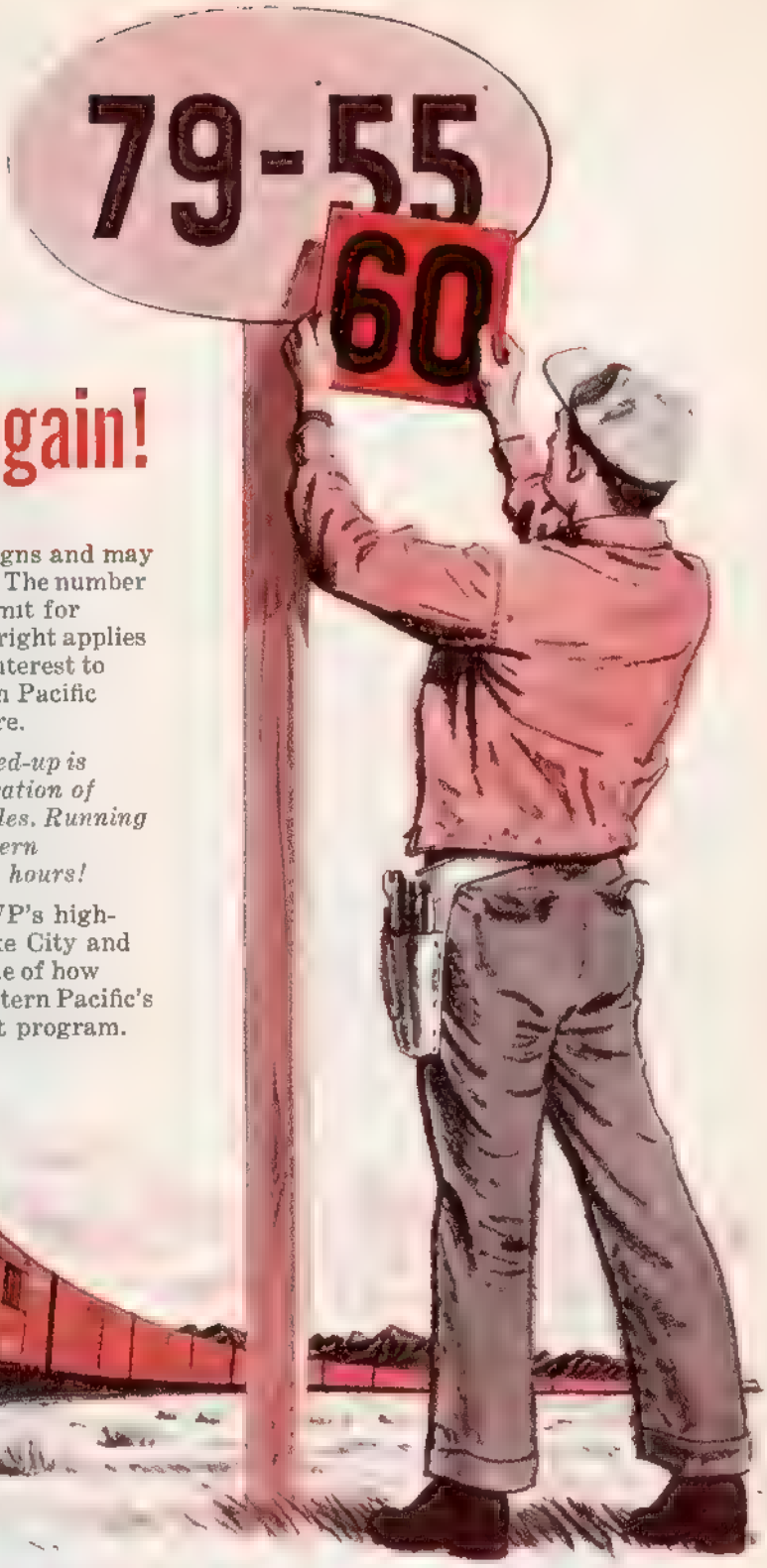
REPLACEMENT [illegible]

For [illegible] extra profits — stock genuine [illegible] Attractive [illegible] high-test Wonder Horse springs. Spring Box Size: 4½" x 6" x 3½" Weight 5 lbs. Also packed in 6 carton lots.

WONDER

[illegible]

Up goes the speed limit again!



Chances are you've seen these signs and may have wondered what they meant. The number on the left refers to the speed limit for passenger trains; the one on the right applies to freight trains. Of particular interest to shippers are the changes Western Pacific is making in the right-hand figure.

A very tangible result of this speed-up is Western Pacific's recent inauguration of faster westbound freight schedules. Running time between Chicago and Northern California has been cut a full 24 hours!

Faster freight schedules over WP's high-speed roadbed between Salt Lake City and the West Coast are a good example of how shippers are benefiting from Western Pacific's multimillion dollar improvement program.

WESTERN PACIFIC

General Offices: 526 Mission Street, San Francisco 5, California

ROUTE OF THE VISTA-DOME *California Zephyr*

HAMA

SCHAPER PLASTIC GAMES

Ready NOW! Perfected! Patented!

Zimgar's WALKING mechanism for VINYL DOLLS

Now, your soft, flesh-like vinyl dolls can walk, sit, assume practically all the graceful positions of the dancing ballerinas. Now, a brand new sales horizon awaits you . . . thanks to Zimgar's amazing accomplishment.

Let our experts show you how our units for VINYL and PLASTIC dolls can increase your sales.

*patent no. 2,726,135

Zimgar, inc. Dep't P 81 Prospect St., B'klyn, 1, N. Y.
ULster 5-6480

ZORRO
ZORRO
it's PLAYTIME
at the TOY fair
SHERATON-McALPIN HOTEL N.Y.C.
MARCH 10th TO 19th
BOOTHS 792-94
THE HETTRICK MANUFACTURING CO. • TOLEDO 1, OHIO
65 YEARS OF PROGRESSIVE LEADERSHIP

BAYSHORE

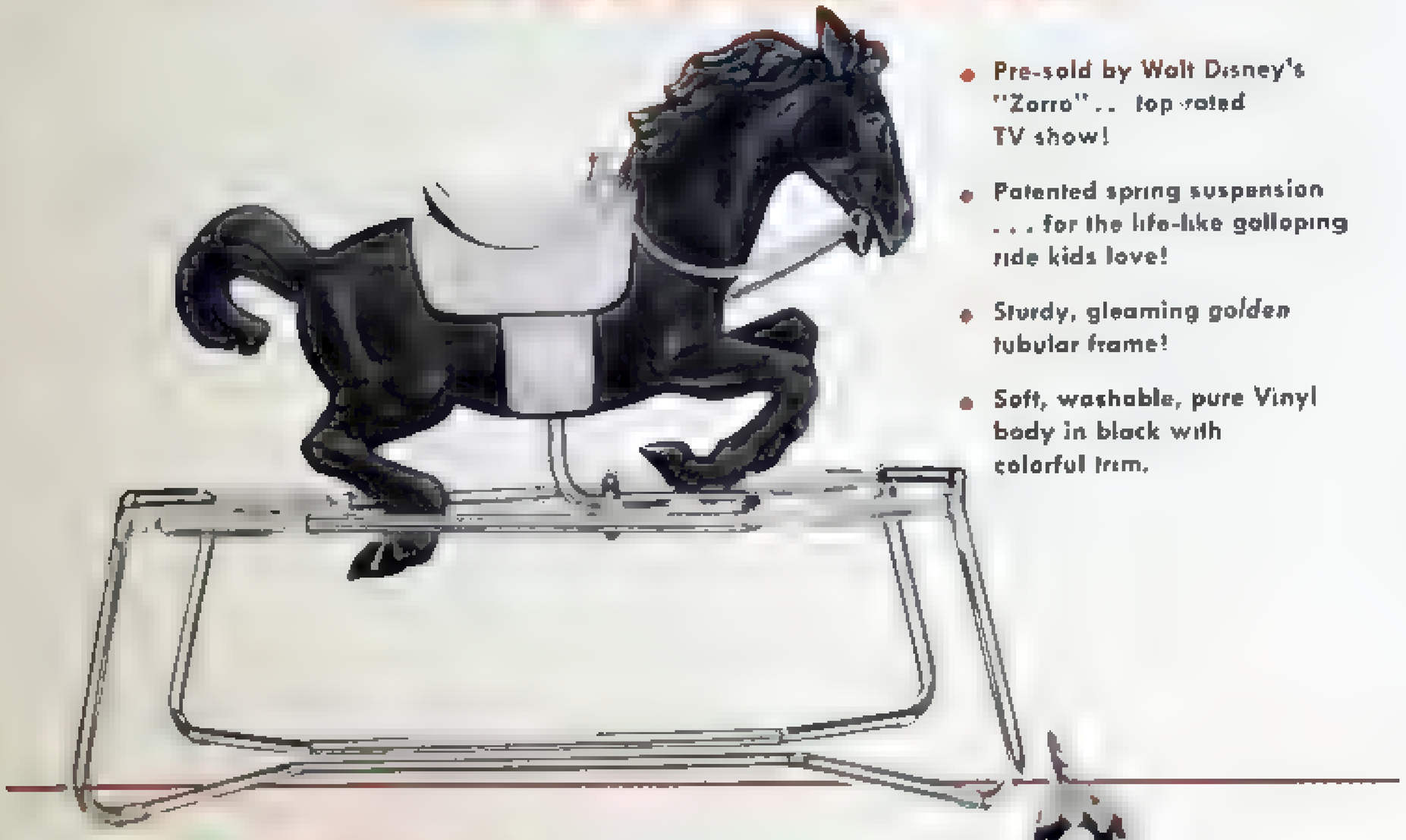
RIDING HIGH WITH

NEW!

"ZORRO'S TORNADO"

AUTHENTIC REPLICA OF TV'S MOST FAMOUS HORSE

...ON NEW GOLDEN FRAME!



- Pre-sold by Walt Disney's "Zorro" .. top-rated TV show!
- Patented spring suspension . . . for the life-like galloping ride kids love!
- Sturdy, gleaming *golden* tubular frame!
- Soft, washable, pure Vinyl body in black with colorful trim.

FABULOUS

"FANTASIA PONY"

A SENSATION IN '57—NOW MORE SALABLE THAN EVER WITH A...

NEW GOLDEN FRAME!

Inspired by Walt Disney's FANTASIA!

© Walt Disney Productions

Write today for New Catalog Sheets BAYSHORE

GILBERT MICROSCOPES for '58

No. 13013 JUNIOR MICROSCOPE & LAB SET

Newly-improved set for '58, featuring gray finished 60 power Microscope with redesigned lenses. Polaroid filters show specimens in beautiful, ever-changing colors. Set has glass slides, forceps, dissecting needles, specimens, illustrated manual. 18" long, 10" wide, 3" high.

Pk-12 Wt-23lbs 5.98

No. 13022 SENIOR MICROSCOPE & LAB SET

New 3-objective turret microscope designed like latest professional microscopes. Has large adjusting wheel, perfocalized lens system, Ramsden type eyepiece, precision optical glass lenses, accurate table focus. 60, 90 and 400 powers. Set contains live Shrimp Eggs, ready to hatch into swimming shrimp in 24 hours! 9½" wide, 13¾" high, 3⅜" deep.

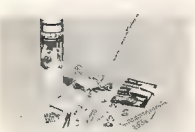
Pk-3 Wt-12lbs 10.98

No. 13041 ADVANCED MICROSCOPE & LAB SET

Electrically illuminated Microscope has 3-objective turrets with 150, 200 and 455 powers! Polaroid filters reveal beautiful specimen colors invisible to ordinary 'scope Set has Shrimp Eggs, ready to hatch in 24 hours, plus big array of chemicals and apparatus Steel cabinet 9½" wide, 13¾" high, 3⅜" deep

Pk-3 Wt-17lbs 16.98

GILBERT ERECTOR for '58



10011 ERECTOR — BEGINNER'S SET

Geared for today's selling! Attractive 4-color tube designed for maximum shelf display, yet is compact to handle and store Makes dozens of interesting models, including Racing Car, Robot, Tank Truck, Water Tower, etc. Tube shelf becomes integral part of many models. Tube 11" high, 3½" in diameter.

Pk-6 Wt-8lbs 1.98

10021 ERECTOR — YOUNG BUILDER'S SET

Compact, yet contains big quantity of girders and other parts to build Cranes, Derricks, Submarine, Robot and many others Handsome 4-color tube is loaded with sales appeal, has high shelf visibility. Blueprint instruction sheet printed on both sides with models set can make. Tube 12" high; 4⅛" in diameter.

Pk-6 Wt-14lbs 2.98

10026 ERECTOR — JUNIOR ENGINEER'S SET

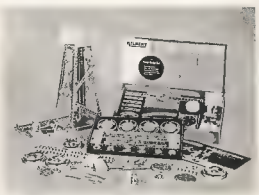
Brand new from stem to stern and designed to meet store self-selling requirements Handsome ful-color label and manual cover, pop-up display card illustrates key models set will make. Box contains girders, large wheels, car trucks, baseplate, etc. Box measures 18⅛" long, 10¼" wide, 1¼" high

Pk-12 Wt-32lbs 4.98

10031 ERECTOR — ENGINEER'S SET

The set that shouts "Buy Me", whether shown open or closed. Big assortment of parts in box with 4-color science-theme label. Has lift-up Display Card that shows models set will build, including Swept-back wing Jet Fighter, Rocket, Mobile Radar Unit, Rocket Launcher Platform, Robot and many others. Box 20¼" long, 13¼" wide, 1¼" high.

Pk-6 Wt- 28lbs 7.98



10041 ERECTOR — POWER MODEL SET

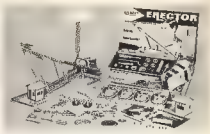
Large, sturdy steel chest with handsomely lithographed cover. Set features DC-3 battery-operated electric motor to put action into many models. Two tiers of parts, to build Radar Scanner, Airplane Ride, self-propelled Trucks, Cranes, Aircraft, etc. Chest 16¼" long, 10½" wide, 3" high.

Pk-6 Wt-24lbs 10.98

10062 ERECTOR — THE STEAM ENGINE SET

Handsome steel chest contains huge assortment of parts, packed in 3 separate trays in two tiers. Powerful electric motor puts many models into exciting action. Set has polished steel boiler for such models as Working Beam Engine, illustrated here. Other models made with set include Dockside Haunts, Robot, Rocket Towers, Airplanes, many others. Chest 18½" long, 10⅛" wide, 2¾" high.

Pk-3 Wt-34lbs. 22.50



10052 ERECTOR — ROCKET LAUNCHER SET

Brand new lithographed cover with lots of eye appeal makes this big steel chest really stand out. Quantity of parts, equipment and apparatus includes a powerful, electric motor with forward and reverse gear shift, plus two power take-offs. Models built with set feature new action Rocket Launcher (shown with set) plus Trucks, Cranes, Rocket Servicing Tower and many others. Chest 18" long, 10" wide, 3" high.

Pk-3 Wt-32lbs. 17.98

TRIPLE C CORP. 5700 Euclid Ave. Cleveland 3, Ohio

10082 ERECTOR — AMUSEMENT PARK SET

New Sound Effects Unit, to reproduce carnival music for Merry-go-Round, Airplane Ride, Parachute Jump and similar models, or Construction Sounds for Cranes, Hoists, Lifts, etc. Big set in steel chest has nearly 25 lbs. of parts and features Forward-and-reverse electric motor, Electro-Magnet and huge supply of building parts and equipment. Chest 22" long, 13⅛" wide, 2¾" high.

Pk-1 Wt-29lbs. 49.98

10072 ERECTOR — MUSICAL FERRIS WHEEL SET

Brand new and first time ever in a construction set: a Sound Effects Unit to add carnival music or building noises (jackhammers, whistles, etc.) to action models! Unit consists of Record (plays both sides), Turntable and Reproducer. Electric Motor provides power. Entire Erector set packed in rugged steel chest. In addition to such models as Cranes, Dock Hoists, Rocket Launchers, etc., set makes real Record Player. Chest 20¼" long, 12¼" wide, 2¾" high.

Pk-3 Wt-56lbs. 32.98

10092 ERECTOR — MASTER BUILDER SET

Build a record player that actually plays 6" records at 78 RPM, or makes a Giant Robot that walks by itself, with this finest of all Erector sets! Sound Effects Unit has Record, Turntable, Reproducer and runs from electric motor packed with set. Massive assortment of girders, gears, pulleys, baseplates, 2 motors and other parts totals nearly 37 lbs. This set builds everything all other Erectors build, plus many new models. Steel chest is 24¼" long, 14¼" wide, 4" high.

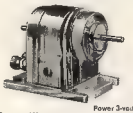
Pk-1 Wt-39lbs. 69.98

No. 10002
ERECTOR MOTOR

Forward and reverse drive, can achieve 4 speeds through gearing. Rated at 120 volts, 60 cycles, A.C. U.L. Approved

Pk-6 Wt-16lbs. 7.98

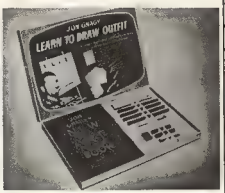
GET ACTION WITH THESE ELECTRIC MOTORS



No. 10004
ERECTOR MOTOR

Pk-6 Wt-11b. 2.98

Power 3-way motor fits Erector baseplate, makes self-powered models. Operates beautifully on 2 ordinary flashlight cells (not included).



DATE	ON HAND	ORDER	
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☐ **No. 3129 ARTHUR BROWN & BRO. LEARN TO DRAW SET (12).....$2.98**

Interesting and instructive set containing 64-page book by artist John Gnogy . . . plus 12" x 18" drawing board, 25 sheets each drawing and sketching paper, pencils, chalk, eraser and other drawing supplies.

☐ **No. 3131 100 SHEETS PAPER REFILL (12).....$ .98**

DATE	ON HAND	ORDER	
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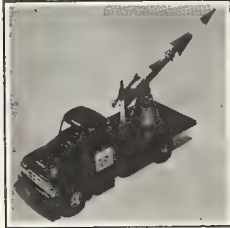
☐ **No. 5681 BUDDY "L" TOYS GMC HYDRAULIC AERIAL LADDER (3).....$8.95**

Hydraulically operated authentically detailed GMC scale model steel fire engine. Finished in bright Fire Engine red enamel. Brite-plate grille. 6 polyethylene tires. Individual corrugated carton.



DATE	ON HAND	ORDER	
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☐ **No. 5547 BUDDY "L" TOYS AIR FORCE MISSILE INTERCEPTOR SET (6).....$3.98**

Authentic A. F. interceptor unit carries 2 Interceptor Missiles and its own launcher which elevates and swivels. Sturdily built of heavy steel to last. New double-baked finish. Brite-plate grille. 4 rubber tires. 16¾" long, 6" wide, 9½" high. Individual corrugated carton.

DATE	ON HAND	ORDER	
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☐ **No. 408 BURROWES CORP. POOL TABLE (1).....$19.95**

Ruggedly constructed to withstand the use of pre-teen players. Rigidly braced for steadiness, yet folds quickly for easy storage. Size: 40" x 22½" x 26" high. Set of 16-15/16" numbered, colored balls, triangle, two 30" hardwood cues and instruction book.

OTHER SIZES AVAILABLE FROM $26.00 UP.

DATE	ON HAND	ORDER	
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☐ **No. 5558 BUDDY "L" TOYS RED CROSS AMBULANCE (6).....$3.98**

Sturdily built steel ambulance with its own Field Hospital Tent, 2 stretchers, 2 litter cases and medical equipment. 4 rubber tires. Authentic colors in new double-baked finish. 14½" long, 5¾" wide, 7¼" high. Individual corrugated carton.

DATE	ON HAND	ORDER	
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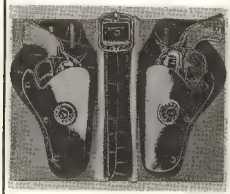
☐ **No. 444 CARDINAL PARFUMS, INC. BATH GIFT SET (12).....$ .98**

The No. 444 Assortment includes 3 pieces each of numbers 41, 42, 44, and 45 as pictured above in assorted colors of Pink, Blue and Green. Each set contains nylon hairbrush, comb and bath accessories. Gift boxed.



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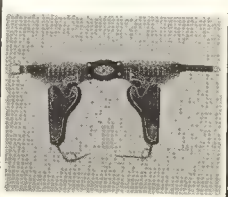
No. 2214 CARNELL DOGIE HOLSTER SET (24).....$1.98

Authentically styled double holster set of tanned leather and genuine Hairon Cowhide. Adjustable embossed Alligator belt. Two Pet single shot, repeater action pistols. A fancy set for the small-fry cowboy.



DATE	ON HAND	ORDER	
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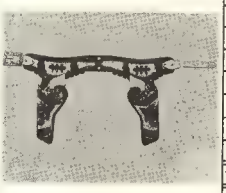
No. 2745B CARNELL DOUBLE HOLSTER SET (12).....$6.95

Double holster set made in the popular one-piece style of genuine top grain cowhide leather with deep Western floral embossings. Matching very wide cantour belt with bullets. Two new "Bunt-Line" extra long barreled automatic break pistols.



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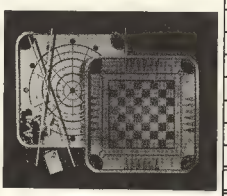
No. 2418C CARNELL DOUBLE HOLSTER SET (24).....$3.98

A real he-man's set consisting of large genuine leather Blend-toned holsters and matching wide contour belt with Western buckle and tip. Equipped with 2 "Cowpoke" automatic break action 50 shot repeater pistols.



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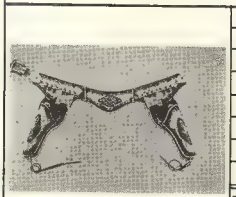
No. 85 CARROM INDUSTRIES, INC.
CARROM BOARD (1).....$9.95

A 28½" square Carrom Board. All-wood construction. Diagrams printed in red and green. Reversible net pockets. Felt cushions. Complete playing equipment, two hardwood cues. Rule book. Plays 85 games.

No. 95 CARROM BOARD PLAYS 95 GAMES (1).....$11.95



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No. 2539M CARNELL DOUBLE HOLSTER SET (12)....$4.98

A deluxe double holster set with gold inlays and leg ties. Fully adjustable, embossed and inlaid 3-piece wide contour belt. Loads of bullets. Western buckle tip. Two automatic break-action Maverick pistols with "Notch Bar" handle.

DATE	ON HAND	ORDER	
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No. 960 CHILDHOOD INTERESTS, INC.
GOLDILOCKS HOUSE (12).....$1.98

Teaches coordination of hands and eyes while children play "3 Bears" and other games. Wooden profile blocks decorated with pictures of characters. Blocks drop through openings in roof — are retrieved through door. Pennsylvania Dutch motif. Gift boxed.

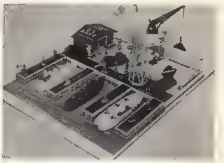
ELDON #907 Machinery Hauler
Skip loader is hauled on this tractor-trailer combine. Scoop raises and lowers and actually dumps sand.
Pk-6 Wt-18lbs. 2.98

ELDON
#908 O.D. Combat Tank Transport
Tractor, low bed trailer, tank and rockets, removable tank Captain and cannon on swivel turret really fires rockets. Pk-6 Wt-18lbs. 2.98

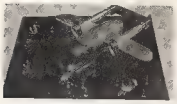
T. COHN #846 Fort Cheyenne
Plastic fort with calvarymen, indians, army wagon, building, horses, cannon and other equipment.
Pk-6 Wt-30lbs. 5.98

ELDON #901 Aircraft Carrier
Mighty carrier rolls and floats. Real catapult on deck for launching the 4 fighter planes. Planes have folding wings. Hatch opens for storage.
Pk-6 Wt-19lbs. 2.98

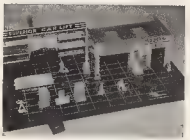
T. COHN#7640 Electric Pin-ball Game
A wood frame, glass covered and mounted on wooden legs with backboard with automatic scoring mechanism. Equipped with 5 steel balls.
Pk-1 Wt-27lbs. 24.95



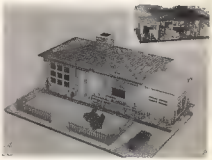
T. COHN #888 Naval Base
Metal and plastic naval base consisting of a metal platform on which is placed warehouse, figures and equipment.
Pk-6 Wt-24lbs. 5.98



IDEAL TOY
#4869 Flying Box Car & Combat Team
Two-engine Flying Box Car with combat team equipment and unbreakable soldiers in action positions.
Pk-4 Wt-18lbs. 6.00



T. COHN #844 Service Station
A metal and plastic garage consisting of metal base, garage, automatic car ejector, pumps etc. Also features automatic car lift.
Pk-6 Wt-27lbs. 3.98



T. COHN #740 Ranch Doll House
4 room ranch type house with kitchen, bedroom, living room, and bathroom. Includes large size plastic furniture.
Pk-6 Wt-28lbs. 3.98

T. COHN #884 Fort Comanche
Metal and plastic fort consisting of buildings, western figures, army wagon with moving horse and cannons that shoot bullets.
Pk-6 Wt-20lbs. 3.98

ELDON #902 Cargo Plane
Popular flying boat rolls and floats and carries three armored vehicles, plus portable ramp in its nose.
Pk-6 Wt-20lbs. 2.98

UNGAR #302 Hot Rod Kit
An electrically operated and very easy to put together Hot rod kit.
Pk-6 Wt-25lbs. 2.98

CHEMINOL O&R Motorjet Race Car
Car has 4 to 1 planetary transmission, automatic pull starter, governor, centrifugal clutch. Includes servicing kit.
Pk-6 Wt-23-1/2lbs. 16.95

ELDON #912 Attack Transport
Equipped with armored vehicles, life boats, combat soldiers, rocket firing cannon, landing net, working mast and boom and loading platform.
Pk-6 Wt-20lbs. 2.98

ELDON #990 Fire Engine Set
Fire engine pumper that really works. Aerial ladder raises, lowers, rotates, extends to two feet. Includes 4 firemen and authentic Chief's badge.
Pk-4 Wt-45lbs. 5.95

ELDON #906 Cargo Ship
Cargo freighter with 2 life boats, workable mast and boom, 3 wooden barrels and 3 wooden crates. 2 deck hatches that open.
Pk-6 Wt-20lbs. 2.98

STRAUSS #1/225 Police Car
Operated by 2 flashlight batteries this car w/red light automatically goes into reverse when it hits an object. 4.00

COX #900 Thimble Drome Prop Rod
Streamlined plastic body 12" long, machined aluminum frame and wheels, real rubber tires. Equipped with T.D. .049 Babe bee engine.
Pk-12 Wt-19lbs. 9.95

PRODUCT MINIATURE
#76 1958 Chev. Fire Chief
Authentic scale model car with high-pitch siren. Exacting 1958 color and body details with friction motor. .98
#77 CHEV. POLICE CAR w/siren .98
#78 CHEV. SEDAN .98

STRAUSS #1/228 Jeep w/guns
All metal jeep with rubber wheels has strong friction motor. As jeep goes forward guns move in & out and produce Ack Ack noise. 1.00

COX #660 Thimble-Drome Glow Fuel
Super kit for planes contains: fuel, filler cap, hose, battery wires, glow plug clip, skylon reels and flying lines. 2.95
#A60 SUPER KIT for BOATS 1.75
#960 SUPER KIT for CARS 1.95

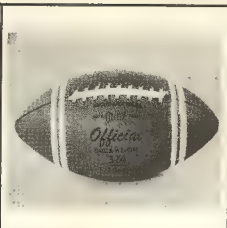
PRODUCT MINIATURE
#73 1958 Ford Station Wagon
Authentic scale model car just like Dad's. Exacting 1958 color and body details with friction motor. .98

For Hobby Information see TRIPLE C's 5700 CHECK LIST

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 940 CHILDHOOD INTERESTS, INC. LACING SHOE (12).....$ .98**

A real lacing shoe . . . a floor toy and a pull toy. Shaped from a solid block of wood and the wheels are on to stay. Very colorful decorations. Packaged in transparent container.



DATE	ON HAND	ORDER	
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☐ **No. 374 R COLLETTE MFG. CO. FOOTBALL (12).....$2.98**

Official size, weight and cover. "Ruggid" cover to stand lots of wear. Two white stripes on each end. Butyl bladder with needle-type valve. Weight 14 oz. Shipped fully inflated.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 866 T. COHN, INC. SERVICE STATION (6).....$5.95**

Two story metal and plastic garage with automatic car lift. Equipment includes elevator, 2 gas pumps, oil rack, air reel, tires, jack, plastic figures, car ramp, assorted cars, parking rack with elevator. Length 25", width 16¾", height 10¼".

DATE	ON HAND	ORDER	
TOTAL			
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☐ **No. D53 L. M. COX LI'L STINKER PLANE (12).....$8.95**

Ready-to-fly scale model of the famous Pitts special . . . equipped with Pee Wee engine. High impact plastic. Wing Span 10"; fuselage 9¼" long.

☐ **No. 660 ACCESSORY KIT FOR ABOVE (12)..... ....$2.98**

DATE	ON HAND	ORDER	
TOTAL			
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☐ **No. 22R COLLETTE MFG. CO. FLOOR PUNCHING BAG SET (6).....$5.95**

Muscle builder . . . with new moulded, seamless rubber bag. Fully inflated, ready to use. Pressed metal base. Bag mounted on spring steel support. Each set in attractive carton.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. T 105 GEO. F. CRAM CO. 10½" DUOGYRAL GLOBE (1).....$9.95**

A universal globe with Duogyral mounting. Very legible map with water areas in black. Brass base and meridian. Height 15". Washable surface. 64 page handbook included.

☐ **No. T 106 10½" GLOBE WITHOUT DUOGYRAL (1)....$7.95**

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 2562 DAISY MFG. CO. HOLSTER SET (6)**..... . . **$7.95**
Deluxe double holster set with wide heavy-duty belt, two fancy decorated holsters and canteen. Belt has Western-type tang buckle. Leather leg ties. Equipped with two Mustang pistols and six bullets.

DATE	ON HAND	ORDER	
TOTAL			
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☐ **No. 242 H. DAVIS TOY CORP. EMBROIDERY SET (24)**.....**$1.98**
Town and Country Embroidery Set with immense wardrobe for doll and poodle. Contains hoop, needle, thimble, scissors, embroidery thread and sweaters, skirts, dresses, etc., to embroider.

DATE	ON HAND	ORDER	
TOTAL			
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☐ **No. 1965 DAISY MFG. CO. RIFLE SET (6)** **$9.95**
Frontier scouting kit with new style smoke rifle with scope, repeating pistol, genuine leather holster, belt, canteen and canteen holder.

☐ **No. 1160 DAISY SUPER SCOPE RIFLE (12)**.....**$4.98**

☐ **No. 1800 CANTEEN WITH SHOULDER STRAP (24)**. .. **.98**

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TOTAL			
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☐ **No. 528 DOUGHBOY BOBO THE CLOWN (6)**. **$3.98**
Bobo the inflatable clown. 50" tall, with squeaker nose. Made of "Fortiplyed" krene vinyl. Colorful, sturdy. Weighted bottom for bounce back action.

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TOTAL			
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☐ **No. 602 H. DAVIS TOY CORP. WEAVING LOOM (24)**.... .... **.$1.98**
Set includes 1 metal adjustable loom, 4 packages assorted colored loopers, 6 skeins assorted colors yarn, loop hook, weaving needle and instruction booklet. Makes pot holders, bags, and other items.

☐ **No. 600 SMALLER WEAVING LOOM SET (36)**.....**$ .98**

DATE	ON HAND	ORDER	
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☐ **No. 4320 DOWST MFG. CO. ROCKET LAUNCHING SET (12)** **$2.98**
Tootsietoy Metal Rocket Launcher fires 3-color polyethylene rocket from adjustable ramp. Set includes die cast Metal Radar Truck, Command Car, Jeep, Helicopter and 5 polyethylene soldiers. Rubber-like holding tray makes up into quonset hut, fox holes, etc.

DATE	ON HAND	ORDER	
TOTAL			
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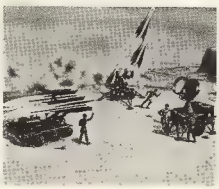
No. 300/1 A. L. NOVELTY CO. SEAL (12)..... **$2.98**
Life-like trained seal. Black and white plush. Ball-like pompom balanced on nose. Ribbon and bow trim. 18" high, 16" long.



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No. K154 ADAMS ACTION MODELS HAWK MISSILE BATTERY (12)..... **$1.98**
An action kit that includes tracking and radar unit, Missile loader and launching platform, 6 "Hawk" missiles, 4-man crew and manual. Authentic in every detail right down to the newest U. S. Army decals.

DATE	ON HAND	ORDER	
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No. 1000 A & L NOVELTY CO. DOG (6)..... **$7.95**
Lightweight giant floppy pooch. Starry eyes, musical bells in ears. 18" high, 31" long. Assorted two-tone plush in pastel colors, pink, blue, maize, red.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 65/665. AMERICAN MFG. BLACKBOARD (4)..... **$4.98**
Natural wood varnish finish. 40" high. Writing surface on two sides of drop-leaf panel. Use as desk or easel. 8 colorful revolving scroll charts, stationery rack and eraser.

No. 41/410 BLACKBOARD. 38" HIGH (6)..... **$2.98**

DATE	ON HAND	ORDER	
TOTAL			
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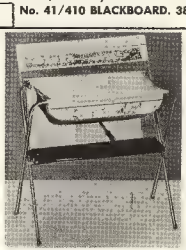
No. K153 ADAMS ACTION MODELS ATOMIC CANNON (6)..... **$3.98**
A big 26" toy 280MM otomic cannon . . . a copy of the latest U. S. Army field piece. 266-pc. kit assembles into 2 gun transporters, gun carriage and gun that actually fires. Complete with 7-man crew, 2 atomic shells and manual.



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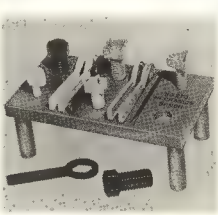
No.320 C AMERICAN TOY DOLLIE BATH (12)..... **$3.98**
Frame of ½" aluminum tubing with plastic tips. Utility tray. 26½" high, 20" wide, 12" deep. Washable plastic dressing table top, roomy pockets, plastic tub and hose with shutoff.



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No. 270 ARCHER PLASTIC CO.
MECHANICS BENCH (12)..... **$1.98**

13-piece set consists of large 6" x 11" bench, 6 different shaped and colored screws and 6 matching wrenches. Made of unbreakable rigid polyethylene. Gift boxed.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 3111 ARRANBEE DOLL CO.
COTY GIRL DOLL (12)..... **$3.98**

Completely dressed doll with Coty Girl Dress and hat. Has pearl necklace, bracelet, ring and earrings. 10½" tall.

No. 130 NEGLIGEE NYLON OUTFIT (12) **$1.98**
No. 135 NAVY TAFFETA DRESS OUTFIT (12)..... **$1.98**

DATE	ON HAND	ORDER	
TOTAL			
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No. 6203 ARGO INDUSTRIES CAKE MIX SET (12). . **$2.98**

Swans Down Cake Mix Set contains 4 famous mixes with Junior Chef frostings and coconut sprinkles. Utensils include the new decorator unit.

No. 6202 SWANS DOWN CAKE MIX SET (12).. . . . .**$1.98**

DATE	ON HAND	ORDER	
TOTAL			
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No. 1822 ARTISTIC TOY CO. GIANT BEAR (1).....**$9.95**

Made in soft, luxurious plush with a cashmere feel. Securely fastened safety eyes. Fluff-filled with new cotton. Almost 36" tall. Individually boxed.

DATE	ON HAND	ORDER	
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No. 2001 ARRANBEE DRINK/WET DOLL (12). **$8.95**

Fully jointed, all vinyl 20" angel face baby doll, drinks and wets. Dressed in romper and removable skirt, sun bonnet and sandals. Has plastic bottle. Colors: Azure blue or petal pink.

DATE	ON HAND	ORDER	
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No. 1150 ARTISTIC TOY CO. ANIMALS (12).....**$2.98**

Assortment consists of 4 characters . . . kitten, cuddle bear, dog and lazy pup. Each about 16" tall. Made of non-crushable Hi-pile plush, foam filled. Safety fastened eyes. Washable. Packed in poly bags.

DATE	ON HAND	ORDER	
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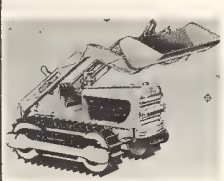
No. 105 HORSMAN "BUSTER BROWN" SET (6).....$9.95
All-vinyl 13" 5-piece fully jointed baby. Rooted hair done in Buster Brown style. Sleeping eyes. Complete wardrobe of dresses, slack outfit, toilet accessories, etc., in attractive suitcase with carrying handle.



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 505 HUBLEY "CAT" LOADER (6)..... .....$2.98
Metal 7¾" Cat Loader. Orange with black simulated motor detail. Aluminum trim. Red wheels with caterpillar tread. Lever-operated loader.

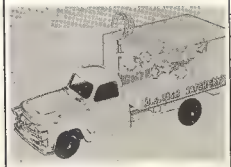
DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 395 HORSMAN'S "LOVE-ME-BABY" DOLL (6)....$5.95
Vinyl 17" baby doll with rooted hair in pony tail style hairdo. Super-flex legs. Coo voice, turning head, sleeping eyes. Beautifully dressed in full length pinafore.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 57 HUBLEY FARM SET (3).....$5.95
Metal farm set consisting of Ford tractor, 3-bladed plow, farm wagon and 2 crates of chickens and ducks. Box converts into barn.

No. 507 10½" METAL FORD TRACTOR (6).....$3.98



DATE	ON HAND	ORDER	
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No. 498 HUBLEY FISH HATCHERY TRUCK (12).....$1.98
Transparent fish tank complete with "swimming" fish. Red chassis with aluminum trimming, black wheels. Length 10". Furnished with fish net. Made of metal.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

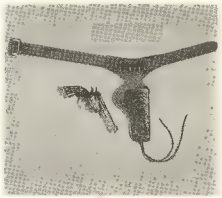
No. 56 HUBLEY ARMY AIR COMBAT SET (6).....$4.98
All-metal Army Air Combat set consisting of one 495 plane and two 467 planes in olive drab, and two 430 planes in yellow. Lithographed box can be converted into hangar.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 281 HUBLEY COLT 45 (6)..... . ... **$4.98**
A replica of the famous 1860 Model Colt 45 six shooter. It's brightly finished and a whopping big 14⅜" in length. Furnished complete with six two-piece "cartridges".

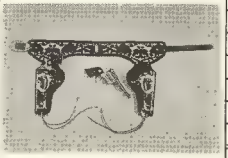
DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 6041 HUBLEY DOUBLE HOLSTER SET (12) **$3.98**
Genuine leather in white and black combination with border design and embossing. Turquoise jewel decorations with matching pistol grips. Contour belt with adjusting bar and 6 silver bullets. Two No. 246 Western pistols.



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 3031 HUBLEY SINGLE HOLSTER SET (12) **$2.98**
Genuine top grain cowhide. Natural color with basket weave design. Pocket deeply tooled, inlaid with black and antiqued. Double tongue buckle. Leather leg ties. 6 silver bullets and large No. 248 Marshall pistol.



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 6055 HUBLEY DOUBLE HOLSTER SET (6)..... . . .**$4.98**
Top grain cowhide, deeply tooled, golden yellow inlay. Life-like colortone horsehead on holster fronts. Contour belt with Western type tongue buckle. Leg Ties. Two No. 246 Western pistols.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 6031 HUBLEY DOUBLE HOLSTER SET (12). **$2.98**
Deeply tooled, inlaid, two-toned genuine leather double holster set. Contour belt with Western type tongue buckle, styled to fit the waist. Equipped with two No. 237 Hubley Coyote pistols.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 6061 HUBLEY DOUBLE HOLSTER SET (6) **$5.95**
Beige and brown genuine leather holsters backed with white felt. Generously decorated. Hubley adjustable contour belt with 12 silver bullets and Western tongue buckle. Leg ties. Two No. 248 Marshal pistols.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. KD49 KUSAN K-POP-GUN SET (12)..... .....$1.49
A soft, unbreakable, absolutely safe pop gun. Shoots harmless table tennis balls 40 feet . . . just muzzle-load and squeeze. Dueling set of 2 guns and 2 balls in gift box.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

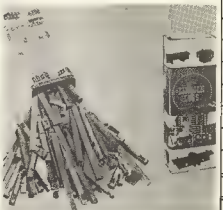
No. 722 LOWELL TOY "THE PRICE IS RIGHT" (12)..... . . .$2.98
Play-at-home version of NBC's exciting bid-and-buy show. MC flashes merchandise cards; contestants see their bids show up on mechanical "tote" board. Complete with individual bid racks.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. K98 KUSAN KOO KOO BLOCKS (12)..... .. ...$ .98
56 different animal scenes . . . a complete zoo sealed in sparkling clear plastic. Kids can build with 'em, learn with 'em. Smooth rounded corners.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 3151/3101 M&S DOLL DANNY & DAISY (24)..... ... .$2.98
Danny and Daisy dolls. Cuddly soft. Life-like vinyl freckled faces that can be washed. Each 16" tall. Fully dressed in boy and girl costumes. Can be played with in a variety of positions. Packed assorted.



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

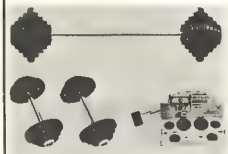
No. 5C LINCOLN LOGS SET (4) $4.98
Big 178 piece set and 4 page colored design set. The largest set made . . . constructs larger buildings or more than 1 small building.

OTHER LINCOLN LOG SETS FROM $ .98

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 592 MATTEL WINCHESTER SADDLE GUN SET (6).....$7.95
Authentic, lever-action, repeating Winchester cap rifle 33" long. Adjustable, genuine leather bandolier with 32 all-metal play bullets that fit rifle. Rifle loads and ejects bullets.

No. 544 WINCHESTER GUN ONLY (6).... .....$4.98



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 591 MATTEL POWERARM BARBELLS (6).....$6.95

Physical fitness equipment for the junior athlete. Complete with 6 safe, non-marring polyethylene weights, 32" aluminum bar and two 10½" aluminum bars, 14 lock nuts and instruction sheet. Leakproof weights can be filled with sand or water . . . from 2 lbs. to 20 lbs.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. M905 MANNING WINGEE SKATES (12).....$1.79

A beginner's roller skate for indoor or outdoor use. Handsome color combinations in high impact plastic. Attractively designed . . . beautifully shaped.

No. M201 ZIPEES ALL NYLON ROLLER SKATES (12).....$2.98

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 576 MATTEL POPEYE IN THE MUSIC BOX (12)...$2.98

Double action musical jack-in-the-box. All-metal box and can. Turn the crank and play "Popeye the Sailor Man" . . . up pops Popeye in the spinach can, then Popeye himself with a comic "Arf".

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 226 METALWARE ELECTRIC RANGE (4) $7.95

"Little Lady" U.L. approved toy electric range . . . 12½" x 11⅞" x 7". Durable steel construction finished in pastel green baked enamel. Insulated oven really bakes pies, cookies, etc. Furnished with 6 utensils and cook book. 110-120 volts AC-DC.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 588 MATTEL SWIVELSHOT TRICK HOLSTER SET (12).....$3.98

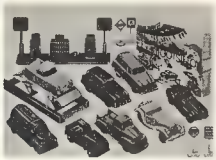
Trick holster with Swivelshot beats the fastest draw. Push gun butt down, holster swivels and fires gun automatically in holster. Complete with Fanner 50 cap pistol and nylon secret draw-string.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 101 ALEXANDER MINER DIAPER BAG SET (24).....$1.98

11-piece diaper bag set complete with shoulder strap diaper bag, toy dog, juice bottle, nursing bottle, fancy panties, plastic bib, diapers, milk bottle, etc.

No. 1012 7-PC. DIAPER BAG SET (36) . ...$ .98



DATE	ON HAND	ORDER	
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☐ **No. 4200 DOWST MFG. CO.**
SERVICE STATION (12).....$1.98

Tootsietoy Service Station Set includes 8-die-cast metal exact model cars and trucks. Accessories of die-cast metal . . . 2-position grease rack, gas pumps, and 4 road signs. Durable baked enamel finish in attractive colors.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 696 EDUCATIONAL PRODS., INC.**
POGO STICK (1).....$6.95

Hi-'N-Lo Pogo Stick of strong aluminum tubing. Oil tempered spring. Special rubber tip and sponge rubber safety top. Non-skid rubber covered steps. Takes weight up to 200 pounds. Individually boxed. 40" high, 10" high platform.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 4310 DOWST MFG. CO.**
PAN-AMERICAN AIRWAYS SET (12).....$2.98

Tootsietoy Pan-American Airways Set .12-piece set includes 4 die-cast metal planes and helicopter, 3-piece baggage truck, passenger ramp, oil truck, pilot and stewardess badge. Rubber-like hangar, gas pumps and runways.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

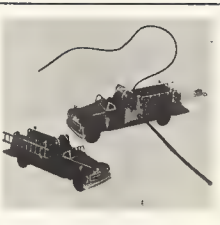
☐ **No. 911 ELDON MFG. CO.**
SUPERSONIC BOMBER (6) $2.98

The "space special". An exciting, action-packed toy. Two feet long, with retractable landing gear. A streamlined beauty that actually fires a 9" guided missile. The pilot, equipped with parachute, is ejected by trigger mechanism. Silver colored polyethylene.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. PH12 EAGLE TOYS PRO HOCKEY GAME (1)...$11.95**

A terrifically fast action game. Each player individually operated . . . can stickhandle, pass, shoot and score. Made of heavy gauge steel with 36" x 16" x 4" rink realistically decorated. Players lithographed on both sides. Real mesh nets and steel posts.



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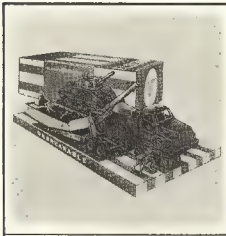
☐ **No. 909 ELDON MFG. CO.**
FIRE ENGINE PUMPER (6)..... .....$2.98

Seagrave Fire Engine Pumper actually sprays water. Has 2 foot hose on reel and 2 connector hoses. Water tank. Equipped with pump, ladder and two firemen. Made of Polyethylene, finished in fire engine red and simulated chrome. 17" long, 5¼" high, 5" wide.



DATE	ON HAND	ORDER	
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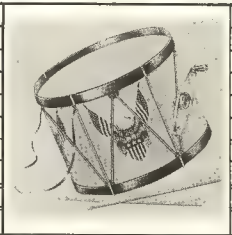
No. 991 ELDON MFG. CO.
ARMY COMBAT SET (6).....$4.98

A big action toy consisting of Tank Transport, L.C.T. Landing Craft, "155" Anti-aircraft cannon, rocket launcher, racket supply and 8 combat soldiers. Made of Polyethylene. Color: Olive Drab and Battleship Gray. 23" long, 12¾" wide, 6¼" high.



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LAY AWAY			

No. 701 EMENEE IND., INC.
AUTOMATIC PLAYER DRUM (6).....$3.98

Turning the handle automatically plays an authentic marching tune. Sturdy metal frame with colorful shoulder harness. Over 95 square inches of playing surface in each drum head. 2 drum sticks included for manual playing.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 1077/5 ELKA TOYS
THE PROFESSOR DOG (12).....$4.98

All fine pile plush, huggably-soft stuffed. Brilliant red plush jacket, plastic eye glasses. Mortar board and tassel, Eton collar, string tie. Oversize shaggy ears. 20" tall. White or beige.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

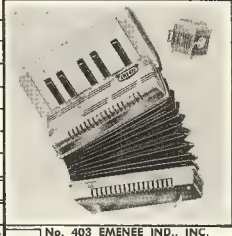
No. 601 EMENEE IND., INC.
GENE AUTRY GUITAR (6).....$9.95

Has Emenee automatic guitar player. Full size, nearly 3 feet long. Body has decorative inlaid-type Western motif. Gear action metal tuning pegs. Rich tone. Complete with silk shoulder cord, felt pick, music book and luggage-type case.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 1076 ELKA TOYS BEEZER (24).....$2.98

An animated puppy staring with a startled expression at the bee perched on his nose. Cuddly-soft pile plush with contrasting jacket. Oversize adjustable ears, realistic bee, satin neck ribbon and bow. 15" tall. White or beige.



DATE	ON HAND	ORDER	
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No. 403 EMENEE IND., INC.
KEYBOARD ACCORDION (6).....$3.98

Full scale keyboard has 13 black and white keys that play sharps and flats. 26 tuned reeds. Easy action bellows. Luggage-type case and music book.

No. 402 COLORTUNE ACCORDION (24).....$1.98

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. JL3 GERBER PLASTIC CO. SWISS BELLS (36)**..... ...**$ .98**

Five colorful molded polyethylene bells attached to vinyl band. Fits any size playpen, crib or buggy. Heat embossed decoration on each bell. Concealed chrome bells softly tinkle when bells are moved. Unbreakable and washable. Gift boxed.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 13022 A. C. GILBERT SR. MICROSCOPE LAB SET (1).....$10.95**

Senior microscope set with 3-objective turreted 60, 90, and 400 power microscope. Precision optical glass lenses. Set includes live shrimp eggs, polaroid filters, stains, chemicals, slides, etc. Home laboratory steel chest measures 9½" wide, 13¾" high, 3⅝" deep.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

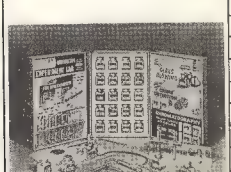
☐ **No. 808/12 GERBER PLASTIC CO. POP-EM BLOCKS (36)**..... .. .. **$ .98**

Soft, safe polyethylene "snap together" — "pop-apart" blocks. 12 assorted color blocks feature complete alphabet. Packaged on descriptive board in poly bag.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 10041 A. C. GILBERT CO. ERECTOR SET (1).....$10.95**

The power model set with DC-3 battery-operated electric motor. Puts action into many models. Two tiers of parts to build radar scanner, airplane ride, self-propelled trucks, cranes, aircraft, etc. Lithographed steel chest measures 16¼" long, 10½" wide, 3" high.



DATE	ON HAND	ORDER	
TOTAL			
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☐ **No. 12035 A. C. GILBERT CO. CHEMISTRY LAB (1) .$10.95**

Exciting experiments in the field of Crime Detection plus apparatus and chemicals for tests in glass blowing, chromatography, food testing, secret writing, etc. Complete set for hundreds of experiments packed in steel chest 9½" wide, 13¾" high, 3¼" deep.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 13200 A. C. GILBERT CO. TELESCOPE (1).. . ..$14.95**

New 40 power Gilbert telescope with parabolic mirror, precision ground lenses, aluminized reflecting mirror and Ramsden type eyepiece. Mounts on steel tripod. Stands 24" high; tube is 26" long. Star Map and Adventures in the Sky booklet included.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 113 GLAD TOY CO. POOR PITIFUL PEARL (24)..... .....**$5.95**

"Pearl" is a 13" all vinyl doll with moving eyes arms and legs. "Pearl" comes with two complete outfits and her long Saran wig can be made up into 8 different hairdos.

No. 118 POOR PITIFUL PEARL IN 18" SIZE (12)..... ....**$9.95**

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 39R2 GONG BELL RANCH PHONE (6).. . ..... **$2.98**

Realistic replica of old time phone. Upper crank rings bells. Lower crank operates record mechanism which really talks. Beautifully lithographed with Western scenes. Strongly made. 13¼" high.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 1816 GOLDBERGER DOLL CO. GIRL DOLL (12)...**$5.95**

18" all-vinyl teen-age doll. Moving eyes, rooted ringlet bobbed hair, jointed waist and limbs. Fancy taffeta dress with velvet belt and rhinestone pin. Earrings. High heeled shoes.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

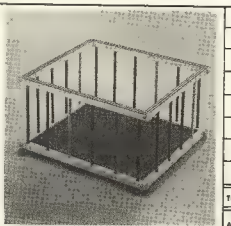
No. 603 GONG BELL TIGER RIDER (3)..... . . ..**$3.98**

Colorful Tiger has revolving spiral-striped legs and rubber wheels. Steers by turning head. Gong under seat rings. 20" long overall, head is 19" high. Each K.D. in corrugated carton.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 1149 GOLDBERGER DRINK/WET DOLL (12)..... **$4.98**

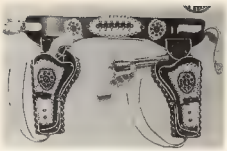
All vinyl 14" drink and wet doll. Baby doll with bottle, moving eyes, rooted hair, movable limbs. Dressed in flannel diaper, fancy dress and matching bonnet. Vinyl shoes and socks.



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 134 GONG BELL RAINBOW PLA PEN (3)..... ..**$2.98**

Doll's play pen made of sturdy wood rails and multi-colored dowels. Masonite bottom 17" wide x 19" long. Easy assembly. Each shipped K.D. in corrugated carton.



HALPERN #9908 Double Holster Set
Extra large set has wide adjustable belt, silver bullets, embossed buckle, keeper, tip and 2 Longhorn repeating pistols.
Pk-6 Wt-26lbs. 10.00

ESQUIRE W2835 Wyatt Earp Holster Set
Contour belt w/12 cartridge bullets. Inlay pockets with cross strap and buckle. Thigh tongs.

Guns included in set are
#42 Wyatt Earp Gun
#45 Buntline Special Gun
Pk-6 Wt-17lbs. 6.00

ESQUIRE G845 #62 Restless Gun
Single holster set with 12 cartridge type bullets. Secret pocket for #25 "Hide-a-way" gun. 5.00

MACO TOYS #666 Anti-Aircraft Gun
Gun has base and shield, is 33" long, 20" high and equipped with ammo box and belt. Automatically fires 50 tracer pellets from moving belt.
Pk-6 Wt-13lbs. 10.00

HALPERN
#7706 Have Gun Will Travel Set
Set is authentic reproduction in black leather with nickel prong buckle and 12 silver bullets, 2 repeating pistols.
Pk-12 Wt-32lbs. 5.00

HALPERN
#6403 Top-grain Double Holster Set
Holster and belt have embossed designs, silver bullets, embossed buckle and 2 Pinto repeating pistols.
Pk-12 Wt-18lbs. 3.00

MACO TOYS #425 N.C.O. Set
Contains .45 cal. Automatic pistol, helmet, canteen and harmless hand grenade.
Pk-12 Wt-25lbs. 5.00

MACO TOYS
#333 Invader Combination Gun
A six-in-one convertible weapon used in secret invasions. Makes: Burp gun, Thompson Sub-gun, Rifle, Automatic machine pistol, Trainer rifle, Pea-shooter blow gun. 4.00

HALPERN
#8306 Gunsmoke Top-grain Set
Top-grain double holster set has adjustable belt w/embossed buckle, keeper & tip. Two repeating pistols.
Pk-6 Wt-17lbs. 6.00

MACO TOYS #135 Hand Grenade
An authentic replica of actual grenade used in combat. Fires any standard paper cap and is absolutely harmless.
1.00

MACO TOYS #1000 U.S. Invader Set
Contains Invader combination gun, hand grenade, helmet, mess kit and canteen.
Pk-6 Wt-25lbs. 8.00

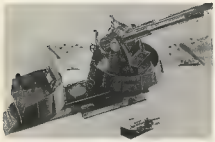
ESQUIRE G2834 #62 Restless Gun
Adjustable belt with garrison buckle. Has new swivel feature, can be permanently snapped fastened to a firing position. Includes 18 cartridge type bullets. Pk-6 Wt-18lbs. 7.00

TRIPLE "C" CORP.

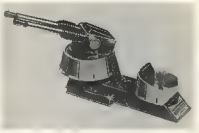
5700 EUCLID AVE.,

CLEVELAND 3, OHIO

REMCO #602 I. C. B. M. Vanguard
Vanguard launches its own satellite accompanied by rocket escort. Radar tracks and picks up radio signals. Operates on 2 "D" batteries. (not included).
Pk-4 Wt-16lbs. 6.98



REMCO #406 U. S. Navy Pom Pom Gun
Completely motorized (it operates on 2 motors), and 4 "D" Flashlight batteries, (not included).
Pk-4 Wt-13lbs. 12.98



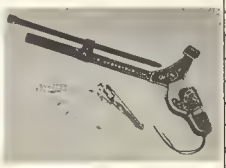
REMCO
#603 U. S. S. Hawkeye Pom Pom Gun
Works by remote control, has motorized twin guns, 360° rotation, and double barrel recoil action.
Pk-6 wt-9lbs. 4.98

PLASTIC TOY
#822B Army Rocket Gun w/Soldiers
Rocket firing gun fires 2 rockets at one time. 7 action soldiers in combat positions. 4 extra rockets. .98

MACO #45 Automatic Pistol
Authentic replica of real .45 automatic. It will shoot 10 harmless pellets which load in a removable magazine.
Pk-12 Wt-11lbs. 3.00

REMCO #600 Jupiter Signal Gun
Gun includes 2 batteries, bulb and electric buzzer, dual telescopic sights, electronic color beam, adjustable turret for choice of 4 colors.
Pk-12 Wt-6lbs. 1.98

For Hobby Information see TRIPLE C's 5700 CHECK LIST



DATE	ON HAND	ORDER	
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☐ **No. 3081 HUBLEY SINGLE HOLSTER SET (6).....$7.95**

Double-belted single holster with new treatment for low slung effect. Brown and beige color combination with artistic Colt 45 border design. Lavishly ornamented. Cross strap on pocket. Leather leg ties. Comes with big New Colt 45 pistol.

DATE	ON HAND	ORDER	
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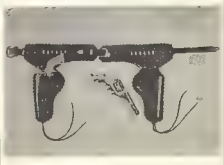
☐ **No. 3021 IDEAL TOW TRUCK (6).....$2.98**

All-purpose truck made of polyethylene. Operating crane has tow hook. Comes with polyethylene jack, wrench, mallet, screwdriver and open-end wrench. Tool box with lid. 18¾" long.



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☐ **No. 6087 HUBLEY DOUBLE HOLSTER SET (6).....$7.95**

Beautiful authentic Western style double holster set of all top grain cowhide. Embossed acorn motif with antiqued finish. Smooth parts rich saddle color. Contoured belt fully adjustable. 12 silver bullets and leather leg ties. Two Colt 38 pistols with bone handles.

DATE	ON HAND	ORDER	
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☐ **No. 1110 IDEAL BETSY WETSY DOLL IN SUITCASE (6).....$8.95**

All vinyl 11½" Betsy Wetsy Doll. Sleeping eyes, Saran rooted hair. Comes in sturdy suitcase with complete layette.

☐ **No. 1095 ROOTED HAIR 11½" BETSY WETSY W/LAYETTE (6).....$6.95**

DATE	ON HAND	ORDER	
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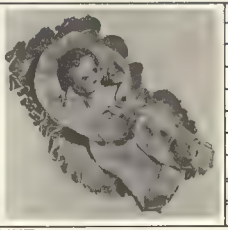
☐ **No. 4860 IDEAL ATOMIC CANNON (6).....$7.95**

Giant authentic copy of Army Mobile Cannon, moves in either direction. Detachable cab. 17" Cannon elevates and rotates. Shoots poly tipped shells . . . 6 included. 42" long.



DATE	ON HAND	ORDER	
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☐ **No. 0439 IDEAL BABY BIG EYES (4).....$11.95**

A soft cuddly 23" baby doll with vinyl head, arms and legs. Washable Saran rooted hair. Completely washable body dressed in romper outfit in blanket trimmed with net and bow.

DATE	ON HAND	ORDER	
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☐ **No. 4578 IDEAL ROY ROGERS DINNER SET (6).....$2.98**

Roy Rogers-Dale Evans, Western style service for two dinner set. Authentically styled set has plates, saucers, sugar, creamer, coffee pot, skillet, bean pot, knives, forks and cooking utensils. Made of plastic and metal.

DATE	ON HAND	ORDER	
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☐ **No. 3019 JAYMAR SPECIALTY CONSOLE PIANO (1).....$19.95**

Console Piano of walnut finished hardwood with matching bench. 18½" x 13¾" x 21¾". Keyboard has 30 plastic keys. Chromatically tuned tone wires give 2½ octave range. Color song book and color key chart.

DATE	ON HAND	ORDER	
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☐ **No. 389 INDUSTRIAL SAFETY TOOL BELT (12)... .....$3.98**

Junior tool belt with genuine maintenance gear in miniature. Regular size tools of alloy steel include 9 oz. hammer, screwdriver, pliers . . . plus folding rule, flashlight and tape. Adjustable belt.

DATE	ON HAND	ORDER	
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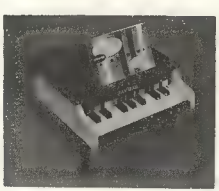
☐ **No. 85 JEFFERSON MFG. CO. GUITAR (1)..... ..$3.98**

The Lone Ranger guitar decorated with two-tone harmonizing colors. 30" long. Equipped with latest wire and nylon strings and plastic pegs. Packed in decorative container with playing and tuning instructions.



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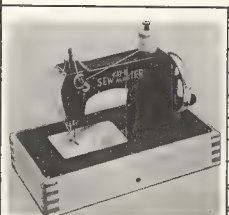
☐ **No. 1709 JAYMAR SPECIALTY PIANO (6).....$3.98**

Well constructed piano made of hardwood and finished in pleasing two-tone effect. Keyboard of 17 plastic keys including sharps and flats. Real bell-like tone. Song book and color key chart. 9⅞" x 11" x 6¼".



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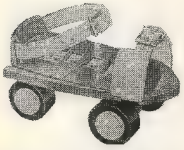
☐ **No. 585 KAYANEE SEWING MACHINE (12)..... .....$6.95**

Fully guaranteed, precision built, safe-to-operate sewing machine. Sews strong chain stitches. Bright metallic colors. Comes threaded ready to sew with simple instructions. 8¾" x 4¾" x 6¼".

MANNING #M402X Zipees Ice Skates
Beginners ice skates for children with the outrigger attachment. Single blade, hollow ground and chromium plated.
Pk-12pr. Wt-12lbs. 2.95

STEVEN #49 Magnetic Pic-up Stix
Sticks are beautifully colored and metal banded. Master stick has powerful Alnico permanent magnet for picking up playing sticks.
Pk-12 Wt-2-1/2lbs. .49

STEVEN #52 Gyroscope Recoil Wind
New inovation of recoil winder makes this gyroscope practically Foolproof.
Pk-24 Wt-7lbs. .59

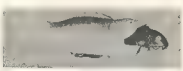


MANNING #M905 Wingees Roller Skates
Beginners roller skates for indoors or outdoors, made of high impact plastic. Attractively designed and shaped.
Pk-12pr. Wt-11lbs. 1.80

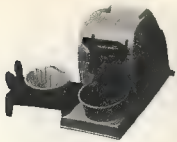
STEVEN #400 DeLuxe Kaleidoscope
Creates billions of beautiful designs. A brand new idea in the age old favorite. Contains four snap in heads.
Pk-12 Wt-6-3/4lbs .98

GABRIEL #JB Dinsey Jumbo Blocks
5 nested blocks, largest over 10" in size. Features beautiful four-color art picturing all of the famous Disney characters.
Pk-6 Wt-28lbs. 4.00

GABRIEL #DB Disney Rattle Blocks
Set of 5 nested blocks illustrated with Disney characters. Each block has its own rattle and tells a short story in rhyme.
Pk-12 Wt-15lbs. 1.00



FRANKONIA #8173 Magic Fish
Pull out small fish and see it magically swallowed. 6" in length.
.98



HASSENFELD
#5200 Frosty Ice Cream Machine
A machine that easily and in less than a minute, makes delicious ice cream. Easy to follow directions and recipes.
Pk-12 Wt-15lbs. 3.00

BELL PRODUCTS #222 Mystery Mike
Sing, talk, tap or play a record and Mystery Mike will tap dance in perfect rhythm. Mike stands over 15" high-simple to operate.
Pk-12 Wt-22lbs. 4.95

MANNING #M915 Wingees Ice Skates
Attractive, sturdy, modern dual-runner Cadmium-plated Ice skates. Available in two color combinations.
Pk-12pr. Wt-11lbs. 1.80

MANNING #M603 Zipees Sliders
Slider skates for year 'round pleasure, indoors or outdoors. Combines fun of skating and sliding. 4 color combinations.
Pk-12pr. Wt-16lbs. 2.95

For Hobby Information see TRIPLE C's 5700 CHECK LIST

SAALFIELD #6063 Super Game Box
Play over 60 games. Contains 3 game boards, 34 playing pieces, 2 dice and one booklet of games. 1.00

BUILT RITE TOYS
#125 Furry Inlaid Puzzles
Animal series of flocked inlaid puzzles, printed and flocked in color. 6 different titles. .29

ED-U-CARDS #400 Assortment
Contains 4 dozen assorted of 10 different specially designed children's card games. Instructions with each deck. Sold in Deals Only. .29

BRONNER #102/30 Mickey Mouse Water Color Paint Set
Contains thirty water colors and 1 brush. .59

BRONNER #108/54 Mickey Mouse Water Color Paint Set
Contains fifty-four water colors and 1 brush. 1.00

SAALFIELD
#4174 Donkey Party Game Box
Printed in color on a sheet 28-1/2" x 20-1/4", folded to fit into box. Carries 24 tails to pin on the donkey. .29

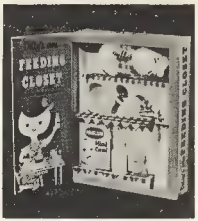
TRANSOGRAM
#1247 52-Variety Game Chest
52 games with easy-to-follow instructions comes in Sturdy carrying case.
Pk-3 Wt-13lbs. 4.98

JAYMAR #8609 Zorro Royal Puzzles
Real thick triple ply puzzle measures 10 x 14", die cut into approximately 100 pieces, completely interlocking. .40

#3110 4 INLAID PUZZLES 1.00

SAALFIELD
#6066 Happy Birthday Party Box
Contains invitations, party hats, napkins, place mats, candy baskets with place cards, and two games. 1.00

SAALFIELD #6059 Big Game Box
Box contains twelve games, necessary playing pieces, dice and instruction sheet for each game.
Pk-12 Wt-17lbs. 1.00



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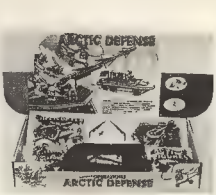
☐ **No. 1259 ALEXANDER MINER DOLLY FEEDING CLOSET (24)..... $ .98**

Dolly's own feeding closet. Has Pablum Cereal box, milk bottle, toy dog, juice bottle, nursing bottle, plastic place mats, cereal bowl and measuring spoon. Beautifully packaged.



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☐ **No. 1101 MULTIPLE PRODUCTS ARCTIC DEFENSE (12)..... $2.98**

Unbreakable, take-apart plastic parts depicting U. S. Army Arctic Defense. Has 10½" helicopter, 10½" Invader, 8" x 6" Missile Launcher . . . plus ski troopers, soldiers, flag pole, field tent, machine gun, etc.

DATE	ON HAND	ORDER	
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☐ **No. G101 MORRIS PLASTICS MR. BUBBLES (36)..... $ .98**

Colorful, action-packed squeezable plastic toy. Squeeze him . . . his head pops up and he blows streams of bubbles. Comes complete with tube of bubble solution. A fascinating toy the kids will enjoy by the hour.

DATE	ON HAND	ORDER	
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☐ **No. 200 NACHMAN PRODUCTS LUGGAGE SET (6)..$6.95**

Toy luggage set consisting of 9½" Train Case and 12" Overniter. Made of attractively finished metal on a sturdy wood frame. Plastic handles. Brass plated snap bolts and corners. Pink plaid.

DATE	ON HAND	ORDER	
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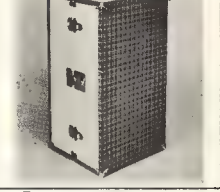
☐ **No. 1117 MULTIPLE PRODUCTS GUN SMOKE (12)..$2.98**

Based on the CBS television show "Gun Smoke". Set includes Marshall Matt Dillon, cowboys, Indians, horses, wagons, buildings, hitching post . . . all in unbreakable plastic. Makes realistic Dodge City scenes.



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☐ **No. 416 NACHMAN PRODUCTS WARDROBE TRUNK (6)..... $4.98**

Sturdy 16" wardrobe trunk for dolly's clothes. Solid wood frame covered with baked enameled metal. Plastic handle. Brass plated trim. Red Plaid.

☐ **No. 420 WARDROBE TRUNK 20" SIZE (6)..... $7.95**

DATE	ON HAND	ORDER	
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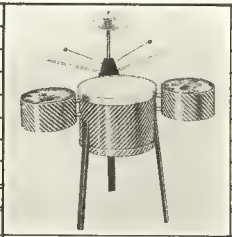
No. 510 NATIONAL GAMES KIDDIE-KEGS (6).....$4.98

Captain Kangaroo's Kiddie-Kegs. A basic toy that children will invent many uses for. Each a bongo drum. They roll, stack, nest, build. Largest keg is 9½" round x 10¼" high. Other kegs nest inside or stack to 4' tower.



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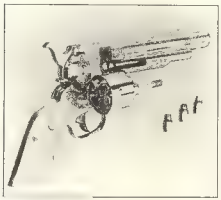
No. 71/5 NOBLE & COOLEY COMBO SET (1).....$4.98

A real jazzy combo simulating professional equipment. Set consists of 12" nylon headed center kettle, two 8" kettle bongos and large spring-loaded pyramid cymbals. Unit mounts on 3 legs. Shipped K.D. with instructions.



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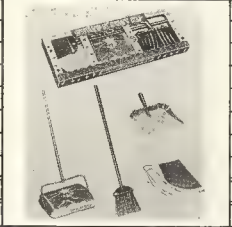
No. 41-40 NICHOLS STALLION PISTOL (24).. ..... . $2.98

Big, husky pistol with new, exciting flip-out cylinder action. Cap cartridge loading. Beautiful embossed design and high lustre chrome finish.



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No. M200 NORSTAR CLEANING SET (12) $1.98

Cinderella sweep 'n dust set. Contains metal carpet sweeper, plastic fiber broom, metal dustpan and plastic apron. An attractive set for Mother's helper. Packed in fancy display carton.

DATE	ON HAND	ORDER	
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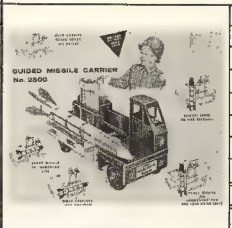
No. 75 NISCOTT TOM TOM SET (12).....$1.98

Indian Chief combination set consisting of 7¼" high x 5¼" metal tom tom with rubber skins, 2 mallets and Big Chief headdress.

No. 150 TOM TOM ONLY 6⅜" x 5" (24)..... .. .. $ .98



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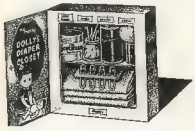
No. 2800 NYLINT GUIDED MISSILE CARRIER (6).. . . . .$9.95

A big unit . . . 15⅜" long, 11" wide, 13½" high . . . made of heavy gauge steel and finished in authentic colors. Carrier is all mechanical with steerable front wheels, handwheels to operate saddle lift, traverse and cradle that inverts to form pallet.

UNGAR #301 Snippy Electric Scissors
Safe indoor, electric toy. Complete with 9 colorful 3-D cut-outs, and four practice papercraft cut-outs.
Pk-12 Wt-17lbs. 3.95

GABRIEL
#300 Shirley Temple Snap on Paper Dolls
Includes extra heavy Shirley Temple paper doll, costumes, doll stand and "snap-ons" for unusual costume changes. Pk-12 Wt-15lbs. 1.00



MERRY MFG.
#C1 My Merry Dolly's Diaper Closet
Eight items include tiny Playtex baby powder, scot tissue, diapers, cotton and cotton buds in neat little jars. .49

DAVIS #424 Puppy Love
Contains towels, cut-out dogs, flowers, and ties for applique. Includes hoops, needle, thimble, instructions and three skeins of embroidery thread. 2.00

STORI VIEWS #PV2 Pixie-Viewers
Pack contains 12-plastic Pixie viewers each with 6 color slides, fairy tales, cowboys, indians, animals and childrens stories. .98
#SL2 Stori-Views - 1 dz. sets - 6 slides in each set .49

MERRY MFG.
#C9 My Merry Dolly's Bath Closet
Contains miniature rattan clothes hamper, conisters of bath salts and bubble bath. In all more than 20 items in miniature. Pk-12 Wt-8lbs. 1.98

MERRY MFG.
#C4 My Merry Dolly's Laundry Closet
Contains tiny laundry basket, sock stretchers, hangers, and five famous laundry products in miniature.
Pk-12 Wt-6lbs. 1.00

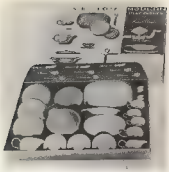
MERRY MFG.
#C8 My Merry Dolly's Hostess Closet
Giant closet with over 30 unique miniature items. Carton Pepsi, playing cards, Skotch Kooler and etc.
Pk-12 Wt-11lbs. 1.98

TRANSOGRAM
#1357 Little Country Doctor Kit
Comes in polyethylene kit with sturdy handle. All parts are extra safe and will not crack open, splinter or chip.
Pk-6 Wt-9lbs. 2.98
#1349 SAME AS ABOVE - smaller .98

TRANSOGRAM
#1327 Little Play Nurse Kit
Comes in polyethylene kit with sturdy handle. All parts are extra safe and will not crack open splinter or chip.
Pk-6 Wt-9lbs. 2.98
#1319 SAME AS ABOVE - smaller .98

MERRY MFG.
#521 My Merry Dolly's First Aid
Attractive set contains band aids, "Merry Chrome," sniff salts, ivory soap, emery boards, and adhesive tape. .59

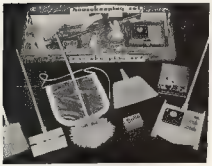
MERRY MFG.
#C3 My Merry Dolly's Linen Closet
Jam packed with towels, diapers, wash cloths, and many famous brands in miniature.
Pk-12 Wt-5lbs. 1.00



IDEAL TOY
#4637 Russel Wright Dinerware Set
Complete service for three with aluminum knives, forks and spoons with plastic handles.
Pk-6 Wt-19lbs. 5.00

IDEAL TOY
#4627 Russel Wright Tea Set
Service for four with metalized forks, knives and spoons. Authentic reproductions of Wright originals.
Pk-12 Wt-19lbs. 2.00

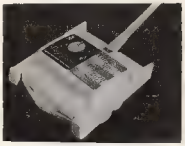
IDEAL TOY
#4578 Roy Rogers-Dale Evans Dinner set
Service for 2 set contains plates & saucers of sturdy metal, black plastic cooking utensils, aluminum knives, forks & spoons. Pk-6 Wt-13lbs. 3.00



KIDDIE BRUSH #337 Housekeeping Set
Fine quality parts and outstanding playvalue designed after mother's own housekeeping tools.
Pk-12 Wt-22lbs. 2.98

KIDDIE BRUSH #D15 Dish Washing Set
The plastic parts are all made of unbreakable polyethylene. Comes complete in an attractive box. .98

IDEAL TOY
#4628 Russel Wright Tea Set
Service for three with metalized forks, knives and spoons. Authentic reproductions of Wright originals.
Pk-6 Wt-14lbs. 3.00



KIDDIE BRUSH
#80 Polyethylene Sweeper
Unbreakable and molded in pastel pink. Precision mechanism enables the sweeper to sweep and dump the dirt. .98

KIDDIE BRUSH #190 Housekeeping Set
All parts are designed after mother's housekeeping tools and comes in pink polyethylene.
Pk-12 Wt-16lbs. 1.98

JAYMAR #986 Debby Dolls w/Mink
Two 10" paper dolls on heavy board with stand-up bases and 23 complete costumes. 2 pc. deep pile mink fur material and patterns.
Pk-12 Wt-15lbs. 1.00

JAYMAR #1986 Four Debby Dolls
Four 10" paper dolls on heavy board w/stand up bases and 46 complete costumes. 4 pc. deep pile mink and patterns. Comes in carrying case.
Pk-12 Wt-25lbs. 2.00

JAYMAR #980 Debby Dolls
Four stand-up dolls and six sheets of costumes, over 36 costume changes & accessories which lace in place with tipped rayon laces.
Pk-12 Wt-16lbs. 1.00

JAYMAR #988 Bridal Party Dolls
Bride, Maid of Honor, Bridesmaid and Flower girl. Complete wedding gowns for each, including real lace veil for bride. Total of 38 costumes.
Pk-12 Wt-14lbs. 1.00

RICO #5L Launch
Has seats fore and aft, steering wheel and spotlight. 14" and is authentically detailed. Uses 2 batteries.
Pk-18 Wt-39lbs. 5.00

SAALFIELD Coloring Books #5502 .49

4 each of 3 titles assorted in 1 dozen

Jumbo	Super Book
Fun for All	Big Boom
Giant	Painting Fun

RICO #008 Port Patrol Boat
Brightly finished with life-like detail. 13" boat has automatic horn.
Pk-18 Wt-26lbs. 7.00

SAALFIELD Paper Doll Books #4401 .25

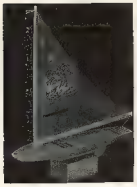
2 each of 6 titles assorted in 1 dozen

Martha Hyer	Virginia Mayo
Gisele MacKenzie	Sheree North
In Old New York	Little Miss Alice

SAALFIELD Coloring Books #M4507 .29

2 each of 6 titles assorted in 1 dozen

Color Fun	Jack and Jill
Little Braves	Sunny
Pals	Rainy Day



RICO #3S Sailboat
Battery driven, brightly finished, stained deck, with life-like detail. Uses 2 batteries, has light, toggle switch.
3.00

SAALFIELD Coloring Books #900 .10

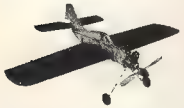
1 each of 12 titles assorted in 1 dozen

Little Ducky	Circus
On the Farm	Surprise
Nature Book	Paint and Crayon
Wheel a Book	Toys to Color
Best coloring book	Kitty Cat
Best Time	Lollypop

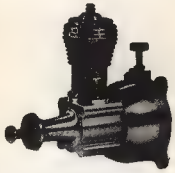
COMET #PLM45 American F51 Mustang
Big impressive scale model of the fighter plane with realistic details and an .049B Herkimer Gas engine.
Pk-6 12.95

COMET #PLM44 Sabre 44
High-impact plastic ready-to-fly model complete with improved .049B Gas engine. 9.95
Pk-6

COMET #PLM46 Starfighter
Complete with Newly improved Fast-starting 1958 model Herkimer .049B Gas engine with "auto-recoil" starter.
Pk-6 14.95



COX
#B51 Thimble Drome Flight Trainer
Powered model trainer plane has 109 sq. in. wing,- hi lift foil. Has T.D. .049 Babe Bee Engine.
Pk-12 Wt-20lbs. 7.95



COX #350 Babe Bee .049 Engine
Instant starting, powerful action, rear needle valve, all-metal tank-carburetor, no outside fuel lines, right or left rotation. Biggest value in 1/2A engines.
Pk-6cd. Wt-7lbs. 3.95

COMET #PLM30 Piper Tri-Pacer
Reproduction of popular sports and executive planes. Plenty of detail, complete with .049A Gas engine.
Pk-12 7.95

COX #602 Thimble Drome TD-3
For Aerobatics plane is made of high impact plastic throughout. Powered by T.D. .049 Babe Bee engine. Unbreakable spring starter.
Pk-12 Wt-23lbs. 9.95

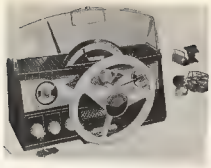
COX #E54 Super Sabre F-100
Ready-to-fly model is easy starting has Pee Wee .020 engine. Complete to official Air Force insignia.
Pk-12 Wt-15lbs. 6.95

COX #D53 Thimble Drome Li'l Stinker
Scale model of the famous Pitts Special with .020 Pee Wee engine. Unbreakable spring starter.
Pk-12 Wt-13lbs. 8.95

COX
#C52 Thimble Drome Super Cub 105
17-1/2 in. wing-span, smoothe flying dependability, easy to control and equiped with easy starting T.D. power.
Pk-12 Wt-20lbs. 7.95

A.J. WALKER
#1150-1 "Miss Thriftway" kit
Complete with Cub .049 Marine Engine, ready-pull starter, prop, shaft, rudder, strut and stuffing box.
Pk-12 Wt-13lbs. 11.50

A. J. Walker
#795-1 Firebaby w/cub .049 Engine
Ready-built, ready-to-fly. Comes complete w/flying lines, primary and advanced stunt flying course. Span 19 in.
6.95



REMCO #209 Firebird "99"
This authentic modern automobile dashboard is completely motorized and battery operated. (2"D" flashlight batteries not included).
Pk-4 Wt-9lbs. 7.98

REMCO #302 Mess Sergeant
Chow tastes great when kids use this sturdy set. Contains hi-impact plastic canteen, mess kit, knife, fork, spoon.
Pk-12 Wt-11lbs. 1.49
#409 G.I. HELMET w/net .98
#709 CANTEEN .59
#708 MESS KIT w/knife-fork-spoon. 69

WHAMO #139A Women's Exerciser
An exerciser that is designed and built for the improvement of feminine and masculine figures. Complete exercise course in every package.
Pk-12 1.98
#139 MEN'S EXERCISER same as above

TRANSOGRAM #1995 "Chief Cochise" Play Indian Archery Set
10 piece "Play Indian"set, with new "see thru" plastic Indian face mask decorated with war paint & headdress.
Pk-6 Wt-7lbs. 1.98

KNICKERBOCKER
#673 Zorro Target Game
Excitement unlimited with realistic action. Includes Western style dart gun and three rubber tipped safety darts.
Pk-12 Wt-21lbs. 2.98

KNICKERBOCKER
#103 Musical Clown Roly Poly
Clown merrily rocks and rolls to tinkling chimes. Turning socket head is an outstanding feature. .98

REMCO #702 Professional Magic Show
Learn to perform fabulous tricks with ease. Contains seven World-Famous Magic Tricks.
Pk-6 Wt-11lbs. 6.98

REMCO #607 U.S. Army Bulldog Tank
This powerful tank advances, retreats, climbs over obstacles, destroys barricades. Loads 4 shells to a clip. Fires automatically. Ejects empty shells.
Pk-4 Wt-9lbs. 12.98

REMCO #703 Broadway Magic Show
Fun packed with tricks! Contains magic flower pots, cut the lady in half, talking dice, magic wedding ring.
Pk-12 Wt-11lbs. 2.98

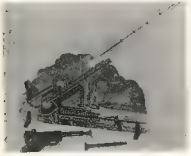
REMCO #306 Pup Tent & Camping Set
Contains pup tent, with all accessories plus helmet with net, canteen, mess kit, knife fork and spoon.
Pk-6 Wt-31lbs. 7.98

REMCO #701 Master Magic Show
Magic show for future Houdinis! Eleven sensational tricks to captivate every audience!
Pk-4 Wt-12lbs. 9.98

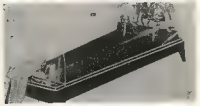
TRIPLE C CORP. 5700 Euclid Ave. Cleveland 3, Ohio

KNICKERBOCKER
#187 Remote Control Helicopter
Helicopter flies in all directions and makes a pin point landing. Includes landing pattern maps. Battery operated.
Pk-6 Wt-21lbs. 12.95

PARK PLASTICS
#280 Hi-fli Bucking Bronco Target game
Hit stirrup bull's eye and horse throws rider. Includes Lugar dart gun & darts.
Pk-12 Wt-16lbs. 1.98

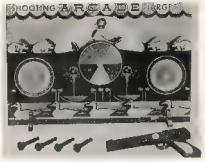


PARK PLASTICS
#281 Hi-fli Nike Site Target Game
Hit bull's eye and the "Nike" Missile takes off. Includes dart gun & 4 darts.
Pk-12 Wt-16lbs. 1.98



PARK PLASTICS
#150 Jungle Water Shooting Gallery
Pour water into the top and have a game with water gun mounted on a swivel base. Pk-6 Wt-17lbs. 2.98

KNICKERBOCKER
#678 Satellite & Clown Pop-a-part Asst.
Hit target and satellite soars. Hit target and clowns hat flies in the air. Includes rubber darts and 9-1/2" gun.
Pk-12 Wt-15lbs. 1.98



KNICKERBOCKER
#685 Shooting Arcade Target
Safe multi-action target game includes 4 revolving ducks. Motor driven mechanism powered by 2 batteries. Has darts and pistol. Pk-6 Wt-30lbs. 4.98

KNICKERBOCKER
#681 Ball Gum Target Game
Hit target and a prize or ball gum drops into the "gum box". Has prizes, ball gums, dart pistol and extra darts.
Pk-12 Wt-28lbs. 2.98

T. COHN #7225 Duck Shoot
Unique mechanical action target toy with 3 ducks mounted on a revolving floor stand. Plastic dart shooting rifle. Pk-6 Wt-28lbs. 4.98

KNICKERBOCKER
#683 Siren Sparkle Space Target
Hit target and sirens wail, sparks fly and ship soars into space. Includes dart pistol with darts.
Pk-12 Wt-21lbs. 2.98

T. COHN #802 Zorro Target Game
Score points for hitting Zorro's enemies. Has authentic looking rifle and plastic darts.
Pk-12 Wt-27lbs. 1.98

EDEN #T104 Miniature Pool Table
Golden table top pool featuring return ball action and mechanical Q-stix.
Pk-12 Wt-37lbs. 3.00

KNICKERBOCKER
#185 Magic-eye Moon Car
Full remote-control movement of antenna with space wand. Motor driven mechanism powered by 2 batteries.
Pk-6 Wt-19lbs. 9.95

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. R-250-8 REMPEL FRISKY PONY (1).. ... .**$19.95**

Cute, Frisky Pony that seems to be just flying along. Steel-supported body of pure natural latex . . . no rough edges. Rubber-cushioned steel saddle. Suspended by chrome plated springs on rigid baked enamel, rubber-footed steel frame. Size 34" long, 30" high, 21" wide.

DATE	ON HAND	ORDER	
TOTAL			
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No. 7520 ROYAL LILO DOLL (24). **$11.95**

All vinyl 20" doll, fully jointed with action torso and rooted Saran hair. Wears a glamorous cocktail dress, hat, gloves, satin slip, panties, pearl earrings and necklace, nylon hose and high heel shoes. Assorted colors.

DATE	ON HAND	ORDER	
TOTAL			
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No. 702 ROBERTA CHRISTENING DOLL (24).....**$3.98**

All vinyl 14" baby doll dressed in beautiful white Christening outfit of ninon and lace. Matching ruffled bonnet. Has moving eyes, coo voice, stockings, slip and panties. Bendy wire in legs. Overall length 21".

DATE	ON HAND	ORDER	
TOTAL			
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No. 051 ROYALTY DESIGNS LITTLE SAMMY (24).. $ .98

Animal bank with amazingly life-like fur of velvety rayon flock. A personality pup with irresistible soulful expression. Has coin slot in top. Aluminum pry-out cap in bottom. 6" x 4" x 6".

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 5115 ROBERTA HI-HEEL DOLL (12) **$7.95**

A smartly designed doll in afternoon striped taffeta frock and hi-heel shoes. 20" tall. Fully-jointed all-vinyl body and head. Rooted hair. Moving eyes. Costume includes hat, pearl earrings and plastic handbag.

DATE	ON HAND	ORDER	
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No. OK5008 RUSHTON STUFFED TOYS (6)..... ...**$4.98**

Assortment consists of lazy hound "Spareribs", a sitting cat and a pouting dog with tear drops in his eyes. Pouty Pete and the cat are made of lofty plush; Spareribs of bright rayon plush. All have vinyl faces, cotton filling and wide satin bow. 2 pieces of each to case.

DATE	ON HAND	ORDER	
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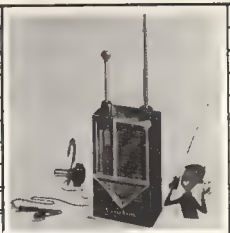
No. 18 RADIO FLYER WAGON (1)

Dashing new high style. New broad, rolled under flange body 36" x 17" x 4½". Brilliant red baked enamel finish. White double disc wheels with red stripe. 10" x 1.75" semi-pneumatic, puncture proof tires. "Congo" graphite lifetime bearings. ½" round axles.



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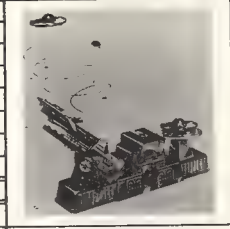
No. 608 REMCO TINY TIM RADIO (12).....$3.98

Pocket radio with 33" adjustable antenna for extra power. Picks up radio signals loud and clear. No batteries necessary . . . ready to operate. Comes with clip antenna and personalized miniature earphone. Entire set measures only 1¾" x 3⅜" x 1".

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. PD259 RAINBOW CRAFTS PLAY-DOH (12).....$ .98

Four big cans of modeling dough . . . red, yellow, blue and white. Can be blended into any color of the rainbow, plus pastel shades. Absolutely non-toxic. Won't stain furniture, clothing or hands. Recommended by Captain Kangaroo.



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No. 602 REMCO I.C.B.M. VANGUARD (4).....$6.95

A faithful replica of the sensational Intercontinental Ballistic Missile, the Vanguard launches its own satellite and rocket escort. Radar screen lights up, picks up radio "beep". Launching platform revolves, elevates, lowers. Operates on 2 "D" batteries.

DATE	ON HAND	ORDER	
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No. 607 REMCO BULLDOG TANK (4).....$12.95

Big, realistically dramatic, real-life Counterpart of U. S. Army Tank. Loads 4 shells in brass casings to a clip. Fires projectile automatically from remote position and ejects empty shells. Caterpillar tread with 14 working wheels. 22½" long. Cannon operates on 4 "D" flashlight batteries.

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No. 702 REMCO MAGIC SHOW (4).....$6.95

Sneaky Pete's professional magic show with simple tricks that any youngster can perform. Sneaky Pete reveals all . . . tells how to Cut Lady in Half, work the Magic Slate, Oriental Card Trick, Magic Wedding Ring, etc.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 300 STANDARD TOYKRAFT PETAL CRAFT (12)..$3.98**
A creative toy designed to appeal to boys and girls. Set consists of 12" x 12" plastic Petal Craft board, 240 colorful plastic petals and design booklet.

☐ **No. 200 JUNIOR PETAL CRAFT SET (24).....$1.98**

DATE	ON HAND	ORDER	
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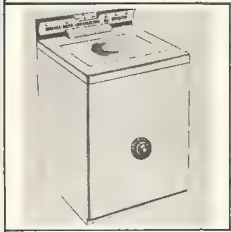
☐ **No. 250 STRUCTO HYDRAULIC DUMP TRUCK (6)....$4.98**
A big 20" steel dump truck with real hydraulic cylinder that operates body. Red cab, chassis and tailgate. Grey body, rubber wheels with plated spoke hub caps.

☐ **No. 965 HYDRAULIC DUMP TRUCK 12¼" (6).....$2.98**



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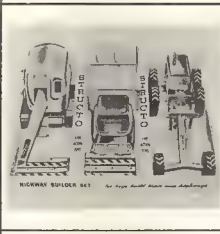
☐ **No. 1 STRUCTO WASHER-DRYER (6).....$5.95**
Actually washes and spin dries. Automatic timer. Wash or dry action selection switch, plus other realistic controls. Motor and gear box operate on 4 regular flashlight batteries. Finished in brilliant white enamel on steel. Size 7¾" x 7" x 10".



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☐ **No. 512 STRUCTO HIGHWAY BUILDER SET (1)... ..$10.95**
Set includes 26½" power shovel, 15¾" dump truck, deluxe 18-3/16" road grader and 2 road barriers. All steel construction with rubber wheels and treads. Bright enamel finish.

☐ **No. 106 POWER SHOVEL (6)..... ..$3.98**

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LAY AWAY			

☐ **No. 997 STRUCTO RIDER WRECKER JEEP (1).....$10.95**
Constructed of heavy gauge steel finished in red and white. Steel wheels with rubber tires. Safe rubber bumper. Crank-operated winch on boom. 29-3/16" long, 10½" wide, 13⅛" high.

DATE	ON HAND	ORDER	
TOTAL			
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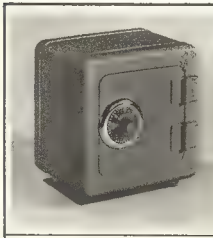
☐ **No. 200 STUART NIT-WIT ASSORTMENT (24)..each $1.98**
A delightful assortment of stuffed animals that will appeal to youngsters and teenagers. Assortment consists of Merry Mouse, Sad Sack Dog, I. V. League, Hannibal the Cannibal, Wise Old Owl, and Big Nit-Wit.



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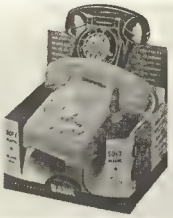
☐ **No. S350 SUPERIOR STEEL SAFE (12)**.....$2.98

Sturdy all-steel safe with real combination lock. Handsome gray wrinkle finish. Heavy rubber legs. Slot for coins from 1¢ to 50¢. Holds over $100.00 in assorted coins. Size 5½" x 5¼" x 4".



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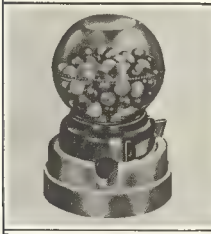
☐ **No. 184 TICO TOYS TELEPHONE BANK (12)**.....$ .98

Combination bank and telephone with dial-operated ring. Made of polyethylene in attractive colors. Just like a real phone. 8" wide, 7" deep, 4" high.



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☐ **No. 200 TARRSON BANK-O-MATIC (24)**.....$1.49

An honest-to-goodness junior size vending machine complete with 35 Tarco bubble gum balls. Operates with penny, nickel or dime. Colorful plastic base with clear plastic globe. 6½" high, 4½" diameter. Complete with instructions and key.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 193 TICO TOYS ARMY FIGHTER SET (6)**.....$2.98

A set of over 60 pieces in Army colored polyethylene. Set includes two 11" long flat bed trucks, mobile weapon unit, rocket launcher and rocket, atomic cannon, anti-aircraft gun, soldiers and accessories.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 45 TEEN TIME DATE LINE RECORD TOTE (24)**....$1.19

Portable record carrier with fourteen 45 RPM record pockets. Richly padded heavy gauge plastic cover with deep embossed design. Has printed index and carrying handles. Assorted colors.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 901 TICO TOYS ELECTRIC TRAIN (6)**.....$2.98

Unbreakable plastic electric train and track set. Consists of locomotive, tender, freight car and caboose with 8 ft. of track. Operates on 2 "C" flashlight batteries. Train will operate on or off the track. Train is nearly 2½ ft. long.

TICO TOYS #180 Toy Trucks
Assorted four styles, Tow, Dump, Plow and half-track stake. All have take apart features. Removable engine parts, lifting hood and access.
Pk-12 Wt-10lbs. .98

ELDON #992 Air Force Set
Set consists of Supersonic bomber, 2 jet planes, guided missile and big supply of rockets. Comes in silver.
Pk-4 Wt-45lbs. 4.95

ELDON
#910 Fire Engine-aerial Ladder
Ladder mechanically raises and lowers, extends to two feet and rotates. Authentic tillerman's seat. 2 firemen.
Pk-6 Wt-20lbs. 2.98

IDEAL TOY #3020 Dump Truck
Sturdy truck with open and close tail gate. Dumper raises by means of lever and locks into position.
Pk-6 Wt-15-1/2lbs. 3.00

ELDON #909 Fire Engine-pumper
Automatic. Equipped with 2' hose, coil-on reel, two connector hoses to fill water tank, automatic pump and 2 firemen and removable ladder.
Pk-6 Wt-20lbs. 2.98

TICO TOYS
#193 Giant Army Fighter Set
Set of over 60 pieces. Contains 2 take apart trucks with mounted weapons, 1 mobile weapon unit plus ammo and soldiers. All weapons work. 2.98

ELDON #903 Auto Transport
Authentic truck and trailer. 2 cars, 2 station wagons, hand tools and real ramp for unloading.
Pk-6 Wt-18lbs. 2.98

TICO TOYS
#191 Mobile Army Fighting Units
Assortment of 3 Mobile fighting units mounted on take apart trucks. Rocket launcher, Atomic cannon, Anti-aircraft gun with ammo. Pk-12 .98

ELDON #980 Dump Truck
A rugged truck, with truck bed actually operated by a hydraulic lift, that can stop and start in any position. Tail gate automatically swings open.
Pk-4 Wt-60lbs. 5.95

ELDON #911 Super-sonic Bomber
Retractable landing gear! Actually fires 9" guided missile! Pilot, equipped with parachute automatically ejected. Pk-6 Wt-20lbs. 2.98

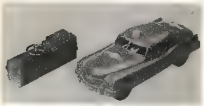
IDEAL TOY #3023 Cannon Truck
A rugged military transport carrying soldiers and towing a Big Bertha cannon that actually shoots.
Pk-6 Wt-20-1/4lbs. 5.00

IDEAL TOY #3021 Tow Truck
An all purpose truck made of Everlast polyethylene, no sharp edges, never chips or peels. Includes equipment.
Pk-6 Wt-14lbs. 3.00

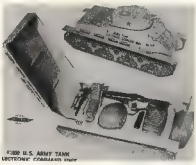
MACO
#1400 Army Tank Electronic Patrol
Contains walkie talkie loudspeaker that works. And helmet used by patrol units in the Armed forces. 10.98

PLA MORE #500 Frisky
Remote control Wonder Pup runs forward and reverse at end of (wire) lead. Has moving legs and paws.
Pk-12 Wt-15lbs. 4.00

GENERAL MOLDS
#101-57 Fire Dept. Set
Set of Remote control fire fighting quipment and fireman's helmet.
Pk-6 Wt-28lbs. 10.00

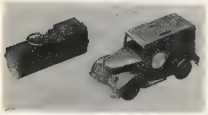


GENERAL MOLDS
#18-20-57 Army Staff Car
Army green with insignia and bright red dome light. Steers by remote control. Uses 2 standard flashlight batt.
Pk-12 Wt-14lbs. 3.00



MACO #1800 U.S. Army Tank
Electronic Command Unit
Contains a working walkie talkie, carbine that shoots harmless pellets and helmet. 13.98

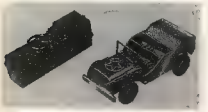
GENERAL MOLDS
#031-57 Magnetic Crane
All remote controlled bucket loads and unloads automatically. Motor powered crane and magnetic attachment.
Pk-6 Wt-23lbs. 10.00



GENERAL MOLDS
#822-OD-57 Army Ambulance
Realistic with medical insignia. Steers by remote control. Two standard flashlight batt. power the electric motor.
Pk-12 Wt-11lbs. 2.50

GENERAL MOLDS#051-57 Fire Engine
Realistic flashing dome light and siren. Extension ladder and removable auxiliaries. Remote control steering.
Pk-12 Wt-23lbs. 5.00

GENERAL MOLDS
#102-57 Army Engineers Set
Set includes crane, jeep and dumping truck. Powered with electric motors.
Pk-3 Wt-20lbs. 15.00



GENERAL MOLDS
#811-OD-57 Army Jeep
Ruggedly built of plastic with metal base and rubber wheels. Remote control and uses 2 flashlight batteries.
Pk-12 Wt-12lbs. 2.49

GENERAL MOLDS
#032-57 Shoot-a-matic Tank
Triple action, remote control tank has pellet shooting gun plus six cut-out enemy targets. Has powerful motor.
Pk-12 Wt-28lbs. 5.00

PLA MORE #399 Too Too Twain
Remote control, runs forward and reverse. Electric head light, Action drive rods.
Pk-12 Wt-15lbs. 4.00

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 02 TONKA PICK-UP TRUCK (6)** **$2.98**

All-metal truck finished in gleaming blue and white with decorative decals. Movable tail-gate held open or closed with chains. Heavy duty tires. Wrap-around windshield. Trailer coupling for accessory trailers. 12¾" long, 5½" high, 5½" wide.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 155 TOY TINKERS BIG BOY (6)**.....**$4.98**

Largest of the original Toy Tinker Sets. Big Boy parts include longer rods, more pulleys and wheels to build bigger models with more action. Big 16 page full-color direction book.

OTHER SETS FROM $ .98

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 34 TONKA DELUXE SPORTSMAN (6)**.....**$5.95**

Youngsters thrilled with boats and trucks can get both with this ingenious outfit, plus motor that attaches to boat. Boat trailer couples and uncouples. All metal construction and finished in bright Dulux. Overall length 22¾".

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 1357 TRANSOGRAM DOCTOR KIT (6)**.....**$2.98**

A realistic replica of an actual Doctor's Kit packed with miniatures of instruments used by professionals . . . such as real hearing stethoscope, hypo needle, etc. all made of polyethylene in molded case of matching material.

☐ **No. 1353 SMALL DOCTOR KIT (12)**..... .....**$1.98**

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 35 TONKA STAKE TRUCK AND HORSE TRAILER (4)**..... .....**$6.95**

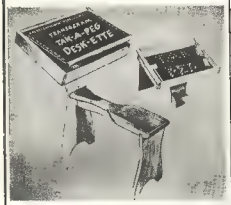
Farm stake truck with detachable 2-horse trailer. Removable stake panels. All-metal construction with green and white Dulux finish. Husky cross-country tires. Two poly horses included. Overall length 21¾".

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

☐ **No. 1327 TRANSOGRAM NURSE KIT (6)** **$2.98**

A generously equipped kit with all instruments and case molded of safe polyethylene. Miniature instruments in realistic detail with extra play parts such as pills, sponge, etc.

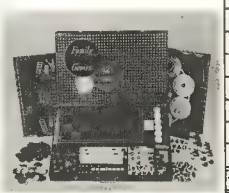
☐ **No. 1323 SMALL NURSE KIT (12)** **$1.98**



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 2958 TRANSOGRAM DESKETTE (1).....$5.95

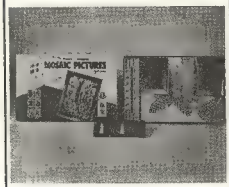
Sturdy wood and metal desk, blackboard and peg board combination. Peg board with 192 holes, pegs and hammer. Storage space for erasers, chalk, etc., under swing-up desk top. Overall size 22" x 24¼" x 18¾".



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 1221 TRANSOGRAM FAMILY FUN GAMES (3) $4.98

There never will be a dull moment with this fascinating selection of family favorites. 3 two-sided folding game boards 15½" x 15¼" for Checkers, Backgammon, Horse Race, Lucky Roll, Dealer's Choice, Michigan Rummy, etc. Contains all necessary equipment such as dice, checkers, horses, dice cup.



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

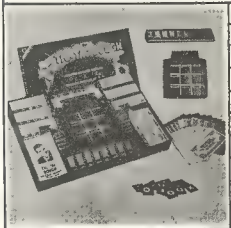
No. 1840A TRANSOGRAM MOSAIC PAINT SET (6) $2.98

Creates beautiful mosaic pictures by paint by number method. Set contains 2 pre-formed plastic embossed pictures 10" x 14", 10 jars of true color paints, plastic paint palette, paint brush and 2 full-color pictures of finished mosaic.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 2525 TRANSOGRAM HIGH CHAIR (4).....$3.29

Youngsters will love this beautiful high chair for playing house. Realistic wood construction with birch finish. Sturdy swing-over grooved tray. Shaped panel back, strong foot rest. Overall height 30". For dolls up to 21".



DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 3864A TRANSOGRAM TIC-TAC-DOUGH (4).....$3.98

Jack Barry's "Tic-Toc-Dough" TV quiz game for family fun. Can be played by 2 to 4 players in 8 years to adult age groups. Mechanical category selector, category container, 540 questions, scoring device and easy-to-follow instructions are included. A big time home quiz show.

DATE	ON HAND	ORDER	
TOTAL			
LAY AWAY			

No. 975 TRAVEL TOY UMBRELLA TOTE CASE (12) $2.98

Any little Miss will love this fancy 12" x 10" tote case with its 15" umbrella in handy sleeve pocket. Bright plaid case with white handles and trim. Full zipper closure. 4 brass studs on bottom.

IDEAL TOY #3128 Truck Terminal
Terminal is mounted on cardboard base with doors that open and close. Includes 4 polyethylene trucks. PK-24 .80

IDEAL TOY

#4882 Army Half Track w/Soldiers
Unbreakable half track with two front wheels and simulated tread on back. Includes 4 unbreakable soldiers. .50
PK-36

IDEAL TOY #4875 Sky Sweeper Truck
High powered Nike rocket launcher with built-in sight and projector searchlight mounted on trailer pulled by truck cab.
Pk-6 Wt-16lbs. 8.00

IDEAL TOY #3022 Auto Carrier
Giant auto carrying truck has two unbreakable cars. Cab and trailer separate by simple coupling device. Includes ramp for easy loading.
Pk-6 Wt-14lbs. 5.00

IDEAL TOY #3129 Car Garage
This all metal garage is mounted on sturdy base with doors that open and close. Includes four unbreakable cars.
PK-24 .80

IDEAL TOY#4860 Atomic Cannon T-10
Twin cabs move cannon in either direction. Cannon elevates, traverses, rotates and shoots harmless shells. (6 shells included.)
Pk-6 Wt-28lbs. 8.00

IDEAL TOY #3127 Military Depot
Consists of depot mounted on cardboard base with 2 doors that open and close and 4 polyethylene army vehicles. .80

IDEAL TOY #3001 Tow Truck w/Car
Sturdy unbreakable towing truck with accessories. Has car that can be attached easily, and searchlight. 10.00

IDEAL TOY #3026 Power Shovel
Unbreakable truck, cab boom and wheels with metal bucket and accessories. Cab rotates 360°, bucket opens when raised and closes when lowered.
Pk-6 Wt-20lbs. 6.00

IDEAL TOY

#3018 Rodeo Truck w/Corral
Outfit includes truck, corral, 3 cowboys, 2 horses, 1 steer and 1 calf. Tail gate doubles as ramp to load and unload. Pk-6 Wt-15lbs. 5.00

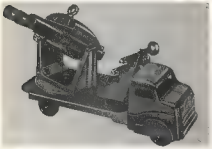
IDEAL TOY

#4883 Army Tank w/Soldiers
Sturdy polyethylene tank has turret that rotates 360° and gun that elevates. Includes 4 action soldiers. PK-36 .50

IDEAL TOY

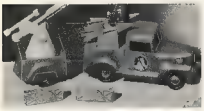
#4867 Turbo Jet & Launching Platform
Turbo jet car is propelled from launching platform and screeches as it rolls along the ground. Car has friction motor. Pk-6 Wt-14-1/2lbs. 4.00

STRUCTO
#620 Mobile Anti-Missile Unit
Has searchlight, missile launcher, radar screen and 2 missile racks mounted on trailer. Includes 6 plastic missles. Pk-6 Wt-41 lbs. 6.95



STRUCTO
#156 Guided Missile Launcher
Operative launcher revolves 360°, 3 separate firing tubes. Elevation knob lowers and raises firing tubes.
Pk-6 Wt-17lbs. 2.98

STRUCTO #412 Army Troop Transport
Heavy gauge steel. High grade canvas all-weather top, large rubber wheels and 4 vinyl soldiers.
Pk-6 Wt-25lbs. 3.98



THOMAS
#447 Mobile Guided Missile Unit
Polyethylene truck with 2 soft-tipped missiles. Includes trailer with launcher, soldier, radar antenna and ammo.
Pk-6 Wt-13lbs. 3.98

THOMAS #452 Army Scout Set
Complete with 2 jeeps, howitzer that actually fires shells and 3 action posed soldiers.
Pk-12 Wt-7-1/2lbs. .98

THOMAS #476 Jeep & Field Gun Set
All-poly "Willys" jeep has breech-loading, quick firing cannon and harmless poly shells.
Pk-6 Wt-10-1/4lbs. 2.49

NY-LINT #2400 Electronic Cannon
Operate parts by electronic push button and fire by electronic firing button. Plastic sponge nose missiles supplied. Operates on 2 "D" flashlight batteries, (not included). Pk-6 Wt-58lbs. 12.98

STRAUSS #10/9 Armoured car w/Gun
All metal body and has movable front wheels. Screen lights up showing planes and gun lights up with red flasher and makes Ack Ack noise. 3.00

THOMAS #536 All American Strategic Mobile Defense Set
Defense set features ammo truck, trailer, ICBM launcher, "Willys" jeep, atomic cannon and soldiers.
Pk-6 Wt-23-3/4lbs. 6.98

THOMAS #504 Combat Jeep & Howitzer
Features "Willys" jeep with detachable howitzer cannon with eight shells. Figure of soldier in jeep. .49

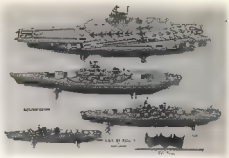
PLASTIC TOY
#821B Army Half Track w/Soldiers
Polyethylene half track with swivel gun turret and 4 action soldiers. .98

NY-LINT #2600 Missile Launcher
Complete with radar screen and missiles with sponge-nose. Elevated by handwheel and fired by a touch of the button. Slip clutch avoids breakage.
Pk-6 Wt-100lbs. 9.98

For Hobby Information see TRIPLE C's 5700 CHECK LIST

MARX #5715 Wells Fargo Stagecoach
This handsome replica is in kit form and all parts are complete in every detail. Has 4 frightened horses 2 drivers and a snake. A very exciting kit.
Pk-3 Wt-22lbs. 12.95

MARX #5707 Chris Craft Constellation
This precision engineered kit contains approximately 225 parts. Hull and most parts are plastic, others are molded of durable metal.
Pk-3 Wt-21lbs. 14.95



AURORA #598 US Navy Task Force
Four authentically scaled ships, plus two tubes of cement, three bottles of paint and a brush.
Pk-6 Wt-20obs. 5.98

MARX #4409 Sea Witch
All parts fit together in precision and are complete in every detail. Kit contains 2 tubes of carbona styroweld for glueing, complete rigging & instruc.
Pk-3 Wt-13lbs. 10.00

LINDBERG #GB103 Outer Space Ships
This exciting package contains 6 outer Space ships of the Future plastic construction models. Easy to assemble with instructions and materials.
Pk-12 Wt-26lbs. 4.98

AURORA #206 Tank Gift Package
This exciting package contains three 98¢ tank kits plus cement, paint and a brush.
Pk-12 Wt-25lbs. 3.49

REVELL #G-271 Air Borne Marines
Gift Set contains accurate scale models of two versatile planes adopted for Marine Corps. use: HRS Sikorsky helicopter and Douglas Skyhawk jet.
Pk-12 Wt7lbs. 1.95

REVELL
#G-268 Supersonic Jet Fighters
Gift Set contains 3 of today's air-age, Supersonic jet fighters: Grumman Tiger, Chance Vought Crusader & F-104 starfighter. Pk-6 Wt-5lbs. 2.98

PYRO PLASTICS
#C-326 3-in-1 Western Hobby Kit
Consists of three plastic hobby kits, Western sheriff, Western marshall, cowboy.
Pk-6 Wt9-1/2lbs. 2.98

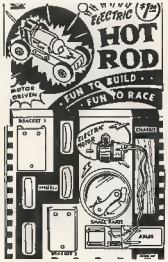
REVELL #G-333 Guided Missile Fleet
Gift Set contains the Norton Sound, the Submarine Nautilus, and the Guided missile Cruiser Boston.
Pk-6 Wt-11lbs. 4.98

REVELL #G-240 Air Power
Exciting Air Power set includes authentic models of five of the Air Forces great planes.
Pk-6 Wt11lbs. 4.98

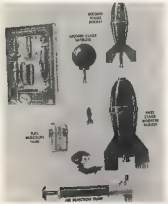
REVELL #G-527 Army Combat Team
with this impressive combat core of Army vehicles and 23 action-posed G. I. figures.
Pk-6 Wt-17lbs. 4.98

For Hobby Information see TRIPLE C's 5700 CHECK LIST

SCIENTIFIC PRODUCTS
#105 Alpha 1 Ballistic Missile
Completely safe chemically powered 10" missile that is remote-launched. Everything included.
Pk-12 Wt-28lbs. 4.98
Fuel for above .35

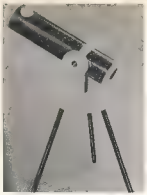


ELECTRIC GAME
#HR-C Electric Hot Rod
Motor powered Hot Rod has chassis, wheels, electric motor and all parts except battery. 1.00



PARK PLASTICS #507 2-Stage Rocket
Made of butyrate plastic. Shoots up in the air 300 ft. Uses water as fuel. Complete with 2 rockets, satellite & fuel tank. Pk-12 Wt-13lbs. 2.98

62 #503 SINGLE ROCKET 1.00



HARMONIC REED #6000 Moonscope
40 power reflecting type telescope. All glass optical system housed in modern Alt-Azimuth type mount. Rotates full 360° and locks in any position.
Pk-6 Wt-31lbs. 15.00

ELECTRIC GAME
#E-3 Master Electric Build-it Set
Set includes electro-magnet, train signal lights, hot rod, telegraph set, bike horn and directional lights.
Pk- 3-Wt-15lbs. 10.00

ELECTRIC GAME
#A-50 Electric Build-it Set
Set has sufficient material to complete several projects. Parts include bolts, nuts & screws, plus numerous fixtures. Pk-6 Wt-12lbs. 5.00

PARK PLASTICS
#506 Trako Mystery Satellite Ball
Has battery operated electronic brain. Made of butyrate plastic and is energized with standard "C" batteries.
Pk-6 Wt-10lbs. 4.98

HARMONIC REED
#6500 Portable Planetarium
Battery operated projecting over 350 stars. Adjustable for time and geographic location. Comes with instruc.
Pk-6 Wt-18lbs. 10.00

ELECTRIC GAME
#A-30 Electric Build-it Set
A multitude of experiments in the big manual provide beginners with fun while making useful electrical models.
Pk-12 Wt-18lbs. 3.00

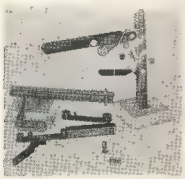
BELLEVUE
#SP10 Sky View Observatory
Automatically and precisely positioned for correct viewing. Complete and highly educational.
Pk-1 Wt-13lbs. 10.00

TRIPLE "C" CORP.
5700 EUCLID AVE.,
CLEVELAND 3, OHIO
UTah 1-8010

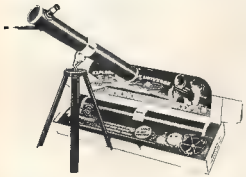
No. 11031 FUN WITH ELECTRICITY

Teaches basic electricity safely. Brand new for '58, with attractive packaging, new 4-color label and manual cover. Experiments in static electricity, magnetism, electromagnetism. Powerful DC-3 electric motor. Learn how to build rheostat, tap out Morse code, build bell and buzzer system. Box 20¼" long, 13¼" wide, 1½" high.

Pk-6 Wt-24lbs. 9.98



ARCHER #280 Jack
10" High Jack is a mechanical action unbreakable toy in 11 colorful parts.
Pk-12 Wt-8lbs. .98



GILBERT #13200 Astronomical Telescope
Has steel tripod. Includes Star Map and illustrated sky booklet. View close-ups of planets and satellites with this 40 power telescope.
Pk-3 Wt-20lbs 14.98

KOHNER#450 Missile Launching Station
Contains launching pad, 6 missiles, 4 target markers and remote control panel. Launched by compressed air.
Pk-12 Wt-16lbs. 3.00

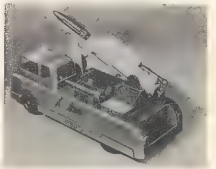
No. 11020 FUN WITH ELECTRICITY SET

Makes magnetic boat, jumping cork and many other interesting things. Has 1½ volt electric motor with see-through housing to show armature action, plus powdered iron, ammonium chloride, gears, bars, magnets etc. Provides fun, teaches basic electricity safety. 18" long, 10" wide, 1½" high.

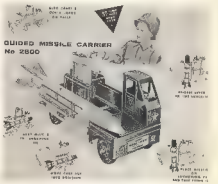
Pk-12 Wt-23lbs. 5.9

IDEAL TOY CO. #4874Satellite Launcher Truck
High impact plastic. Has mechanical launching device, and four polyethylene satellites. Drivers cab rotates 360 by means of tuning dial.
Pk-6 Wt-16lbs 5.00

STRUCTO #521 Army Combat Convoy
Contains 2 trucks, 2 trailers, trucks and trailers interchangeable. 12 vinyl soldiers and 3 plastic missiles.
Pk-1 Wt-12lbs. 10.95



IDEAL TOY
#4862 ICBM Launching Truck
Powerful rocket-firing mechanism propels harmless rockets. Base of truck made of metal. Complete with 2 rockets. Pk-12 Wt-20lbs. 3.00



NY-LINT#2800 Guided Missile Carrier
A scale model, all-steel Guided Missile carrier. All mechanical, with steerable front wheels, locking handwheels to operate lift & platform.
Pk-1 Wt-10lbs. 9.98

HERE'S THE MERCHANDISE IN YOUR

TYCO SELECT-A-SET DEPARTMENT

		CARS		
2	T309A	4 wheel Cab. (Penno.)	$ 3.75	$ 7.50
1	T309B	4-wheel Cab. (U. P.)	3.75	3.75
2	T310	Gondola (2 Road Names)	3.50	7.00
5	T311	Box Cars (5 Road Names)	3.95	19.75
2	T312	Stock Cars (1 Red and 1 Yellow)	3.95	7.90
5	T313	Reefers (5 Road Names)	3.95	19.75
2	T314	Flat Cars (1 Black and 1 Grey)	3.25	6 50
4	T315	Tank Cars (4 Road Names)	3.95	15.80
2	T316	8 wheel Lighted Caboose (Penno. & U.P.)	5.95	11.90
1	T504	Streamline Lighted Combine (Penno.)	7.95	7.95
1	T505	Streamline Lighted Coach (Penno.)	7.95	7.95
1	T506	Streamline Lighted Observation (Penno.)	8.95	8.95
2	T319	Clearance Check Cars	4.95	9.90
2	T320	Maintenance Floodlight Cars (2 Road Names)	6.95	13 90
2	T321	Gandy Dancer Bunk Cars (2 Road Names)	3.95	7.90
34		TOTAL LIST OF CARS		$156.40
		LOCOMOTIVES		
1	T208	Mikado (Penno.)	$39.95	$39 95
1	T209	Switcher (Penno.)	23.95	23.95
1	T209	Switcher (U.P.)	23.95	23.95
1	T212	Pacific (Penno.)	36.95	36 95
1	T215	Diesel "A" Lighted (Penno.)	18.95	18.95
1	T215	Diesel "A" Lighted (U. P.)	18.95	18.95
1	T217A	Side Tank (Penno.)	18.95	18 95
1	T217B	Side Tank (U. P.)	18.95	18.95
8		TOTAL LIST OF LOCOMOTIVES		$200.60
		TRACK AND BRIDGE SEAT — CONTAINS		
11	T15685	18" Radius Track	$ .25	$ 2.75
1	T15732	Curved Terminal Track	.75	.75
1	T15723	Derailer Track	.60	.60
1	T15729	Portable Ramp, NMRA Uncoupling	.75	.75
1	T15665	9" Straight Track	.25	.25
1	T808	Stone Bridge	.75	.75
8 Sets		EACH		$ 5.85 $46 80
		GRAND TOTAL LIST VALUE		$403 80

INCLUDED WITH POINT OF SALE RACK

- 8 Train Set Boxes (2 large and 5 small)
- Carton for Rack
- 2 Cartons for Train Set Boxes
- Units to be packed in Train Set Boxes for shipment
- Total of 3 cartons to a deal—

TRIPLE "C" CORP.

5700 EUCLID AVE., CLEVELAND 3, OHIO

YOUR COST ONLY $193.82

For Hobby Information see TRIPLE C's 5700 CHECK LIST

REVELL
T-7101 Union Pacific Steam Loco Features 5-pole motor, gear drive, operating pistons, head lamp, sound and real smoke. Contains flat car w/logs, box car, caboose and 14 sections track w/uncoupler and automatic re-railer. 29.95

ATHEARN F 7 Freight Set
Consists of: F7 A unit, F7 B unit (dummy), gondola, stock car, tank car, refrigerator car, caboose, 12 pieces curved track, terminal and rerailer sections.

#4191 C B & Q	24.95
#4193 A T S F	24.95
#4197 P R R	24.95
#4199 S P	24.95

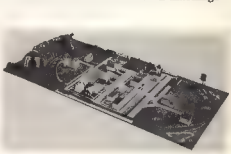
ATHEARN F 7 Freight Set
Consists of: F7 A unit, flat car, box car, caboose, 20 pieces curved track, 4 pieces straight track, terminal and rerailer sections, 1 trestle set and 1 plate girder bridge.

#4161 C B & Q	19.95
#4163 A T S F	19.95
#4167 P R R	19.95
#4169 S P	19.95

REVELL
T-7004 SOUTHERN PAC. col. & mark. Atlantic Coast Line Diesel Switcher Powered by Dyna-glide 5-pole motor & worm gear drive. Contains engine with headlight, reefer, box car, pickle car, cable reel car, caboose and 14 sections of track w/automatic re-railer & uncoupler. 29.95

REVELL T-7051 Santa Fe Road Diesel Loco features Dyna-glide motor and worm-gear drive, headlight, real windshield, engineer & fireman. Contains box car, stock car, hopper car, caboose, pulpwood car, cable reel car, pickle car and track layout w/uncoupler and automatic re-railer. 34.95
T-7052 B & O colors and markings.

REVELL
T-7061 New Haven Road Diesel Engine with 8 wheel gear drive & working light. Includes box car, gondola w/ lift up gravel load, caboose and 14 section track & rerailer. Pk-3 Wt-11lbs. 14.95
T-7060 SANTA FE Colors & markings



BLACKMAN HO-50 The Commuter Includes 3-piece layout and track pack. 72" X42"
Pk-1 Wt-12lbs. 29.95
Prices do not include HO train equipment, buildings or other access. shown on operating model.

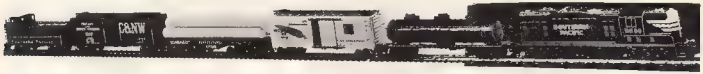
#HO-40 RURAL LAYOUT
48" X42" PK-1 24.50

ATHEARN Passenger Train Set
Consists of: F7 A unit, F7 B unit(Dummy) baggage, coach, vista dome, observation, 12 pieces curved track, terminal and rerailer sections.
#4040 A T S F 24.95

ATHEARN F 7 Freight Set
Consists of: F7 A unit, gondola, reefer, caboose, 12 pieces curved track, one terminal and one rerailer section.

#4151 C B & Q	12.95
#4153 A T S F	12.95
#4157 P R R	12.95
#4159 S P	12.95

ATHEARN Steam Loco Freight Set
Consists of: Pacific steam Loco and tender, box car, tank car, refrigerator car, hopper car, caboose, 12 pieces curved track, one terminal and one rerailer section.
#4180 B & O 24.95



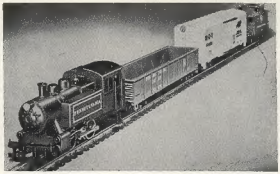
ATHEARN Work Train Set
Consists of: F7 A unit, flat car, gondola, 200 ton wreck crane, box car, work caboose, 12 pieces curved track, terminal and rerailer sections.
#4120 P R R 19.95

ATHEARN GP9 Freight Set
Consists of: GP9 unit, box car, tank car, refrigerator car, gondola, caboose, 12 pieces curved track, one terminal and one rerailer section.

#4172 B & O	19.95
#4173 S P	19.95
#4175 C B & Q	19.95
#4176 A T S F	19.95

ATHEARN RDC Train Set
Consists of: RDC 3 (powered), RDC 1 (dummy) 11 pieces curved track, one curved terminal section.
#4140 A T S F 10.95

LIFE LIKE #LL51 Scene-o-rama
Includes 15 trees-green, yellow and brown lychen for hedges & shrubbery, mats for grass road and earth scenes. Snow capped Mt. tunnel & 3 elec. lamp posts. Pk-4 Wt-16lbs. 9.95



MANTUA Tyco-Continental Special
All metal steam loco, gear driven. Has gondola, mkt. box car, caboose, 45" oval of track w/reraller and terminal.
Pk-12 Wt-31lbs. 14.98

MANTUA
#T-5804 General Passenger Train Set
All die cast Locomotive and tender in gay colors. 2 yellow and red 1860 passenger cars. 14 sections of track.
Pk-6 Wt-18lbs. 34.95

MANTUA
#T-5803 Old Timer Freight Set
All metal "General" Locomotive and tender with freight cars, 1 combine car and 14 sections track.
Pk-6 Wt-20lbs. 39.95

MANTUA #T-5802 Shifter Freight Set
Die cast steam Locomotive. Tyco w/ tender and 2 freight cars and caboose and 14 sections track.
Pk-6 Wt-23lbs. 29.95

MANTUA
#T-5801 "Gay Nineties" Street Car
Yellow and red electric street car-HO gauge with 4 sections curve and 2 sections straight roadway track.
Pk-12 Wt-10lbs. 9.95

LIFE LIKE #LL50 Terrain-o-rama
Scenic materials for train layout. Contains 5 assorted trees, assorted colors of lychen for shrubbery, bag of grass, bag of earth, tunnel and 3 electric lamp post. Pk-6 Wt-12lbs. 4.95

MANTUA
#T-5805 Mikado Freight Train Set
Giant all metal Locomotive and tender with assorted freight and caboose. 14 sections of track.
Pk-3 Wt-19lbs. 49.95

DATE	ON HAND	ORDER	
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No. 123 TUCKET TOY AUTOMATIC BINGO (12).....$1.98

The latest in home Bingo, with the new Call Box. Crank-operated Call Box pops out a printed ball with number and letter. Well made set includes large quantity of cards, wood markers, a tally board and the automatic Call Box.

DATE	ON HAND	ORDER	
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LAY AWAY			

No. 500 TUDOR ELECTRIC FOOTBALL GAME (6).....$6.95

Tru-Action Electric Football Game . . . players run, pass, fumble, tackle, score. Two full teams of high impact styrene players in red and yellow finish. Lithographed metal frame and gridiron . . 25" x 15½". U. L. approved. 110 volts, A. C. only.

DATE	ON HAND	ORDER	
TOTAL			
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No. 120 TUCKET TOY JUMBO PLAY CHEST (12).....$1.98

A complete kindergarten in sturdy wooden chest. Equipped with Peg Board, Chalk Board, Crayon Eraso-board . . . plus play areas for Tiddly Winks, Round-I-Go, Tiddle Tennis and equipment.

No. 110 6-IN-1 PLAY CHEST (24).....$ .98

DATE	ON HAND	ORDER	
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No. 550 TUDOR ELECTRIC BASEBALL GAME (6).....$6.95

Real-action electric Baseball Game with catapult-projected magnetic ball. Players bat righty or lefty . . . hit long flies, line drives or bunts. All-metal frame and lithographed playing field 25" x 15½" x 2¼". U. L. approved. 110 volts, AC only.

DATE	ON HAND	ORDER	
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No. 117 TUCKET TOYS PEG POUNDER (24).....$ .98

Nicely finished wood pounding board 9½" x 4½". Vari-colored corner legs. Furnished with stained and waxed slotted pegs and large varnished mallet. Well constructed to withstand hard play.

DATE	ON HAND	ORDER	
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No. 300 UNEEDA "YUMMY" DOLL (24).....$3.98

"Yummy" has new exclusive features that greatly add to play interest. Her mouth moves to nurse her bottle. Fully jointed all vinyl body, turning head, sleeping eyes, rooted poodle style hair. She drinks and wets. 11½" tall.

DATE	ON HAND	ORDER	
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☐ **No. 242 UNEEDA "PRI-THILLA" DOLL (24).....$4.98**
Winsome 13½" all vinyl toddler doll with arm designed to hold her thumb in her mouth. Fully jointed, coo voice, sleeping eyes, rooted Buster Brown hairdo. Dressed in flannel shirt and linen dungarees, socks and shoes.

DATE	ON HAND	ORDER	
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☐ **No. 2046 VALENTINE "DONDI" DOLL (12).....$4.98**
A new doll fashioned after the famous cartoon character. All-vinyl with wired arms and legs, molded hair. 15" tall. Dressed in knitted sport shirt and denim trousers. Carries a big bag of marbles.

DATE	ON HAND	ORDER	
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☐ **No. 286 UNEEDA BABY DOLL (12).....$5.95**
17½" chubby toddler. All-vinyl, fully jointed arms and legs, turning head, sleeping eyes, coo voice. Rooted feather bob style hairdo. Wears crystal taffeta dress, cotton pants, socks and vinyl shoes.

DATE	ON HAND	ORDER	
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☐ **No. 2089 VALENTINE DOLL (6).....$9.95**
20" plastic doll. Vinyl head. Jointed at the ankle, knee, hips, torso, shoulder, elbow, wrist and head. Chinese upsweep bob hairdo. Rooted hair, moving eyes, pearl earrings and colorful fan. Dressed in 2-pc. lounging outfit.

DATE	ON HAND	ORDER	
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☐ **No. 403 UNGAR ELECTRIC WOODBURNING SET (12) $2.98**
Has the new slimmer, cooler electric pencil integrated with general-purpose wood and cork burning tip. Set includes wood and cork plaques, colors, foils, etc. U. L. Approved.

☐ **No. 405 NEW LARGER SKILL SET (6).....$4.98**

DATE	ON HAND	ORDER	
TOTAL			
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☐ **No. 2092 VALENTINE "BALLERINA" DOLL (6).....$10.95**
Walking Ballerina doll dressed in authentic Tu-Tu costume. 20" tall. Fully jointed plastic body. Vinyl arms and legs. Comes with formal dress, slip, pajamas and accessories.

☐ **No. 2500 BALLERINA DOLL ONLY (6).....$6.95**

DATE	ON HAND	ORDER	
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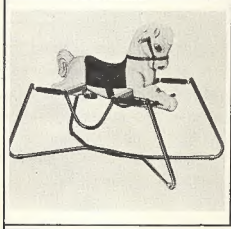
No. 22 WONDER HORSE (1).....$27.95

Deluxe Wonder Horse beautifully molded of rugged plastic in rich Golden Palamino color. Magic spring action. Mounted on copper colored tubular base. Saddle height 25". Length 41", width 24" Shipped K. D.



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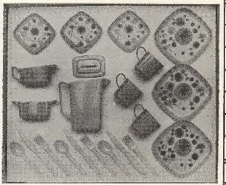
No. 40 WONDER MARE (1).....$19.95

Irresistible to-action-loving youngsters. Sculptured of smooth plastic in natural Palomino color. Magic spring action. Tubular metal base. Saddle height 19½". Length 39", width 22¾". Shipped K. D.



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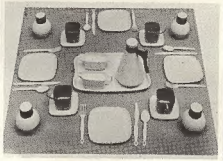
No. 932 WORCESTER FIREWORKS TEA SET (12)....$1.98

New, rigid, high-density polyethylene. 22 unbreakable pieces in complete service for 3. Fireworks design decoration.

No. 943 ABOVE SET IN SERVICE FOR 4 (12).....$2.98



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No. 1143 WORCESTER CARAFE SET (12).....$2.98

Child's delight 38-pc. modern set in service for 4. Break-resistant plastic. The carafes look like sparkling hand-blown glassware. Classic "square" style.

No. 1121 8-PC. SERVICE FOR 2 CARAFE SET (24)....$ .98

DATE	ON HAND	ORDER	
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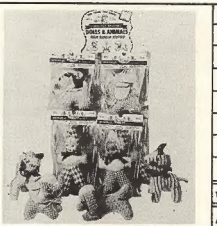
No. 1737 ZADEK-FELDSTEIN MUSICAL ROLY POLY (12).....$ .98

Musical Roly Poly of high impact plastic. Highly decorated in white and blue . . . pink and blue color combinations. Each in poly bag with lithographed tab top.



DATE	ON HAND	ORDER	
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No. 3002 ZADEK-FELDSTEIN TERRIES (24).....$ .98

Dolls and animals of brightly printed terry cloth filled with foam rubber. Decorated and ribbon trimmed. Completely washable. Each in pliofilm bag with colorful tab top. Packed 24 to carton, assorted styles.